

N. THURSDAY, DEC. 28,
He has to line up against
Notre Dame varsity twice
week.

Know SATISFACTION
\$9.60
TON
EGG
STOVE
NUT

MAIN 306
KING
ANGE ST.

ME

50c Size
TEK
Tooth Brush
23c
2 for 43c

EPSON
SALTS
11c
Box of 60
Parke, Davis
THROAT DISC
15c

Pound Can
KEN-L
RATION
DOG FOOD
6c
3 for 17c

35c
HILL'S
NOSE
DROPS
16c

Bottle of 500
BREWER'S
EAST TAB.
69c

Size Medal
ARLEM
CAPS.
18c
VORY
SOAP
4c
8c

ROCHESTER'S WEEKLY SHOPPING GUIDE

Vol. III, No. 10

Jimmie Fidler In Hollywood

HOLLYWOOD. — Whenever a new house goes up in Southern California, chamber of commerce secretaries chuckle with glee — but motion picture producers reach for another spirit. New residents are annihilating location sites as fast as they can construct H. O. L. C. houses. And studios which originally came to Hollywood because its environs, in addition to maximum sunshine, offered "wild" scenery of almost every conceivable kind, are forced to send their production units farther and farther into the hinterlands each succeeding year.

Laurel Canyon, once a favorite spot for "woody" scenes (you saw it in "The Little Minister"), is now a sold-out subdivision. Houses are springing up like mushrooms around Baldwin Lake, long a "natural" for tropical sequences. Palm Canyon is now so overrun with tourists that movie companies might as well search for solitude at 42nd and Broadway.

And so it goes everywhere within a 100-mile radius of Hollywood. Even the quickie producers, fighting to save every dime, are forced to send their companies hundreds of miles into the mountains and the desert in order to get virgin skylines. Location costs skyrocket from year to year and have already reached such a high that many studios find it cheaper to construct artificial wildernesses on their sound stages than it is to trek to the real thing. Recalling the pride with which our early day producers hailed the growth of Southern California, the result is ironic.

MUTTERINGS: At catch-as-catch-can sarcasm, I'd back up your dollar.

BRAND NEW - - - CORONA TYPEWRITER

PACKED IN ORIGINAL FACTORY CASES

TERMS

75c
A
Week



REGULAR

\$49.50

MACHINE

NOW \$39.00

In And With Case

FREE DESK

WITH THE PURCHASE OF A CORONA TYPEWRITER BY PRESENTING THIS AD

CITY TYPEWRITER

160 SO. CLINTON, Next to R. B. I. STONE 3424

MEISEL'S CLEARANCE SALE

NATIONALLY ADVERTISED

SKIPPY
SLEDS



Which Have Sold As High As \$7.45

WERE \$7.45

NOW \$2.95

HURRY KIDS
GET A REAL
SKIPPY RACER

PHILCO RADIOS

NOW

Regular \$19.95 Price—Special Purchase—5 Tubes—5 Electric Push Buttons—20-Foot Attached Aerial—Bakelite Case.

\$12.95
WERE \$19.95

MEISEL TIRE Co.

Your Credit Is Good Here—Slight Extra Charge for Credit
Main 3844 270 EAST AVE. Open Evenings
Corner Pitkin St.

The Rochester Sun

TRUTHFUL NEWS

TRUTHFUL ADVERTISING

ROCHESTER, N. Y., THURSDAY, JANUARY 4, 1940

DELIVERED
TO 75,200
ROCHESTER
HOMES

If You Do Not Receive PHONE STONE 6001
Your Copy Regularly

Educator To Speak At International Meet Of Zontians

The place of central Europe in the world of tomorrow will be discussed at the International Relations dinner meeting of the Zonta Club which is scheduled for the Rochester Club next Tuesday, beginning at 6:30 p. m.

Main speaker of the evening will be Dr. Edith Vogl, a member of the faculty of Keuka College. Dr. Vogl will bring to club members first-hand information on Europe, having been born and raised in Bohemia, a town in the Sudetenland, Czechoslovakia. At the age of ten she moved to Vienna, Austria. Her studies carried her to Prague, then to the Laban school in Germany and the Dalcroze School in Switzerland.

First Snow Train Of Season Set For January 14th

Providing the weatherman continues to offer his cooperation, Rochester's first snow train of the new season will chug out of Rochester on Sunday, January 14th. Sponsored by the Chamber of Commerce and the railroad, the snow train is proving increasingly popular each year. At first, destinations were New Hampshire hills and Adirondack mountains, with trains leaving from New York and Boston. Recently, however, Rochester has offered winter sports enthusiasts snow train trips to Allegheny State Park and other southern tier points.

Tickets for the on-day trip will be available at leading Rochester stores, the Chamber of Commerce and B & O terminal on Main St. W.

The Eighth Was First This Time



Winner of the first 1940 Baby Contest sponsored by the Rochester Sun is Mr. and Mrs. Martin Kachel, 257 Buffalo Rd. Shown here with Mrs. Kachel is her eighth child

George Thomas, who captured the prize for his parents. His mother is tuning the Motorola radio, presented by the Kemp Equipment Co. through the Rochester Sun.

Women's Political Group Installs New Officers

Members of the Lower Ward Women's Republican Club have announced their new officers for 1940, elected at a meeting held in the clubhouse, 461 Ridge Rd. W. last Thursday. Heading the slate is Mrs. Charles Strong, president. Other officers include Mrs. Walter Scott, vice-president; Mrs. A. E. Bertram, secretary; Mrs. Phillip Rodgers, treasurer; Mrs. Harold Francis, financial secretary; Mrs. Harry Wilson, messenger.

Committee chairmen for the new year are announced as follows:

Mrs. Fred Dutcher, Mrs. Edward Rosentratter, Mrs. Alan McBridge, Mrs. Burton Chapman, Mrs. Claude Winchester, Mrs. David Thorne, and Mrs. Louis Listman.

Boy Scouts Honor Court Scheduled

Scouts and leaders of Troop 82, are planning a Court of Honor, which will be held late this month, or early in February. The date will be announced.

According to George Michels, newly appointed Scoutmaster, more than sixty awards will be made. Preparations are under way for the publication of a troop paper, "The Scout Chronicle," to commemorate this event.

War Veterans Group To Meet

Members of the C. A. Glidden Camp No. 6, Sons of Union Veterans of the Civil War will meet in the G. A. R. Veterans headquarters at City Hall Annex next Tuesday evening for a joint installation of officers with the Ladies Auxiliary, No. 1. Past department commander Rudolph H. Gentner will be the installing officer.

Every Thursday Is Sun Day.

Religious and Civic Leaders To Take Part In Church Exposition

Many pastors, church workers and civic leaders of this community will participate in the Mid-winter Exposition to be conducted from January 23-26 in Central Presbyterian Church, Rochester, under the auspices of the Council of Churches of Women of Rochester and vicinity with more than twenty other religious and civic organizations cooperating.

The theme of the exposition will be "The Family, the world's smallest democracy," according to announcement of Mrs. Irving L. Walker, executive secretary of the council. The spacious church will house a diversity of exhibits depicting the many environments— influences which both enrich and handicap family living in the modern age. These exhibits which are being developed under the leadership of Mrs. William J. Baker, chairman of the committee on exhibits, will especially emphasize the religious, educational, civic and cultural contribution of our community life to wholesome family living.

The array of exhibits will include a central diorama presenting a model community with miniature houses, court house, churches of the three cooperating faiths, central park and playground, industry, school, museum, library, art gallery, store and bank. Other exhibits will include: photographic exhibition on subjects of family life; religion in the family as interpreted by Protestant, Jewish and Catholic faiths respectively; public education; community institutions for public protection; social services; aids to recreation; resources; health; problems and achievements of modern housing and hazards to successful family living.

Adult Evening Schools To Offer Free Sewing Class

Few people realize that with a small amount of time and effort, old material can be turned into a modern creation. People with limited budgets have an opportunity to make their clothing dollar go further by taking advantage of the free sewing classes being offered at No. 9 School and in various communities under direction of the Board of Education.

Don Mattaro, relations director at No. 9 School, reports that a sewing class covering a wider scope of instructions on sewing subjects will open to adults on Tuesday and Thursday evenings at No. 9 School, 261 Joseph Avenue, from 7:30 to 9:30.

No fees of any kind will be charged for the course. Adults may register at the No. 9 School office tonight or Tuesday and Thursday of next week.

Rochester Merchants Shower Gifts On Sun Baby Contest Winner

If the story hadn't stopped to say goodbye to old man 1939 as they passed in the night, little George Thomas Kachel would have the honor of being Rochester's last 1939 baby. But because of the aforementioned greetings, George Thomas not only led the parade of 1940 babies in Rochester, he began his life properly by winning a contest for his mother and dad, Mr. and Mrs. Martin Kachel, 257 Buffalo Rd. For George was the winner of the first baby contest sponsored by the Rochester Sun and co-operating merchants.

When George travels to his home a few days hence he will be greeted not only by his six brothers and sisters but also by a complete array of gifts from Sun advertisers.

Included among the prizes from Rochester merchants are: a portrait gift certificate from Lincoln's Photo Studio, a free

dinner for mother and dad at Boylan's Restaurant, three months' supply of milk from the Community Dairy, six free passes for George's parents to Loew's Theatre, 100 Phillies cigars for dad to pass around from the Big Elm Cigar Store, a gold locket set with a diamond from Gamlers, a Beacon blanket from Lincoln's Infants' wear department, an English perambulator from Pilling Baby Carriage Co., a Motorola radio from Kemp Equipment Co., a chenille crib spread from Paul's Curtain Shop, a bouquet of flowers for mother from J. B. Keller Sons, a bathnet from the Baby Bathnetette Corp., and three-week supply of baby foods from Helen Murphy's Baby Food Co.

Not a bad haul at all for such a little fellow—George tips the scales at just six pounds.

Mrs. Kachel arrived at the (Continued on Page 3)

LOBEL'S Annual JANUARY Reductions

Offering Savings up to 50%

The Season's been retarded and, naturally, so have sales on Snow Suits and Coats. Thus, we've bigger values and more of them than ever for this annual event—standard Lobel quality at most impressive reductions. All departments of Youth Center participates.

GIRLS' COATS

That Formerly Sold For \$5.98 to \$14.98

\$3.80 to \$8.80

FABRICS
"Glow Down"
"Frost Glo"
Suedes
"Snow Crest"
Fleeces
Tweeds
Nub Fabrics

LEGGING SETS for tots to 4 years, for the growing girl to 8 years.
COATS for the little miss 7 to 12, for the junior miss 12 to 16.

COLORS
Brown
Rust
Teal
Wines
Blues
Etc.

SKI PANTS

That Are Valued At \$2.98

\$1.74

All Wool, Fully lined, Snap or zipper anklets. Every wanted shade, Bib tops to size 12. Junior miss styles 12 to 16 are without bib tops.

OPEN A LOBEL CHARGE ACCOUNT

Buy at regular Lobel low cash prices and enjoy the added convenience of a charge account service at NO EXTRA COST.

SNOW SUITS MACKINAWS

That Formerly Sold For \$5.98 to \$12.98

\$3.80 to \$8.80

For Tots 1 to 4
For Growing
Boys or Girls 4 to 8
For Junior
Boy or Girl 8 to 16

More than 500 Snow Suits to select from, 100% all wool, Fully lined, Bib top pants. Snap or zipper anklets. Your choice of more than 300 Mackinaws in heavy all wool plaids with or without hoods. All wanted shades of navy, brown, wine and green.

SIMILAR REDUCTIONS IN EVERY DEPT.

LOBEL'S

YOUTH CENTER 114 East Main Street

PAGE TWO

JIMMIE FIDLER IS IN THE SUN EVERY THURSDAY

ROCHESTER SUN, THURSDAY JANUARY 4, 1940

Sun Offers Cut Price Tickets For 'Pocahontas'

Once again the Rochester Sun, in cooperation with the Education Committee of the Civic Music Association offers Rochester children an opportunity to see a famous Clare Tree Major's Theatre production at the Eastman Theatre at reduced prices.

The play, "Pocahontas" is scheduled for its local showing on Saturday afternoon, January 20th, beginning at 3 o'clock.

Every child knows the fascinating story of Pocahontas, the Indian Princess who saved the life of John Smith, one of Virginia's earliest white settlers.

The cast for this production has been chosen from a large group of well-known professional Broadway players, and the opus is reputed to be one of the most popular of the group's repertoire.

By clipping the coupon on this page and presenting it at the Eastman Theatre box office at the time ticket is purchased, a reduction of ten cents may be obtained. Prices range from 25c to 75c. With this coupon it is possible for your child or children to see this beautiful and popular play for as little as 15c each.

COUPON

This Coupon Is Worth
10c

Towards Price of Admission to
"POCAHONTAS"
Clare Tree Major's
Children's Theatre
Company

EASTMAN THEATRE
Saturday, Jan. 20, 1940
3 O'Clock

Seats: 25c, 35c, 50c, 75c

Present this coupon at theater box office when purchasing ticket. Good for 10c reduction on any priced seat in the theater this day only.

Lodge Group Installs Officers At Party Meeting

Members of the Past Chief Club of Pythian Sisters were entertained at a party last Friday with a dinner at the Week's Home, 143 West Ave., followed by the regular meeting at which the Officers for 1940 were elected.

Heading the new slate is Miss Ella Baker, pres. Others who were elected include Jean Cohen, Anna Steinfeldt, Mary MacFarlane, Tottie Evert, and Julia Karle.

Birthday greetings were extended to Sisters Anna Steinfeldt and Marion Phillips.

WE WILL NOT DO ANY WATCH REPAIR WORK

That We Cannot Guarantee
Bring your watch to Edwards. If anybody can fix it... our experts can. But we won't charge you a penny if we can't guarantee the work.

OPTICAL REPAIRS CAREFULLY DONE

Watches
Cleaned
And
Oiled
\$1.00

- Main Spring Fitted, \$1
- Stem and Crown, 25c
- Other Repairs at Correspondingly Low Prices
- ALL WORK GUARANTEED FOR ONE YEAR

Edwards
Street Floor

Be Thrifty
And Nifty
POLYSHINE
Your Shoes
All Colors
A Rochester Made Product

UNITED BUILDING TO BE DEMOLISHED

Building wreckers took over by the latter part of February one of Rochester's old landmarks on Tuesday. The United Building, which has stood at Main and Water St. for years, is being demolished in record time so that plans for a modern two-story building may be completed.

Men's and Ladies' Plain Garments
Beautifully Cleaned and Pressed
59c
with this ad
EMPIRE CLEANING & DYEING WORKS
GLENWOOD 1102
612 HOLLENBECK ST.
FREE CALL AND DELIVERY

MAKE YOUR NEXT TON WILLIAM PENN

Anthracite — at
No Other Coal At Any
Price Will Give More
Satisfaction Or More
Heat Comfort.
Reg. U. S. Pat. Off.
PEA — \$8.75
BUCK — \$7.85
RICE — \$6.75
ARAB COKE... \$10.05
For Immediate Delivery, Call: Main 306
FIRE-KING
70 EXCHANGE ST.
Mrs. Mary Bach, 141 Dickson St.

Edwards COUPON SPECIAL! FRIDAY AND SATURDAY

FACE POWDER-LIPSTICK and ROUGE Combination



Regular \$2.30 Value **57c** With This Coupon

REG. \$1 Face Powder... Sterilized for purity and delicately scented. In many shades.
REG. 75c Lipstick... Indelible. In a soignée blue and green case. Rich cream base keeps lips soft and moist.
REG. 55c Rouge... Delicately textured so it cannot streak. Scented for allure.

BRING THIS COUPON

This Coupon Entitles You To Purchase This Special Offer

REG. \$1 FACE POWDER... **19c**
REG. 75c LIPSTICK... **19c**
REG. 55c ROUGE... **3 for 57c**
EDWARDS—Street Floor

Andrew Jackson called them "FEMININE FOPPERY"



President Jackson called bathtubs "feminine foppery" and ordered torn out of the White House the one installed by Dolly Madison. He was probably more annoyed by the difficulty of getting hot water than by the bathtub.

If "Old Hickory" lived in Rochester today, we think he would be among the charter members of the bath-a-day club. With our low gas rates and dependable gas service, he'd find it easy and economical to enjoy a bath whenever he wanted one.

With an automatic gas water heater you can have all the hot water you need all day long for the price of an inexpensive wash cloth.

Get more for your money. Let Gas and Electricity do those tiresome jobs for you.

ROCHESTER GAS & ELECTRIC CORPORATION

Edwards JANUARY WHITE SALE

SAILING FULL SPEED AHEAD

Edwards January White Sale is now in full swing, and because this sale was planned months ago when prices were at rock bottom, we're able to offer you finest quality merchandise at the greatest savings in years. Come... See for yourself! Then stock up for 1940.

OPEN an EDWARDS NEW 90 DAY Charge Account
No Down Payment
No Interest to Pay
Mail or Phone Your Application

PAY 1/3 **10%**
PAY 1/3 **10%**
PAY 1/3 **10%**

Extra Weight Fruit of the Loom

SHEETS

Size 81x99
72x108
Regularly 1.59 **\$1.28**

Sizes	Reg. Price	Sale Price
63x99	1.35	1.08
63x108	1.49	1.18
72x99	1.49	1.18
81x108	1.79	1.44
90x108	1.99	1.58

All America knows these sheets for their soft finish, snow-white bleach and durability! Neatly packed in beautiful pastel boxes that keep them spotlessly clean. Bought before the price rise, we can sell them NOW at real savings!

PILLOW CASES 34c
Regularly 45c
Sizes 45x36; 42x36

Fruit of the Loom Pillow Tubing

29c
These significant savings should be of interest to those who prefer making their own cases 42 or 45 inches wide
EDWARDS—Second Floor

Beautifully Tufted Chenille Spreads

You **\$3.98** Reg. \$5.98
SAVE \$2 Value

You'll wonder how such wonderfully constructed spreads could be manufactured for so little money! Smart 2-tone numbers with neat scroll inserts. Buy several at this substantial saving. For full or twin size beds.

Dusty Rose Peach Rust
Green Blue Orchid
EDWARDS—Second Floor

Crown Tested Rayon Taffeta Spreads

Regular \$8 You **\$5.98** SAVE \$2.02
Value

Delightfully light and warm — tailored in a fancy stitching which enhances its richness. Filled with white wool and covered with lustrous crown tested rayon taffeta. Size 72x84 with smart corded edge.

Rose & Blue Wine & Rose
Green & Black Cedar & Brown
Blue & Gold Royal & Eggshell
EDWARDS—Second Floor

50% Wool Reversible Blankets

Extra Large Size 72 x 90 **\$3.68** Double Woven
You Save \$2.30

An exceptional bargain even in ordinary times! So be here to snap up this saving quickly... before a rising market forces us to set higher prices. 50% wool, balance selected cotton. Beautiful shades! Also plain shades.

Green with Orchid Dubonnet with Cedar
Cedar with Peach Mahogany with Cedar
Blue with Rose Green with Rose
EDWARDS—Second Floor

Reg. 29c All Linen Kitchen Towels 23c

Made by Stevens. Famous for service and quick drying. Hemmed, ready to use. With colored borders of red, blue, green, gold. Size 17x22.

Reg. 50c Turkish Bath Towels 3 for \$1

Ideal for monogramming. Fine quality towels with very slight imperfections. Buy in lots of 12 and save \$2. All have woven-in, colored plique borders.

Reg. 39c Turkish Bath Towels 29c

A rare combination of quality and size. Heavy, double loop bath towels. White with colored borders. 22x44 in size.

All Pure Linen 5 Yds. for \$1

Crash Toweling

With linen prices up 35% this is very exceptional value. Buy these liberally NOW! No more when these are gone. Colored borders of blue, green, red.

Reg. 15c Turkish Hand Towels 8 for \$1

White with colored borders. Size 18x26. Double loop. Soft, absorbent quality. Make ideal hand towels.

Cannon Quick Dry Kitchen Towels 6 for 88c

A combination of specially processed linen and cotton. Bright stripes. Neatly wrapped in cellophane, 6 in a package. Generously sized.

Reg. 35c Pure Linen Kitchen Towels 29c

A quality you wouldn't believe possible at such low price! Wide colored borders in blue, green or gold. Hemmed, ready to use.

Reg. 39c Imported Linen Crash Toweling 35c

Your choice of 3 excellent crashes. White with colored borders or brightly colored stripes. The other is a smart over-check in fine crash. 3 yds. for \$1.

Reg. 1.29 Printed Lunch Cloths \$1

Bright, colorful designs that do wonders in pecking up your kitchen. Fast color prints on fine cotton. Size 12x15.

MATTRESS COVERS 98c

Washable
Reg. 1.39
Sale Price



Closely woven, sturdy covers with tape bound seams and rubber buttons. Easy to put on and take off. Cut in extra-large size.

EDWARDS—Second Floor

JANUARY 4, 1940

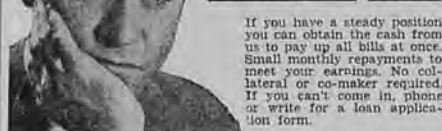
ROCHESTER SUN, THURSDAY, JANUARY 4, 1940

LET SUN VALUES BRIGHTEN YOUR WINTER SHOPPING DAYS

PAGE THREE

JamoShanter STOCK ALE
ROCHESTER'S FINEST
and Largest Selling STOCK ALE
DRAUGHT • BOTTLES • EVERYWHERE
More Hops • More Malt • More Age
AMERICAN BREWING CO. • Rochester, N. Y.

Are You Felling Low Over Bills?
**Let Us Help You
With a Low Cost
PERSONAL LOAN**



USE OUR REGISTER CHECKS FOR PAYING BILLS, ONLY 10¢ EACH
Member of F. D. L. C.

**GENESEE VALLEY
TRUST COMPANY**
Exchange and Broad
THE BANK OF PERSONAL SERVICE

Mrs. Ruth Magin, 1555 Clinton Ave., N.

Winter Salads Make Delicious Meal Or a Tempting Side Dish

By IRENE MUNTZ

Salad is a delightful accompaniment to any meal or it can easily be taken as the meal itself. Large dinners require salads as a side dish or a separate course, but bridge parties and luncheons are taken care of with a salad, rolls and coffee. So whatever the need may be, in summer and in winter, salads are in demand.

But of course, as seasons change so food will change and when it comes to our winter months the salads go into effect and the fruits of the season can be used to the best advantage. Either molded, plain or with fancy dressing you will find many suggestions and here are just a few to tide you over.

APPLE SALAD
4 Jonathan apples 1 lb. white grapes
juice of 1 lemon 1 dozen marshmallows
1 can sliced pineapple 1 c. walnut meats
Dice the apples and add the lemon juice to keep them from turning dark. Cut the pineapple in small pieces, seed the grapes, cut the marshmallows, mix and serve with the dressing.

CRANBERRY SALAD
1 c. cranberries 1 c. grapes
2 c. raisins 1 c. pineapple
2 c. apples 1 c. white grapes
1 c. cold water 1 c. nuts
1 c. mayonnaise 1 c. cream
1 c. whipped cream

Cook the cranberries in boiling water, put through strainer and add the sugar. Dissolve the gelatin in cold water and add to the first mixture. Let stand until cool and add the nuts, pineapple and grapes. Pour into molds, chill, and serve on lettuce with mayonnaise.

and cook thoroughly, adding butter. When cold, add to fruit mixture. Just before serving stir in the whipped cream.

ORANGE DELIGHT
Peel oranges and remove all white membrane. Separate into sections, keeping whole. Peel bananas and cut in quarters in same length as orange sections. Put the orange and banana pieces in French Dressing, let stand for 1/2 hour. Drain and arrange 3 sections of orange alternating with 3 sections of banana to form a flower on crisp lettuce leaves. In the center put a generous tablespoon of Pineapple Cream Dressing.

CHERRY SALAD
1 c. cherries 1 c. grapes
2 c. raisins 1 c. pineapple
2 c. apples 1 c. white grapes
1 c. cold water 1 c. nuts
1 c. mayonnaise 1 c. cream
1 c. whipped cream

Cook the cherries in boiling water, put through strainer and add the sugar. Dissolve the gelatin in cold water and add to the first mixture. Let stand until cool and add the nuts, pineapple and grapes. Pour into molds, chill, and serve on lettuce with mayonnaise.

Evening Schools Resume After Holiday Recess

Thousands of adults will trek back to regular Board of Education and WPA evening school classes after the holiday recess, when registration for the winter semester begins tonight.

Owing to its large enrollment, registration at Monroe High evening school started yesterday, January 3, where most of its 100 courses offered during the last term will be continued. Nearly 4500 persons registered for courses during the last term, and an all-time high of 7500 is expected for the school year. This is a 25% increase over last year and tops all evening schools in the city.

School No. 27 will also accept registration on Tuesday and Thursday nights, and Charlotte High School will register on Monday, Tuesday and Thursday evenings, at which time classes will be held in both schools during the winter term. Residents of Greece and Irondequoit may enroll at Charlotte High school for any of the courses as non-resident students.

Some of the courses offered for study at the Monroe High Evening School:
GENERAL & CULTURAL: Water color and oil painting, high school English, creative writing, speech correction, journalism, radio continuity, writing and microphone technique, public speaking, drama, French, German, Spanish, Italian, elementary school subjects, human relations, English for foreign-born, early Rochester history, psychology, sociology, philosophy, personality development, chemistry, floriculture and home gardening, first aid, first reading, civil service preparation, and art.

VOCATIONAL: Auto mechanics, architectural drawing, blueprint reading, electricity, mechanical drawing, surveying, mapping and engineering drawing, stationary engineering, elementary and advanced machine shop, general photography, retouching and coloring, air conditioning, cabinet making, sheet metal practice, basketry, upholstery, commercial art, cartoning, fresh food drawing.

COMMERCIAL: Shorthand, typewriting, dictation, general office practice, accounting, bookkeeping, advertising, business English, and commercial law.

MUSICAL: Choral singing, mandolin, guitar, violin, vocal music, graduate chorus and orchestra, band and orchestra, instruments, piano and accordion.

HOUSEWIFE: Dressmaking, designing, pattern-making, sewing, children's clothing, millinery, meal planning, table setting, and cooking.

GENERAL COUNTY TAXES
Monroe County Treasurer
Rochester, N. Y., January 3, 1940—The assessment rolls for the General County Tax levied in 1939 and payable in 1940 have been placed in my hands for collection. All persons named thereon are required to pay the tax assessed on them before the 15th day of April next subject to the following conditions as provided in Section 13 of Chapter 441 of the Laws of 1928.

FEES WILL BE ADDED AS FOLLOWS:
All of January without fees, February 1st to 20th inclusive 1%, March 1st to 31st inclusive 2%, April 1st to 15th inclusive 3%, After April 15th said addition of 3% and also fees and penalties at the rate of 5% per annum. In case of default a warrant will be issued for the collection thereof according to law.

On August 1st an additional fee of \$1.50 for advertising will be charged. On the 15th day of August a list of all unpaid taxes will be published. On the 20th day of August all unpaid taxes will be sold and can be redeemed only by paying advertising and sales charges with interest.

Office Hours 9 A.M. to 3 P.M. Saturday to 12 M.

TOWN TAXES
Town taxes can not be paid to County Treasurer until June 1st, but should be paid to the Town Collector, whose address will be furnished by the County Treasurer on request.

CLARENCE A. SMITH
Director of Finance

FIDLER

(Continued from Page 1)

Ray Milland against all comers. Frantic urge: To duck when the Ritz Brothers start talking — with gestures. After an hour's conversation, most stars suffer from "I" strain — so do their audiences. Wondering muse: How long will it take producers to draw dangerous conclusions from comparing the box-office draw of unpaid cartoon stars like Snow White, Gulliver and Pinocchio with the box office flops of \$100,000-a-picture personalities? Quit kidding—those cafe scenes in "Balalaika" prove Hona's not Mass-ey at all. Growl: Stand by for the usual just-before-March income tax squawks which will be louder than ever in Hollywood this year. Only actor who can vie M. Rooney in chestiness is M. Mouse.

QUOTES AND COMMENT:
Publicity dispatch: "Four Wives" contributes no less than seven types of kisses — paternal, friendly, sedate, frivolous, sympathetic, experimental and blazing." And some people feel sorry for actors! ... Mary Martin (surprised to learn that her Broadway act was called a strip-tease): "I've never even seen one." Your audiences can't say as much, honey chile.

(Copyright, 1940, McNaught Syndicate, Inc.)

FIRST BABY

(Continued from Page 1)

Wilhelmina Maternity Hospital, 1239 Lyell Ave. at 11:45 P.M. Sunday and George arrived soon after—checking in at exactly 15 seconds past midnight. He couldn't have done better had he tried.

"Simply thrilled" was the way Mrs. Kachel put it when a Sun reporter called to present the certificates attesting his victory in the contest. "Every baby I've ever had has been a real thrill to me, but winning this contest, too, makes George's arrival doubly happy," she said.

Oldest of the Kachel children is a daughter of 13 years "who really is a great help to mother." George will have two brothers to keep him company at home—one 21 months old and another 11 years of age.

When asked if she'd like to win next year's Sun contest Mrs. Kachel murmured a "no, thank you." Dad, who is a machinist, says that while he was glad the family won this one, he won't be too upset if they aren't even in the running next year.

Miss Barbara Will of Grosvenor Road and Miss Ruth Harris of Morton Farms entertained at tea on Sunday in the home of Mill Will.

Every Thursday is Sun Day.

Miss Mary A. Allen of Arnold Park returned from Norfolk, Conn., on Friday where she spent Christmas with her son, Atkinson Allen, and Mrs. Allen.

Mrs. George W. Aldridge of Monroe Avenue, Pittsford, will entertain the 10th branch of The Children's Convalescent Hospital on Friday in her home.

Let "RELIABLE"
REBUILD YOUR SUITE
Now is the time to have your living room suite reupholstered. Have it done by "Reliable's" expert craftsmen. Let them make your suite look better than the day you first bought it!
SERVICE INCLUDES:
• Free pickup and delivery to your home.
• Complete renovation of your suite. Frames tightened.
• New springs in base where needed. All springs tested.
• Complete reupholstering which includes new cushions in cushions.
• Frames and legs all re-finished like new. Minor changes if wanted.
• Sewing is tailored throughout by expert craftsmen.
TWO PIECES \$52.50
Terms as low as \$100 Weekly!
Phone Culver 2081 or Main 4193
An interior decorator will call and give you free estimates on the reupholstering of your suite. No obligation for this service.
THE RELIABLE FURNITURE CO.
80-84 STATE ST. ROCHESTER

Beebe's Greatest January

SALE

LINENS

Entire Stock, Fine Imported, Domestic Single Pieces and Complete Sets.

Sale Begins 9 A. M. Tomorrow

Slashing reductions on every linen and lace item in our huge stock... which means double savings... for our stocks were bought before the present European War... at lower pre-war prices. If you wait to buy linens... you will be buying from stocks that were purchased at premium prices. Buy now, and buy at Beebe's... if you want to save in the finer quality kind of linens.

COVERS

Ranging From

\$1.00 to \$2500.00

100, Hand Made, 3-Pc.
CHAIR BACK SETS 19¢ Set.
50, Hand Made, 2x2 1/2
LACE CLOTHS \$1.79
Gorgeous Selection, Pure Linen
GUEST TOWELS 29¢
Hand Made, Imported
SILK SLIPS \$1.49
NIGHT GOWNS \$2.29

Limit 3 to a Customer LARGE DISH TOWELS 5¢ Ea.

Large, Fast Quality
CANNON TOWELS 29¢ Ea.

100 Pairs, Hand Made
PILLOW CASES 49¢ Pr.

50 Hand Made, 5-Pc.
BRIDGE SETS 39¢ Set

Hand-Made
LUNCHEON SETS
9 to 25 Pieces
\$2.25 to \$650.00

"The Linens Your Friends Admire and Use"

BEEBE'S LINEN SHOP
267 EAST MAIN STREET — OPPOSITE SIBLEY'S

Sibley, Lindsay & Curr Co.
Made For Each Other!
REVLON LIPSTICK To Harmonize With Your Revlon NAIL ENAMEL
Keep your lips and your finger tips fashionably in tune with Revlon's famous nail enamel and Revlon's new harmonizing lipstick on longer. Their special shape makes it easy to give a clean, clear, youthful outline to your lips. Revlon Lipsticks come in nine glowing, fashion-right colors to complement Revlon's Nail Enamel shades. There's a special Revlon Lipstick color for your favorite nail enamel shade.
Color Chart
If Your Lipstick Is Choose These Enamel Shades:
Shy Shy Shell Lancer
Winsor Winsor Savoy
Sun Rose Sun Rose Sudan
Bravo Riviera Sierra
Juellene Juellene 1 Juellene 2 Juellene 3
Red Rice Red Dice Acet
Chilibeau Chilibeau Suez
Tringar Tringar 1 Tringar 2 Tringar 3
Mahogany Mahogany
LIPSTICK \$1.00
NAIL ENAMEL 60¢
TOILETRIES, MAIN FLOOR
PHONE STONE 6600

DID HE SAY SCOTCH?
NO, HE SAID MARTIN'S SCOTCH



Don't short change yourself on QUALITY

ASK FOR MARTIN'S SCOTCH WHISKY
Mellower • Smoother
Tastes Better

MARTIN'S
BLENDED SCOTCH WHISKY, BOTTLED IN SCOTLAND. Imported by McKesson & Robbins, Inc., N. Y.

KIENER'S
ANNUAL PRE-INVENTORY

SALE

PRICES SLASHED
COATS

On FUR TRIMMED
Reg. \$22.50 **\$9.95** Reg. \$29.50 **\$17**
Reg. \$45.00 **\$27** Reg. \$59.50 **\$37**

KIENER'S
599 HUDSON AVENUE
OPEN FROM 9 A. M. TILL 10 P. M.

DEEP VALLEY **\$9.35**
HARD COAL, NUT
STOVE SIZE **\$9.60**
PEA SIZE **\$7.75**

• Just Call
MAIN 4525

HOLLOW HILL
ANTHRACITE
\$9.95
TON
NUT
STOVE
PEA **\$8.50**
COKE **\$9.80**

Prices Cash. Delivered. Shovels Off

LEHIGH
FUEL SERVICE
202 Atwater's Bldg.—Exchange at Edison

HISTORY REPEATS
Wilson's Certified, Tender
Smoked Small Sliced

HAMS
Whole or sliced
Supplies fat and skin removed
21c

Milk-Fatted — Young Heavy
ROASTING CHICKENS lb. **23c**
6 to 7 lb. average

Fresh Cut-Up
Chickens
and Turkeys
Ch. Breasts lb. 41c
Ch. Legs lb. 32c
Ch. Livers lb. 37c
Ch. Wings lb. 21c
Ch. Necks lb. 15c
Ch. Giblets lb. 19c
Th. Legs lb. 35c
Th. Breasts lb. 45c

BEEF ROASTS
Cuts from
high grade
D. R. Inspected
young
steers have
been sold at
this low price
Beef Roasts, Chuck and
Shoulder. Best cuts.
None priced higher.

Milk-Fatted — Young
FOWL 4 lb. average **21c**
For stewing

Milk-Fatted Small
FOWL For Fricassee lb. **16c**
or Salad

Brineless, Silver Bristles
CORNED BEEF lb. **21c**

Short Rib of **BEEF** lb. **11c**

Fresh Dug
Overstuffed **Clams** each **1c**

CLARK'S
MARKETS

906 NO. GOODMAN
Near Bay, Culver 4870

824 PORTLAND
Near Lux St. Stone 471

Sidelights On Contract Bridge
By Helen French Morris

How many players of contract bridge know the difference in bidding in a duplicate game and a rubber game? There is quite a distinction. In duplicate tournaments it's pairs playing against each pair sitting, north and south, east and west, playing for match points with either the Mitchell or Howell method of progression. Bidding also differs as the game is a "mid war" vying with each pair for points. Scoring varies too. Deduction from inferences through the bidding claims good judgment between partners and a dependable partner shows, in the long run, excellent team work and really is the deciding factor of expert playing. Rubber games give more of a "flare" between a foursome and the bidding from start to finish is filled with information — even to asking bids. Blackwood convention for slam cues, or one club convention. These conventions are used by many and yet there are players who will use none of them. They resent any recognized form promoting understanding between partners. They prefer to inaugurate their own systems as they go along.

Distribution is another factor to be remembered in bidding. The following hand illustrates this point. The bidding is peculiar but the game bid was reached and made.

NORTH
S 3 4
H 10 9 8 7
D 10 9 8 7
C K Q 2

WEST
S 3 4
H 10 9 8 7
D 10 9 8 7
C K Q 2

EAST
S A 2 3 4
H 10 9 8 7
D 10 9 8 7
C A 3 4

SOUTH
S None
H A 5 4 3
D 10 9 8 7
C 10 9 8 7

With North as the dealer, the bidding was as follows:

NORTH EAST SOUTH WEST
1 spade 1 no trump diamonds 2 trump 3 clubs 3 diamonds 3 hearts 4 hearts pass pass pass

West led Jack of Spades, covered by Queen, calling the ace trumped by South. The peculiar play of this hand was that no trumps were led, cross-ruffing with high trump. Five tricks from a hand seemed out of order, but distribution is a plain factor, so keep your eye and mind on this feature.

LIKLY'S
Annual January SALE



Likly Quality Hand Bags

Reg. \$2.00 **\$1.59** Reg. \$3.00 **\$1.95** Reg. \$5.00 **\$3.95**

Likly Costume Jewelry

Reg. Sale
\$1.00 Price **59c**

\$2.00 to \$15.00 Jewelry
Reduced **20 to 50%**

Trunks, Hand Luggage, Hand Bags, Costume Jewelry, Bill Folds, Key Cases, Fitted Dressing Cases, Dresser Sets, etc., at Savings of **10% to 50%.**

Charge Accounts Invited
Free Deliveries in N. Y. State

271 Main E. Est'd 1844

January
SALE of FURS
Reductions Up To
50% OFF
SAVE ON QUALITY

ROCHESTER FUR DRESSING
290 BROAD ST. MAIN 5117



IMPORTANT—
Our Phone Number Has Been Changed

MONROE 8611

— for —
CORRECT TIME
TEMPERATURE—WEATHER FORECASTS
FREE SERVICE
6 A. M. TO MIDNIGHT
THE TIME BUREAU, INC.

TOWERING MANSIONS
Designed and Dedicated to Highlight the Joy of Living

LINCOLN HOTEL

Live like a king when you visit New York. Stay at Manhattan's Mighty Hotel Lincoln, superb in every detail of location, luxury and hospitality.

NEW YORK CITY
44th to 45th Sts., at Eighth Ave.

1400 ROOMS
Each With Bath
Showers and
Cabinet Radio

HOME OF THE FAMOUS BLUE ROOM
Outstanding Music and Entertainment

Ownership Management
MARIA KRAMER
President
John L. Hargah, Gen. Mgr.
HOTEL EDISON
Sole Management

Young Ladies Sodality Plans Penny Bazaar

The Young Ladies' Sodality of Holy Apostles' Church will hold a Penny Bazaar in the school hall on Austin Street next Monday evening.

Among the attractions will be the door prizes, the baseball, dart, and penny pitch games, the canned goods and variety booths, and the parcel post counter.

WATCHES
• CLEANED
• REGULATED
• ADJUSTED
The Watch Doctor
2 North Street
Opposite Shiley's

BIG SALE
Rochester's Largest Stocks of High-Grade Yard Goods

WOOLENS, SILKS
SATINS — COTTONS

Ask any customer about the quality yard goods we have... you'll find out that we have latest patterns and finest materials... and now, at this Sale, you can see what amazingly low prices we have. Come in and choose from Rochester largest stocks... spicy woollens, plaids, tweeds, silks, and formal materials. Many colors, many patterns! Many imported!

COTTONS 10c Gingham, Pique, Percale	DRESS SILKS 25c Values to 60c
WOOLENS 79c 50" \$1.39 Value	MOIRES 49c New Spring Tweeds \$2.98 Value
WOOL JERSEY 69c 80c Value	WOOLENS \$1.29 Woven Cotton Values to 30c
SATINS 39c \$2.49 Value	PLAIDS 19c Silk and Wool Mixtures, novelty blends, etc.
WOOLENS \$1.09 All Shades 90c Value	DRESS SILKS 39c Values to \$1.38
LACES 49c \$1.98 Value	PRINTS 33c New Spring patterns. Crown-Teased
DRESS SILKS 39c All Shades 90c Value	DRESS SILKS 59c Values to \$1.38

MANHATTAN MILL END STORE
381 MAIN ST. E. — NEXT TO WEGMANS
OPEN EVENINGS TILL 9 O'CLOCK

Great Store-Wide DISCOUNTS
IN OUR
JANUARY CLEARANCE

SMASHING REDUCTIONS BRING SUPER-SAVINGS! The king of all furniture sales! That is a true description of our great January Sale. No other event compares with it. No other sale offers such incomparable "buys." Only the fact we are situated out of the high rent district can make this possible. Buy Her Now!

42 FINE LIVING ROOM SUITES	37 SMART BEDROOM SUITES
\$89 2-Piece Modern Group Durable, rich looking upholstery. Choice of colors. Sturdily built. \$42	\$54 — Genuine Maple Groups Colonial style solid maple suites, offering vanity, panel bed and roomy chest of drawers. All in satin-like finish. Now \$34
\$89 Tailored 2-Piece Grouping Modern suite, custom built, shown on our floors in three color combinations—reduced to a record "low" for a well built suite \$54	\$83 Modern Veneered Sets We can't promise how long these sample suites will remain on our floors at this low price tag. The 3-piece combination is offered at just \$49
\$100 Modern 2-Piece Suites at Attractively custom tailored in rich velour — four fine sample suites, including extra large sofa and matching lounge chair \$79	\$99.00 12-Piece Walnut Group Beautiful modern suites with large mirrors and figured butt walnut veneer in combination with other woods. Springs, mattress, etc. included \$79
\$195 Carved Frame — 2 Pieces The price tag in no way reveals its fine quality. Gorgeous suites with beautiful upholstery fabrics and carved feet and frame. Kid mohair \$100	\$149 18th Century 3-Pc. Suites Mahogany veneered groupings in Chippendale style, while they last. Hurry for this superb offering \$99

SPECIAL! Close-Out Genuine Certified JAMESTOWN BEDROOM SUITES
Three Only! Individually Custom Made.

\$369 6-Piece Walnut Beautifully matched walnut veneer. Bed, chest, dresser, vanity, bench, night table. \$235	\$249 6-Pc. Swedish Modern Rubbed polish finish in a beautifully designed grouping \$165
\$289 5-Pc. SOLID MAHOGANY MODERN BEDROOM now \$170	

\$12.95 SPRING MATTRESS \$ 6.95	22.50 9x12 RUG 12.50
3.75 END TABLE 1.09	8.95 WALNUT POSTER BED ... 5.00
12.95 COIL SPRINGS 4.95	29.50 STUDIO COUCH 18.95
10.95 OCCASIONAL CHAIR ... 6.50	24.50 PORCELAIN BREAK. SET ... 16.00

MAJESTIC FURNITURE CO.
Open Every Evening Until 9 P. M. **204 COURT STREET** 18 Months to Pay

Y JANUARY 4, 1940

ROCHESTER SUN, THURSDAY, JANUARY 4, 1940

WATCH THE SUN FOR SHINING VALUES

PAGE FIVE

WATCHES

• CLEANED
• REGULATED
• ADJUSTED
• GUARANTEED
The Watch Doctor
2 North Street
Opposite Sibley's

er's Largest Stocks
High-Grade
Yard Goods

out that we have
see what amazingly
cks...spicy woolens.
Many imported!

KS 25c

S 49c

S \$1.29

S 19c

KS 39c

S 33c

KS 59c

L END
STORE
GMANS

NTS

CE

That is a true
such incompar-
ssible. Buy Her

SUITES

\$34

\$49

\$79

\$99

rtified
TES

165

now \$170

12.50

5.00

18.95

16.00

CO.

o Pay

LINCOLN'S JANUARY SALES

TRUCKLOAD AFTER TRUCKLOAD



READY CUT DRESS
LENGTHS . . SEW
and SAVE!

THOUSANDS of YARDS of REMNANTS
TREMENDOUS ASSORTMENTS ALL HAND
PICKED

TO BE SOLD AWAY OFF PRICE **WHY?** Because every yard was bought before war
advanced prices to their present high level

READY FRIDAY



FINE COUNT
DRESS and APRON
PERCALES

Make
your own
dress for
35c

10c

80 Square UNBLEACHED COTTON
Fine count 36 inch BROADCLOTHS
36" Floral or tapestry CRETONNES

9c
yd.

80 Square PERCALES

YOU SAVE 7c to 12½c on a YARD
Make Up Your Own Dress for 44c
All new patterns - all new colors - all washable

12½c
yd.

36 in. Colonial and Floral **GLAZED CHINTZ** yd. **17c**
39 in. pastel shades **FAILLE TAFFETAS** yd. **19c**
40 to 48 in. **CURTAIN MARQUISETTE** yd. **10c**



1 TO 10 YD. LENGTHS

RAYON CREPES
TAFFETAS

Make
your own
slip for
30c

12½c
yd.



36 inch Dustite or SATEEN
CRETONNES

Make your own draperies and chair covers for
less than half price. Beautiful floral, nautical
and scenic patterns colorfast in rust, green,
blue, red and brown.

16c

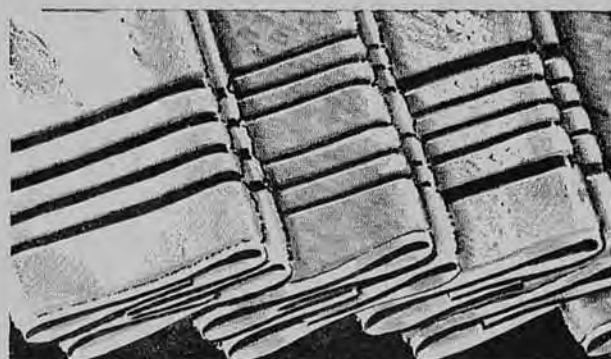
29c Value



MAIN ST. AT ST. PAUL, ROCHESTER, N. Y.

LINCOLN'S JANUARY SALES

A Solid Truckload of Famous CANNON Run of the Mill



TURKISH TOWELS

9c 12½c 17c

Guest sizes, hand towels, bath sizes. Heavily looped, spongy, thick towels glowing in color. Decorator borders. Block patterns and solid pastels.

The Print Sensation of 1940



39" CROWN TESTED

Washable-Non-Rip

DRESS PRINTS

- Every Yard Tub Fast
- Over 100 New Patterns

Build your whole wardrobe on these values, with each dress costing less than \$1.60 a piece. More than 100 new colors and patterns including blues, rose shades, aqua, plenty of navy and black

39c
YARD

Jumbo Size

CANNON MILLS

22 x 44
BATH TOWELS

17c

All over blocked plaid towels, white grounds with stripes in red, blue, green or maize.



They handle stockings daily. They say they've never seen the like!

If You've Been Paying 59c To 79c For Your

SILK HOSE

HERE'S YOUR CHANCE

To Buy The Same Full Fashioned But Very Slight Irregulars Of 59c To 79c

CHIFFONS and SERVICE

You Save 20c a pair **39c** You Save 30c a pair **49c**

Exquisitely sheer chiffon and walking-weight sheers with such slight defects as a thick thread in top or sole—minor things that will not harm the appearance or wear.

Full fashioned, dependable every-day sheers that wear well and look well. Because of the tiniest flaws that can't be detected, you'll be able to buy them for almost half price.

LINCOLN'S JANUARY SALES, make it worth your while to buy your kitchen and houseware needs NOW



RED TRIM WHITE ENAMEL STOCK POTS

Heavy gauge enamel pots with a 4 qt. capacity. White enamel trimmed with red.

37c



New Style Marine BLUE ENAMEL DISH PANS

Large, deep, enamel pots blue speckled with a 12 qt. capacity.

37c



RED TRIM WHITE ENAMEL first quality SAUCE PANS

1 and 1½ qt. size, enamel Wm. D. or sauce pans. First quality.

37c



5 pc. heat resisting BOWL SETS

1, 4, 7, 9 and 12 inch nested bowl sets in green and tan.

37c

9c Sale HOUSEWARES

AND KITCHEN GADGETS. ALL ONE PRICE



10 oz. decorated TUMBLERS

2 for 9c

Colorful floral and modernistic patterns.



1½ qt. Aluminum SAUCE PANS

Light gauge aluminum lipped sauce pans reinforced at handle.

9c

Good Quality Gray ENAMELWARE

Reg. 15c **9c** ea.

- 2 qt. lipped sauce pan
- 2½ qt. lipped sauce pan
- 4 qt. pudding dish
- Wash basin



Decorated metal Waste BASKETS

Washable metal waste baskets in 4 attractive patterns.

9c



150 Sheet Roll Statler Paper TOWELS

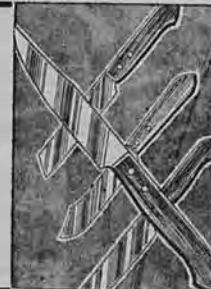
Absorbent Statler towels handy for garage and for kitchen use.

9c

KITCHEN CUTLERY

Usually 15c **9c** ea.

- Vegetable knives
- Utility knives
- Mainline steel blades



30x54 FELT BASE MATS

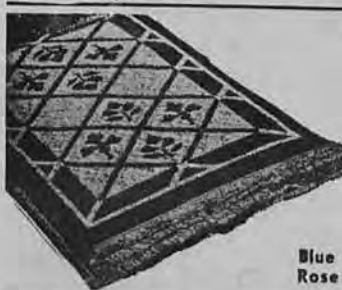
Scatter sizes in floral, geometric and all over patterns.

37c

Reg. 69c Quality
OVAL BRAIDED RUGS

Size 17x34. In a variety of colors.

37c



Large Size 24 x 40 Washable Reversible daisy pattern CHENILLE RUGS

Heavy, washable rugs that can be used on both sides— which means you get double wear. Lovely floral and geometric patterns in 4 different color combinations.

77c

Blue Rose

Green Black

All Washable All Reversible

27 x 15½ INCH FELT BASE UTILITY MATS

All first quality. of course. 15c value

7c

17x34 PART LINEN DISH TOWELS **10c**

Usually 15c

Wash or DISH CLOTHS **4c** each

Famous Make RUN OF THE MILL

RAINBOW STRIPE PART LINEN DISH TOWELS **12½c**

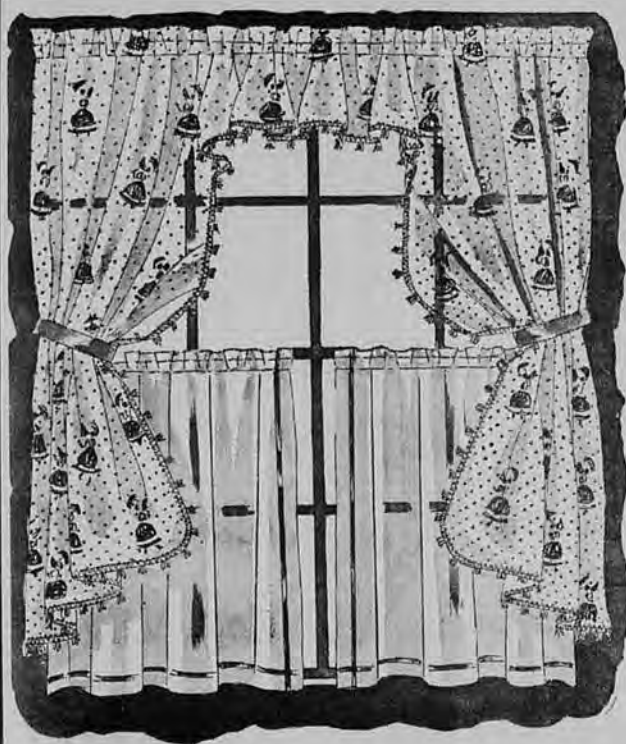
Blue - Green - Gold - Red

72x84 COMFORTABLES **\$1.77**

Reg. \$2.49 — Cotton Filled

LINCOLN'S JANUARY SALES

OFFERS A \$30,000 STOCK OF SHEETS- CURTAINS-YARD GOODS and HOUSEWARES — AWAY OFF REGULAR PRICES

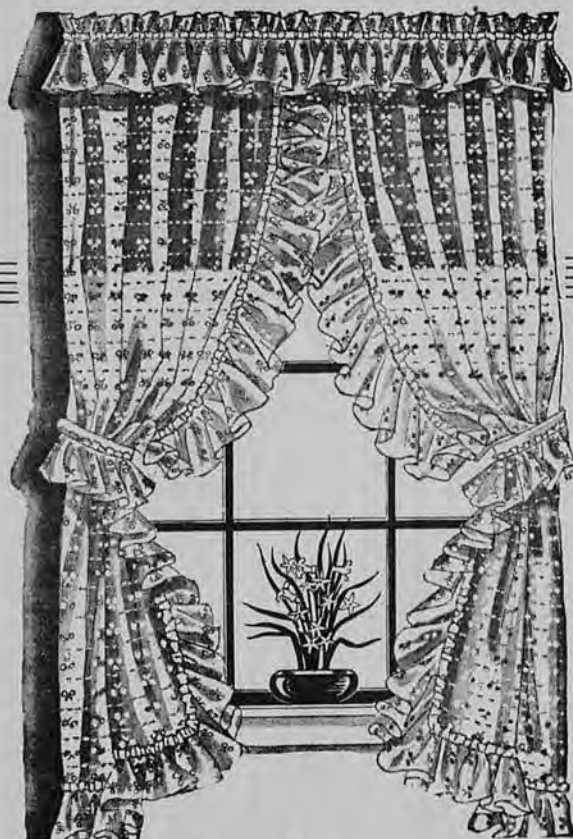


Save 21c to 31c On This SPECIAL Group

COTTAGE SETS-RAYON TAILORED and PIN DOT RUFFLED MARQUISETTES

"You've the largest curtain selection in town!" That's what customers constantly tell us. Imagine 2500 curtains at one low price... tailoreds, marquistettes with double fullness, ruffles and cottage sets in an outstanding collection of styles and colors.

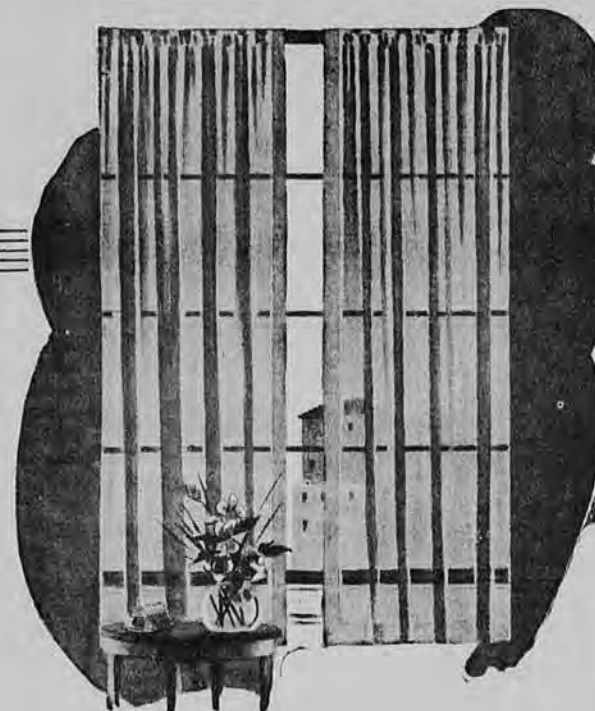
48^c



Snow Ball Dot MARQUISETTES 3 ROW ADJUSTA NETS AND FAST COLOR COTTAGE SETS

Marquistettes 82 inches wide and literally covered with soft snow ball dots... fast color cottage sets dainty in red, green and blue designs. 3 row Adjusta Nets. Slightly irregulars of reg. \$1.39 value.

68^c



BUNNY DOT TAILORED BROADCLOTH AND VOILE COTTAGE SETS 3 ROW ADJUSTA NETS BALOON DOT RUFFLES

Madras curtains so lavishly wide you can criss-cross them at your windows... rayon tailoreds beautiful with thick bunny dots... fast color broadcloth and voile cottage sets. And exquisite new nets in several smart designs. Slight irregulars, values to \$2.00.

88^c

DELMAR SHEETS WILL WEAR Until 1945 or New Sheets FREE!



63x99 79c
72x99 89c
81x108 ... \$1.09

SIZE **\$1.00**
81x99 (THAT'S 20c A YEAR)

Tried, tested and proven... they're guaranteed by Lincoln Stores and the maker for five full years of everyday wear. Fine count percales woven with over 200 threads to the square inch... which means finer texture, longer life and laundry-proof.



LOWEST PRICE EVER!

DIANA ALL WOOL BLANKETS

\$3⁹⁸

Soft, wool blankets extra large to tuck in generously on all sides. Rose, blue, green, cedar, peach, royal, bound with matching satin.

HALF PRICE SALE—NATIONALLY ADVERTISED

SHEETS 69^c

Size 81x99

Famous makes well known for longer wear and durability. Woven of clean round threads... free from any sizing or filling.

63x99 ... 59c
72x99 ... 64c

PERCALE FINISH

PILLOW CASES 15^c



AFTER - INVENTORY SALE!

JANUARY SPECIAL!

MOST LIBERAL TRADE-IN ALLOWANCE IN ROCHESTER

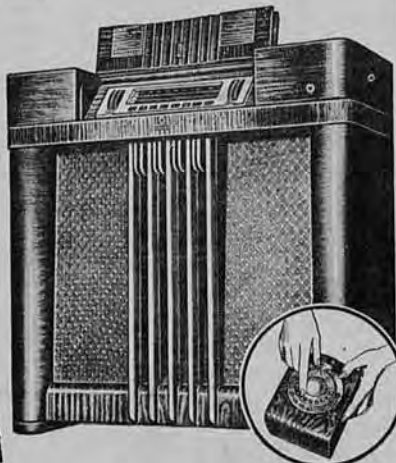
Thrilling New 1940
PHILCO



PHILCO 180XF—RADIO'S
GREATEST VALUE AT
\$69⁹⁵

- BUILT-IN SUPER AERIAL SYSTEM for "plug in and play" convenience, pure tone and super-power.
- POWERFUL AMERICAN AND FOREIGN RECEPTION.
- SEVEN TUBES—including super-efficient Loktal tubes and new Triple Power Television Tube.
- 8 ELECTRIC PUSH-BUTTONS.
- CATHEDRAL SPEAKER.
- VARIABLE TONE CONTROL.
- INCLINED CONTROL PANEL.
- BEAUTIFUL WALNUT CABINET.
- BUILT TO RECEIVE TELEVISION SOUND... the "Wireless Way"!

YES, right now we'll give you more for your old radio than it may ever bring again! And this extra-liberal allowance holds good on the very latest 1940 Philcos, just announced! Come in—see the handsomest, finest-performing, biggest-value radios in Philco's ten straight years of leadership. But hurry... special allowances good for limited time only!



ROCHESTER'S
GREATEST

**SAVING
EVENT!**

Electric Refrigerator



Sensational New
**SHELF-LINED
INNER DOOR**
*gives you 26% more
quickly usable space!*

**PHILCO
Conservador**

Reg. \$184.00

NOW \$99⁹⁵
Lowest Price
In
History!

Backed by
**FIVE-YEAR
PROTECTION
PLAN**

PAY ONLY 2 NICKELS A DAY

MODEL 178

\$59⁹⁵

As the sensational leader of modern cleaning equipment, "Magic-Aire" offers to every American Housewife an economical, surprisingly easy, and completely thorough method of vacuum cleaning the home. Completely equipped with all accessories necessary to clean such inaccessible places as high moldings, draperies, radiators and hidden corners, this ultra-modern vacuum cleaner turns tedious household tasks into play.

See the sensational "Magic-Aire" cleaner today. It's new. It's different. It's completely equipped.

**ONLY 2
NICKELS
A DAY**

The New
MAGIC-AIRE
A NEW WAY FOR AN OLD TASK

Model
160-A

\$44⁹⁵



**THE STOVE WITH
29 GREAT FEATURES**

MODEL GR-06

\$59⁹⁵

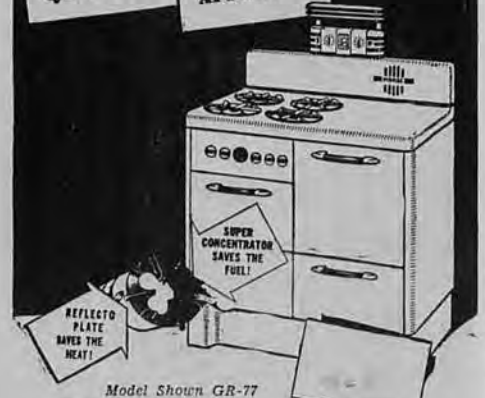
COOKING will be easier with this beautiful, obedient, economical Norge gas range! Has 29 great features... the 22 required for the C/P Seal of Approval... 6 outstanding improvements that only Norge can give you... plus the famous Norge Super Concentrator Burner... the new revolutionary burner developed by Norge engineers... the burner that saves fuel with the Reflecto Plate that saves heat... the exclusive burner that obsoletes all other gas stoves! For a cooler, brighter, more efficient kitchen... get a Norge Super Concentrator Gas Range with the C/P Seal of Approval!

*Only ranges bearing Certified Performance seals have the 22 super-features designated by the Gas Institute.

*Double the Pleasure of Cooking with
these Two Guarantees of Excellence*

**NORGE
QUALITY**

**C/P SEAL OF
APPROVAL**



Model Shown GR-77

NORGE
Super Concentrator
GAS RANGES

SENECA STORES
149 MONROE AVENUE

**CREDIT
JEWELERS**
OPEN EVENINGS TILL 10 O'CLOCK

Beginning Another Year of Meat Supremacy

ROCHESTER'S LARGEST RETAILERS OF MEAT

Wegman Quality
SHOULDER ROAST

BEEF

17^c lb.

Try It For An After-Holiday Treat!

Boneless Rolled Young
LAMB ROAST lb. 21^c



FRESH, GREEN, TENDER CALIF.
NEW PEAS lb. 10^c

LARGE, PINK MEAT
GR'FRUIT 4 for 19^c

LARGE SIZE, JUICY, FLORIDA
ORANGES 2 doz. 25^c

MILD, WHOLE-MILK
MUNSTER lb. 19^c

PERFECT FOR COOKING, FRESH
PURE LARD lb. 8^c

PARKER HOUSE, VIENNA, HARD
Dinner Rolls doz. 15^c

DELICIOUS, FRESH, APPLE
KUCHEN ea. 15^c

Let Wegmans Do Your Baking!
LAYER CAKES

All Freshly Baked 25^c Smooth And Delicious

CHOCOLATE SILVER FUDGE
CHOCOLATE SURPRICE
AND TUTTI-FRUITI

Fine, White Granulated
Sugar, 10 lb. sack 47^c

Cortez, White Meat
Tuna Flakes, can 10^c

Kilbourn Hall
Fine Coffee, lb. 19^c

Tiny Tender Exposition
Sweet Peas, 2 cns 15^c

It's New, Royal Lemon
Cleanser, 3 cans 25^c

Flour for Pan Cakes
Kreemex . . . pkg. 8^c

Puritan Pan Cake
Syrup 12 oz. jug. 15^c

No. 2 Can Phillips
Tomatoes, 4 cans 25^c

No. 2 Size Can Cut
Wax Beans, 3 cns 25^c

14-oz. Heinz Tomato
Ketchup, bottle 16^c

Friend Brick Oven
B'kd Beans, 2 cns 25^c

Breakfast of Champions
Wheaties, 2 pkg. 19^c

Wegman Grocery Prices Are
Guaranteed To Be As Low Or
Lower Than Any In The City

FINEST BUTTER MONEY CAN BUY!



EVERY PACKAGE OF
LAND O' LAKES
BUTTER CONTAINS
U.S. GOVT. CERTI-
FICATE OF QUALITY!

LAND O' LAKES

TUB 34^c lb.
By The Roll . . . lb. 35^c

Wegmans

HOME OWNED FOOD MARKETS

FREE PARKING FOR CUSTOMERS

G. & E. League

Jack Bloom had 625 in Tuesday night's G. & E. Electric League at Elm Hall. His 234 was high single game for the league as well. Leon Wittman had 607. Gas Distribution won two games from Meter Readers. Steam Distribution won two from Storehouse. Office won two from General Construction. Office Maintenance won two from Electric Distribution. Collectors won two from Inventory and Electric Stations won two from Appliance Service.

Police No. 2 League

George Hunt had 598 and high single of 232 to lead the shelling in the Police No. 2 League at Genesee Hall Monday. Don Barcell had 585.

Knights Of Calvin Install New Officers Tonight

Knights of Calvin will install new Officers tonight at 8 o'clock in their hall on Clifford Ave. Lunch and refreshments will be served by the entertainment committee after the meeting. The following officers were elected at the last meeting: Max H. Leske, re-elected president; Franklin F. Evert, vice-president; Roy C. W. Schroeder, re-elected recording secretary; Charles L. Frobelt, re-elected treasurer; August Frankenstein, re-elected chaplain; Fred Schmidt, re-elected teller; Edward Latal, junior teller; Frank Latal, inner guard.

Fanatic League

Park & Son Locke Shoes team whacked the maples last Wednesday night at Elm Hall for a 3001 total. Pacing the onslaught was Orville Bethany with 646. Schwab had 603, Fahrnbach 590, Dick Heberling 588 and Rich 576. Individual games were 946, 1061 and 994. When the smoke had died down it was found that Park & Sons had established a new high three-game and high single game for teams in the league.

WANT ADS

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence 1936 to 1937 month. Prepare immediately. at home, for next examinations. Experience usually unnecessary. Common education usually sufficient. Full particulars and list positions FREE. Write today. Franklin Institute, Dept. A13, Rochester, N. Y.

MRS. GREENMYER has changed her address from 1196 Main Street East to 228 Flower City Park. For appointments call Glen. 1209-J.

LADIES MAIL CIRCULARS AT HOME. No canvassing. Commission. No obligation. Write: Fredrick Service, Coldwater, N. Y.

"SAVE MONEY!" Upholstering New! Rebuilding! Mattresses from 10% Commission Plan. Afternoons. St. 2375-12.

"SAVE MONEY!" Furniture, Radio, Appliances. 10% Commission Plan. Afternoons. St. 2375-12.

WAIT FOR SALE of furniture used at Horticultural Show at Exposition Park. Show closes Friday, Jan. 12. Sale from 2 P. M. to 10 P. M. New occasional chairs, lounge chairs, 3-pc. living room suites, library tables, occasional tables, smoking stands and living room rug at least 50% of original sale price. DON'T MISS THIS OPPORTUNITY! SALE AT EXPOSITION PARK 3 P. M. TO 10 P. M. FRIDAY, JAN. 12th. R. P. P. Parking.

RHEUMATIC PAINS CAUSED BY

Rheumatic pains may be caused by sluggish kidneys. If uric acid and other wastes are not regularly eliminated it can also lead to backache, leg pains, headache, dizziness, getting up nights, burning, acidity or frequent flow. Keep kidneys active same as household. Get MURKIN from any druggist. Your 25c back in 4 days if not pleased. Locally at J. R. Post Drug Co.

Is Epilepsy Inherited? Can It Be Cured?

A booklet containing the opinions of famous doctors on an interesting subject will be sent FREE, while they last to any reader writing to the Educational Division, 335 Fifth Avenue, New York, N. Y. Dept. 3-1297.

Empire Textile Weaving Co.

WEAVERS & MENDERS
TENTS, MOBILE HOMES
Burns repaired and made invisible in curtains, awnings and linens.
409 Hurka Ridge. S. St. Paul St.
Est. 1905. STONE 3192

SUNDAY AND MONDAY NIGHT PARTIES

—at—
UNION LEAGUE HALL

Admission 25c
Gregory at South Ave. — 8 P. M.

DID YOU KNOW? \$34.50
That Superior Will Upholster and Re-
Any 3 Piece Suite for

NEW YEAR PLANS

Should Include SUPERIOR Re-Upholstering

Prices Includes
• New Coverings
• New Webbing and Cotton Felt Filling
• New Cushions
• New Spring Units
• Suites Sterilized
No Money Down
1 Year to Pay
No Interest
Guaranteed 5 Years

3-PIECE SUITE \$34.50
Upholstered, Recovered, Re-styled,
Rebuilt Better Than New

Superior BEDDING CORP.

CUSTOM-BUILT UPHOLSTERING
682 MONROE AVE. ROCHESTER, N. Y.
Phone Mo 8971 Interior Decorator will call with sample covers anywhere in Central New York. NO OBLIGATIONS!
Lillian Van Allen, 228 Avila St.

Buy with CONFIDENCE - Know SATISFACTION

FREEBURN \$9.60
Dependable HARD COAL
• Pea \$8.25 • Buck \$7.60
• Rice \$6.50
All Prices Cash, Delivered, Shovel'd Off!
PHONE: MAIN 306
FIRE-KING
70 EXCHANGE ST.

BINGO at the HOLLYWOOD

BIGGER AND BETTER PRIZES
30 DOOR PRIZES EACH WEEK

MOTION PICTURE ENTERTAINMENT 7 P. M.

BINGO 8 P. M. Admission 25^c

Every Thursday, Friday and Saturday

HOLLYWOOD THEATRE

35 PULLMAN AVENUE
JUST A STEP FROM KODAK PK.

WHERE TO GO For Dining, Dancing, Entertainment

BILL LAWSON'S GRILL

See the largest Baseball Gallery in the World. Band in Local Groups.
DANCING EVERY NIGHT
ALL LEGAL BEVERAGES
74 South Ave. Main 8096

TIM KELLY'S OYSTER BAR

Special: Full Course
Turkey Sunday Dinner 75^c
514 S. Clinton Ave. Mon. 2138

ALL ABOARD FOR ALLARD'S

The Bright Spot of State St.
Fish Fry Fri.—Music Fri. and Sat.
CHICKEN THE ROUGH 40^c
We Cater To Parties & Banquets
Served All Hours
232 State St. (Opp. Car Barn)

NEVER A DULL MOMENT AT BEN HELFER'S

Special Saturday
PIG ROAST 30^c
Home Cooking Every Day
Choice Beverages
94 Henrietta St. Mon. 2147

APEX GRILL

TURKEY, CHICKEN or
DUCK DINNER 50^c
All Home-Cooked Foods
Choice Beverages
2091 E. Main Cult. 3873

DODGE GRILL

1479 Lyell Ave.
NEW — Sweet Swingsters
Floor show Every
Friday, Saturday and Sunday Nights
featuring
Rudy, Bavarian Baritone,
Formerly of Pittsford Inn
Fish Fry or
Chicken Pies . . . 25^c
Pearl M. Dodge, Prop. Wilco. 7291

Free
BINGO
STRAND
THEATRE
62 ST. PAUL STREET
\$600
GIVEN AWAY
(NO EXTRAS)
FRI. NITE 8-30
Money & Entertainment
ADMISSION 1
ALL SEATS RESERVED
GET THEM EARLY 99^c

Dance Every Saturday Evening

Plymouth Spiritualist Church

to the music of Jimmy Van

BINGO

FREE
8:15 O'Clock Adm. 25^c
22 Games
Plymouth Hall at Troup St.

SUNDAY NIGHT PARTIES

at
Beth Shalom
30 Field St. 8:15 P. M. 25^c

ABC RUG CLEANERS PARTIES

Every Tues. and Sat. Night

2011 E. MAIN ST.

ADMISSION 25^c
E. Main St. Car in Door

PARTIES AT WEST AVE. MANOR

145 West Ave.
Mon., Wed. and Fri.—8:15 P. M.
Wed. Matinee—1:30 P. M.

ROCHESTER'S LARGEST LIQUOR STORE

INVENTORY DAYS

at
BERGHASH
BRING BIGGEST
VALUES YET!

Inventory SALE!

BOTTLED IN BOND 4 Years Old

100 PROOF

FARM BROOK

STRAIGHT BOURBON WHISKEY

Compare! \$2.80 Value!

\$2.09 Quart

2 QUARTS FOR \$4.00

CASE 12 QTS. — \$23.50

Rich, Smooth, Mellow, 100 Proof.
A Great Value! A Low Price! Treat
yourself to quality whiskey at a gener-
ous saving. It's Berghash for Bargains!



EXTRA! 100 PROOF OLD BROMLEY GIN

DISTILLED
LONDON DRY GIN
Lowest Price In Rochester

Compare! \$2.00 Value! At This Low Price

\$1.45 Full Quart

ONLY AT BERGHASH'S LIQUOR STORE

46 MONTHS OLD
CREAM-O-GRAIN
WHISKEY

Compare! \$2.50 Value!

\$1.59 Full Quart

2 Quarts for \$3.00

CASE 12 QTS. \$18.00

3 Years Old and 10 Months Old. Rich
Smooth, Mellow Flavor. Sure to be a
1940 Leading Value—Try It—Be Con-
vinced—Guaranteed Quality.

PHONE YOUR ORDER EARLY
LIMITED QUANTITY ONLY, MAIN 786

GRAND MARSHAL

Straight RYE Whiskey

90 Proof

Regular \$2.33 Value!

\$1.87 Full Quart

2 QUARTS FOR \$3.50

CASE 12 QTS. \$20.50

A Straight Whiskey of Distinct Rye
Flavor. Try It In a Highball.

RENAULT WINES

79c Value -- 59c Fifth

3 Fifths \$1.50

CHOICE—Madeira, Sherry,
Tokay, Muscatel, Port
and Angelica

Thursday, Friday and Saturday Only!

Julius Marcus Peach Liqueur Fifth \$1.29

Imported Italian Vermouth Large 30 Oz. Bottle 70c

Gordon's "Martini" Cocktail 70 Proof Fifth \$1.25

California Grape Brandy Fifth \$1.39

French Cognac—20 Years Old Fifth \$2.59

BERGHASH

MAIN 786 Next Door to Town's Theatre MAIN 786

124 CLINTON AVE. SOUTH

FREE PARKING Opposite Our Store

Gleason League

Gleason League keglers were paced by Chet Chiavari at Buonomo Hall Friday night. Chet had 632 with Carl Ortleb turning in high single game of 228. Gil Barrett had 617.

Hypoids won three from Internals, Racks won three from Hellcats, Worms won two from Bevels, Spurs won two from Formate, Spirals won three from Skews and Herringbones won two from Zerols.

Elm League

Ed Copenhagen batted out a big 696 in last Wednesday's Elm League on games of 205-245 and 246. Guggenheim had 621 and Lazeroft 619.

Edwards No. 1 won all three games from Corner House Hotel, Monroe Diner won three from Butch Martins, McFarlins won three from Hoisting Engineers and Edwards No. 2 won two from Bird Floor Covering.

Say You Saw It In The "SUN"

EASTMAN THEATRE — FRIDAY Evening, Jan 5
Triumphant Return of The Famed JOOSS BALLET
Featuring two new ballets—"Spring Tale" and "Chronica." Created by Kurt Jooss.
SEATS NOW — \$1.25, \$1.50, \$2, \$2.50

SEMET SOLVAY COKE
CALL GEN. 586
For That Better Coke Always Kept Under Cover
\$10.05
Cash Shovel Off

PAYNE & DUNHAM
Mrs. Mary Strobel, 2339 Culver Road

January Clearance SALE!

Curtains for Every Room in the Home
Every desired style, in every wanted fabric is included in this Sale! Prices have been reduced as much as 40%.

Tailored Celanese
NINON
Curtains \$1.98 PR.
Reg. \$2.75 Value!
Guaranteed Washable!
36 inches wide by 76 inches long. Hemmed and headed—ready to hang. Champagne and Egg Shell. A real value. See them!
45-in. wide to match \$2.98 Pr.

CHENILLE DOT
45 in. wide x 2 1/2 yds. long.
Ruffled Curtains \$1.49
Pair Reg. \$1.98
Cream, Ecru, Rose, Blue, Peach, Green

Smart, Charming
Cottage Sets 77c Pair
Value to \$1.39 Pair
Reg. \$1.98 to \$2.25 Sets. Spec. \$1.66
Red, Green, Blue, Black, Gold, Brown.
Smart looking sets in fine quality materials. Values you won't see duplicated elsewhere.

Heavily Tufted Chenille
Bath Mat Sets 89c Set
Reg. \$1.39 Value

Oil Silk Bath Curtains 77c Pr.
Your choice of several patterns—all colors. Smart plain edges, ruffle across top. Just the thing for your bath room!
Values to \$1.50

Many other items too numerous to mention, drastically reduced for clearance. Come in and be convinced.

Heavily Tufted
Chenille Bed Spreads \$3.98
A complete color assortment and many other designs from which to choose. Regular \$5.98 and \$6.98 values.

ROCHESTER CURTAIN SHOP
In Loew's Rochester Theater Building
134 Clinton Ave. S.
Free Parking for Our Customers

BOWLING

WITH ED RANDALL

We have just received a copy of the "Bowler's Manual" from the American Bowling Congress and after perusing the section devoted to "What the Congress Offers to Bowlers," it is difficult to understand why all bowling leagues are not affiliated with the Congress.

I wonder how many keglers realize the benefits they derive from membership in this organization, which costs an individual less than 15¢ per bowling night. It is very probable that if bowling was not organized as it is, there would be considerably fewer bowling halls in Rochester and every other community and without the A. B. C., alleys would probably be in every sort of condition but good. Pins would be far from uniform, balls would be of every conceivable size and weight and the well-known lead weights would probably be selling at a premium.

In 1895, the American Bowling Congress was created for the purpose of promoting and elevating the game. A uniform set of playing rules and regulations was adopted and uniform specifications for the building of bowling alleys and equipment thereof were established. The Congress took upon itself the task of controlling and supervising the game wherever played in North America.

That it has done its work well is attested by a comparison between the first A. B. C. tournament held in 1901, with an entry of 41 five-man teams, 78 doubles and 115 individuals and the present-day tournaments, with more than 25,000 participants from more than 600 cities in the United States and Canada, with the total prize list aggregating close to \$200,000.

Through annual inspection by officials of local affiliated associations, the American Bowling Congress is enabled to certify all playing equipment and maintain a uniform standard as established by the Congress. The Congress also supervises and controls the operation of all bowling associations, leagues, tournaments and bowling establishments through the enforcement of uniform laws, rules, bowlers' qualifications and methods of playing the game. In addition to protecting the interests of the bowlers and their scores, the Congress protects the prize funds of sanctioned leagues through the bonding of league treasurers without cost to the bowlers. Medals, rings and belt buckles for high games, the ABC Bulletin, schedule codes, rule books, average calculators, literature pertaining to proper league organization and conduction and various official certificates of approval are among the other helps available to sanctioned leagues.

It might be well for every bowler who is interested in the history of bowling and who is desirous of learning more about the game to secure a copy of the "Bowler's Manual" for himself. Just drop a note to the American Bowling Congress, 2200 North Third Street, Milwaukee, Wis. We recommend this publication as the best means of securing a comprehensive idea of the scope of the game of bowling and what it means to every participant.

Strong St. Kits To Give Iroquois A Busy Evening

Despite the predictions that the Iroquois will go down to their first defeat in nine starts tomorrow night when they meet the highly rated Bulldogs from St. Catharines, Ont., the Indians have been perfecting their play in practice sessions this week, confident that they will be able to give a good account of themselves on the Armory floor.

Successful in their last eight starts the Iroquois are hoping only for the complete recovery of Bill Isaacs who is suffering from a shoulder injury. With him in the line-up, the St. Kits will have a tough time disposing of the local lacrosse players. Coming with the Canadians who swept aside almost all opposition in a Canadian tour last summer will be the full team that lost only to the Hollywood Terriers.

Seagrams Book Eldredge For Armory Game

The strong Eldredge Club of Tonawanda will be Seagram's opponents at the Armory on Saturday night.

Eldredge holds two decisions over Seagrams last year and were only defeated by one point in the last ten seconds of play in the latest encounter three weeks ago.

Les Harrison has promised that the full Seagram line-up will be on deck for this important contest and a close match is expected.

Butterhole League

Butterhole Leaguers at Genevieve Hall were paced by Kern with 616 and King with 225.

In team matches, Frisch Market won two games from Baries Shoes, Adcraft Printers won two from Lotz Hardware, Koettler & Sayre won three from Mandell Drugs and Genesee won two from Art Muh's Restaurant.

Every Thursday Is Sun Day.

Deadline!

Lieutenant Ed Wilder, RBA Prexy, has issued a warning to all bowlers contemplating participation in the ABC Tournament at Detroit, that the deadline for entry fees is January 10th.

President Wilder can be reached at Main 59 or Genesee 1210-M.

Norm Minch Tops Franklin Bowlers With 693 Total

Norm Minch found his favorite pair of alleys to his liking in the Franklin League last Thursday night and reeled off a big 693, highlighted by a high single game for the league of 265. Other noteworthy scores included Bob Streib's 687, Fred Rizzo 661, Ward Little 638, Bill Streib 633, Vic Lang 633, George Ambeau 624, Stan Lampert 620 and Elmer Sweetner 602.

In team matches, Claridge Hotel won two games from Perry's Florists, Alyce Chase Chocolates won two from Globe Amusement, Franklin Grill won three from Ryan Carling and Hadlocks won three from Dawn Creameries. Simonds Press won three from Royal Crown Cola, Adcraft Printers won three from Chateau Lunch, Chaplin Dairy won three from Ontario Biscuit Company and Hetzler Ice won two from Honey's Restaurant.

17th Ward League

Jerry Leverenz had 640 to lead the individual shelling in the three-game division. Otto Steinwachs had high single, 242. Leavenworth had 620, Elmer Wood 616, Spall 613, Hal Angst 600 and BILL MEEHAN—600.

Art Muhs Restaurant won two from Koettler & Sayre, Binazski Grill won three from Engleri & Webster and Maier's Morticians won three from Baries Shoes. Richter Grocery won two from Frisch's Market, Lill's won two from Muhs Ice Cream and Grossman Clothes won three from Howards.

Cleveland Champ To Tackle Claude Hale In Return Go Monday

They're going to give Tommy (Battling) Blue, Cleveland's 175-lb. champ another crack at Claude (K. O.) Hale, at the Elks Club battlepit, next Monday night. And well he deserved it too! When these two boys last met in the ring during December, the judges were busy handing out Christmas-present verdicts, and Hale, who hails from Buffalo took the decision despite the fact that the dusky Ohioan had Hale flat on the canvas at one time and running for cover another. The decision was given to Hale the same night the judges elected DeCarlo over Tiger Russell after Russell had won by a country mile.

Hale, who is a rugged battler, apparently lacked a knockout punch in his melee with Blue. But he'd better be packing one next Monday night or he'll wind up on his pants in the resin. Blue is gunning for a victory and hasn't forgotten the last sour verdict. He intends to make this win so decisive that even the judges can see it. Maybe that means he'll have to knock Hale out—providing, of course that Hale doesn't tag him first.

This bout is a "natural" as far as ring fans are concerned. Our only suggestion to matchmaker Burba would be to arrange a DeCarlo-Russell rematch for the same evening and then there would be sparks on Clinton Ave. N.

However that rematch will have to be deferred as Blue is bringing with him a team from Cleveland including Ben Galia, the 118-lb. buzzsaw who took some of the cockiness out of

Shorty Dowd with a win in the local ring. Tony Lanise and Red Henninger are two other boys who will come from Cleveland.

D. & C. League

Joe Zimmer led all individual departments of the Democrat & Chronicle League at Genesee Hall, Monday, with 592 and 207. Team matches gave Skeeters two wins over Tigers, Yankees won all three games from Pirates and Indians won two from Cards.

THE AWFUL PRICE YOU PAY FOR BEING NERVOUS

Read These Important Facts!
Quivering nerves can make you old, haggard, cranky—can make your life a nightmare of jealousy, self pity and "the blues."
Often such nervousness is due to female functional disorders. So take famous Lydia E. Pinkham's Vegetable Compound to help calm nervous nerves and insure functional "regularity." For over 60 years relieving thousands of grandmothers, mothers and daughters "in line of mind."
Pinkham's Compound positively contains no opiates or habit forming ingredients—it is made from nature's own wholesome roots and herbs and with its own special work to perform. One of the most effective "women's" insides made! In liquid or handy to carry tablet form (similar formula). Try it!

BUY YOUR GLASSES
Here On Easy Payment Plan
C. A. KOHLER
Prescription Optical Stone 4128
604 Temple Bldg.—5th Floor

Here's The **GREATEST Fuel Value For The Money!**
Phone Glenwood 700
BELMONT COAL CO.
499 Broad St.
NUT COAL \$8.50 Ton
STOVE OR EGG
Pea \$7.95
Bckwt \$6.95
Rice \$5.95
STOVE OR NUT
Coke \$9.20 Ton

SKATES REPAIRED RE-RIVETED SHARPENED
with a fine oil stone finish.
CALL BALL
34 NORTH CLINTON
...and BALL WILL CALL

Now Ma and Pa Can Bowl Together

Buonomo Hall will introduce an innovation this Saturday night when the Pure Quill Mixed League gets underway.

Three men and two women are on each team and while the scores may not be anything to shout about, there will be a lot of fun.

DOROTHY MAY

FORCED TO MOVE! LOST LEASE!
Continuing
Going Out Of Business SALE
AT TEMPORARY QUARTERS
68 E. MAIN ST.
SACRIFICING ENTIRE STOCK AT LOWER THAN COST

Hundreds \$2 and \$3
THIS SEASON'S NEWEST DRESS AND ARCH SHOES **88c**
809 Pairs Reg. \$2, \$2.49
SHOES DRESSY AND SPORT TYPES **44c**
VELVET FUR TRIM BOOTS below cost. All heels. Reg. \$2.98 **\$1.88**

Don't Forget the Address
68 E. MAIN ST.

SPECIAL FRIDAY and SATURDAY
—PAYONE STAR SPECIALS—
★ No. 2 CAN TOMATOES can 6c
★ VIMCO SPAGHETTI DINNER (MEAL FOR 4) 15c
★ SMOKED CALLIES lb. 13c
★ BEST CUTS CHUCK BEEF lb. 18c
★ SUGAR CURED BACON lb. 14c
★ FRESH MADE CLUB FRANKS lb. 13c

Home-Made ICE CREAM 15c All Flavors qt.
With This Ad Kitchen Queen Full Quart 15c
SALAD DRESSING Reg. 25c

CALL STONE 1161
WE DELIVER 4 TIMES DAILY
PAVONE MARKET & GROCERY
521-525 EAST MAIN STREET

It Makes Good Food Taste G-R-A-N-D



RUPPERT "Old Knickerbocker" Beer

SEE how this new beer with the real old-time zest puts up your next dinner. Yes Sir, Ruppert "Old Knickerbocker" Beer today is better than ever because it's brewed in the most modern way—yet treats you to that good old-time flavor and lightness of years ago. It's satisfying, yet never over-filling—mellow from the foaming head to the last drop in the glass.

If you prefer ale, Ruppert Ale also has just the right combination of smoothness and body to whet your appetite and make your evening meal more tempting. Try Ruppert "Old Knickerbocker" Beer or Ruppert Ale today!

THE BEER THAT MADE THE OLD DAYS GOOD!
TUNE IN on Star Line Ruppert Sports Review every Tuesday, Thursday and Saturday—7 P.M., Station WOCR.

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

A Guide To Better Buying In
More Than 74,000 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. II No. 10

ROCHESTER, N. Y., THURSDAY, JANUARY 5, 1939

74,300 COPIES DELIVERED

Here, There and Yonder

By CRAY REMINGTON

The technique of eating pan-
cakes doesn't improve with the
years, agree the experts after
watching Rochester contestants
at Hotel Seneca.

The old-time elan, polish, fin-
ish, or what you will, were
missing, opined
Fred Hughes,
advertising man,
of Hughes, Wolff
Co., Inc., who
remembered a
Vermont lum-
berjack who not
only performed
as well on flap-
jacks as did any
of the local
businessmen
contestants, but
polished off a
side offering, a
pan of beans,
with salt pork,
as a finishing
flourish.

Now the Rochester pancake
consumers shouldn't be belittled,
because they did well, surpris-
ingly well, but, just the same, be-
lieving the old-timers, they
would have been trounced in
major competition of yesterday
when good eating was minus
hors d'oeuvres, gas range broil-
ing and cocktail hours.

To start, the contest lasted
only eleven minutes and, as
everybody should know who
knows his flapjacks and who is
familiar with the heavyweight
flapjack champions of old, a
man can't do justice to himself
in that dizzy period.

"Why," informed Mr. Hughes
to the doubting Thomases, "this
(Continued on Page 3)

Local boy
comes home

**HUGHIE
BARRETT**
and his band

Now Playing

for
Dinner
and
Supper
Dancing
Every Night
but Mon-
days at the
Starlight Roof
atop the
SAGAMORE

19th Ward GOP Eyes Rapp Bolt

These are days of political or-
ganization — the seventy-sixth
Congress is ready to go to work;
the New York State Legislature
will begin to function as soon as
its members finish picking pat-
ronage plums, and former Mayor
Lester B. Rapp is setting up a
machine that eventually may
embarrass the Republican or-
ganization.

The background of the Rapp
insurrection is somewhat ob-
scured at this writing. Everyone
knows that Rapp resigned as
Mayor because the GOP would
not vote for the salary raise he
demanded, but the identity of
his supporters is shrouded in
secrecy. A political machine will
not function without an organi-
zation, so it is taken for granted
that Rapp must have at least
the groundwork for an organiza-
tion.

Speculation concerning the
group aligned with Rapp con-
stitutes one of the principal top-
ics of political gossip. This
speculation may be clarified ton-
ight, when Emmet Gahm, 19th Ward
Republican leader, meets with
his ward and county commit-
teemen to consider Rapp's threat
to run as an independent next
fall.

Gahm has indicated that he
will not support Rapp, but a con-
siderable number of commit-
teemen are said to be friendly
to the former Mayor.

If Rapp goes through with his
threat to make a countywide
campaign next fall, such a move
undoubtedly would react to the
benefit of the Democrats. If he
confines his efforts to the South
District he now represents in the
City Council, GOP leaders will
have an easier job heading off a
rebel movement.

The stony silence with which
Republican chieftains have met
Rapp's moves is taken in some
quarters as an indication that
they figure the former Mayor
will suffer the fate that comes
to most political insurgents.

**Erie Train Removal
Review Is Denied**

Recent discontinuance of six
trains on the Erie Railroad be-
tween Rochester and Mt. Mor-
ris will not be reviewed accord-
ing to decision of the Public
Service Commission on file in
Albany.

The commission announce-
ment stated that its decision
"seemed to be one that would
provide adequate passenger ser-
vice."

The New York Central Rail-
road was granted permission to
discontinue its agent at Bar-
nard on condition that the sta-
tion building be maintained and
carload freight handled there.

Stone 6801 Is The Sun's telephone
number. Miss Helen L. Dupont, 353
Driving Park Avenue, and if you'll call
in person at 415 Burke Building you'll
find a guest ticket to Lewy's Ro-
chester Theater opening Friday with
"Stand Up and Fight," starring Robert Taylor,
Wallace Berry, Charles Rickford and
Florence Rice. Call at The Sun for guest
ticket.

Rochester on Parade ★ ★ ★ By W. L. James



Lauer's Plans Larger Store

Lauer's, one of Rochester's
best-known furniture houses, is
going to expand through the ad-
dition of several departments.

"Business in 1938 more than
met expectations," said Albert
Lauer, secretary and treasurer
of this growing concern. "It is
our intention," continued Mr.
Lauer, "to take more space in a
building which adjoins our store
in the rear—facing on Mill St."

"We plan to expand our pres-
ent rug department and add six
new departments which are not
included in our present store."

Mr. Lauer declared that these
new departments will be an-
nounced within a short time.

Senior Hadassah To Hear Speaker

Cultural Group of Senior Ha-
dassah will meet at 12:30 p. m.
Friday in the Palm Room of the
Hotel Seneca.

"Biographies on the New York
Stage" will be the subject of the
discussion to be given by Mrs.
Milton Grossman, guest speak-
er at the affair. Mrs. Charles
Kaufman, Mrs. Estelle Liberman
and Mrs. Julius Greenhouse are
in charge of arrangements.

Phyllis A. Roeder, 346 Brooks Avenue,
forgot your photographic duties and see
"Stand Up and Fight" at Lewy's Ro-
chester Theater starring Robert Taylor,
Wallace Berry, Charles Rickford and
Florence Rice. Call at The Sun for guest
ticket.

By Way Of Mention

Mrs. Milton W. Hoels of
French Road, will entertain the
Current Event Group, led by
Mrs. Milton E. Gibbs, for tea on
Monday, January 16. Assisting
hostesses will be Mrs. Trafton
M. Crandall, Mrs. Frederick M.
Whitney and Miss Emily B.
Nettelton.

Howard Pennock, son of Mr.
and Mrs. Robert K. Osborne of
Arnold Park, left today for an
extended stay in New York City.

Mrs. E. A. Hanover of Bar-
rington Street, will entertain the
Current Event Group, led by
Mrs. William M. Rebasz, for tea
on Wednesday, January 18.

Mr. and Mrs. William W.
Steele of Rutgers Street, enter-
tained at a buffet supper on
New Year's Day in their home.

Mr. and Mrs. John J. Mac-
Master of Edgerton Street, have
returned from New York, where
they were guests of their son,
Donald MacMaster, and Mrs.
MacMaster for the holidays.

Mr. and Mrs. Edmund J. White
of Greenfield Lane, entertained
informally on New Year's eve
in their home.

Mrs. George H. Clark of Ply-
mouth Avenue, will entertain
the Garden Twig for luncheon
in her home on Friday.

Mrs. Wendell M. Smith of Col-
by Street, entertained at a
family dinner on New Year's
Day in her home.

Mrs. Henry G. Danforth, Miss
Jeanette W. Huntington and Mrs.
L. K. Stephens of West Avenue,
entertained at tea on Monday
in the home of Mrs. Danforth.

Mr. and Mrs. Frank B. Dugan
of Vermont Street, entertained
at open house on New Year's
eve.

Mrs. Charles F. Wray of West
Avenue, entertained at luncheon
on Wednesday at her home in
honor of Mrs. Roland Dryer of
Alexander Street, who will
leave this week for Tallahassee,
Fla., where she will pass the
winter.

only ACCURATE figures
DON'T LIE!

\$4
A Month

Modern design, portable, VISIBLE
DIALS, patented automatic clear-
ing and all operating conveniences.

**CITY
TYPEWRITER**
160 CLINTON
106 EAST AVE.

Mr. and Mrs. Charles G. Reitz
of Highland Avenue, entertain-
ed at bridge New Year's eve in
their home.

Joseph Morton of Wind-
mere Road, entertained at a
buffet supper on New Year's
eve after the Mask and Wig.

Mrs. Arthur Q. Pryor of Dar-
mouth Street, entertained at
luncheon and bridge on Wed-
nesday at the Century Club.

Samuel C. Steel, son of Mrs.
S. Clarence Steele of Bucking-
ham Street, left this week for
New York, where he will make
his home.

Mr. and Mrs. Lloyd L. Spen-
cer of Council Rock Avenue, en-
tertained at open house on New
Year's Day.

Mr. and Mrs. Charles F. Fur-
ton of Clover Road, entertained
at a family dinner New Year's
Day in their home.

Mrs. Charles D. Brown of
Strathallan Park, is spending
ten days in New York as the
guest of her daughter, Mrs. Ka-
therine Brown Stebbins.

Miss Janet Jessup, daughter
of Mrs. Louise Foote Jessup of
Brunswick Street, motored to
Thetford, Vt., last week-end for
skiing.

**20% off
IN JANUARY**

Our Annual Saving
Opportunity on **BURKE'S** Factory

Re-Upholstering

To Make Your Old Suite Look Like New!

3
PIECES
As Low As
\$49.50

FREE Estimate
Day or Evening

Burke's

**Furniture
Factory**

34 SOUTH AVE.

Market Group Hits MacFarlin

Commission merchants want
a showdown on the Public
Market, claiming that the city
permits "raucous competition" of
out-of-state trucks.

Claiming the support of all the
city councilmen in protests both
against outside truckmen who
undercut local merchants by
renting stalls at 50 cents a day
and against "the horse and
wagon days condition of the
public market," spokesmen
blamed Commerce Commissioner
Harold S. W. MacFarlin for
"standing in the way."

Burr Judd, secretary of the
Rochester merchants' group
pointed out that regulations in
certain other cities prohibited
outsiders from marketing in
public markets for fees of less
than \$300 to \$1,000, while in
Rochester the outsiders were
permitted to set up stands for
a 50-cent daily rental and take
their earnings outside of the
city to spend.

"We pay thousands of dollars
to their hundreds in taxes,
rentals and wages," protested
Abe Cohen, one of the five lead-
ing commission merchants in
the public market. "The city of
Rochester is giving its com-
mission merchants no protec-
tion."

The merchants are to submit
their complaints in writing to
Commerce Commissioner Harold
S. W. MacFarlin, whose depart-
ment has charge of the Public
Market.

Property Owners Get Tax Bills

First release of city tax bills
for 1939 brought more than 23-
000 statements to real estate
holders.

There are 90,000 property
owners listed on the city books,
but not all of them have re-
quested early mailing for the
first tax collection period this
month.

A total of 8,000 bills were de-
livered by messengers to banks,
insurance companies and other
large property owners. First
quarterly installment is due in
January.

Bills for 1939 are of exception-
al interest because of the ad-
vance of \$4 per \$1,000 of as-
sessed valuation in the tax rate,
and a claim by the city admin-
istration that the average prop-
erty owner would not pay more
than he did this year.

LADIES AID MEETS
Ladies Aid Society of Wesley
M. E. Church will hold its first
meeting of the year today at the
church. Supper will be served at
6 p. m. by Mrs. Mc Michael's
group.

Safety Executive Weighing Merits of 'Buffalo Plan'

Reorganization of Rochester's Detective Bureau on the so-
called "Buffalo plan" is being studied by Commissioner of Public
Safety Thomas Woods. This, however, does not mean that re-
organization will be undertaken in the near future.

There are many angles to be
straightened out before this
city can set up a detective bu-
reau with a chief and three as-
sistant chiefs, such as is the of-
ficial picture under the Buffalo
plan.

Civil service laws covering the
Rochester Bureau would have to
be amended before this city
could make the change and there
far no decision has been reached
as to the merit of the talked-of
shift.

Buffalo, with a larger detective
bureau, also has a considerable
number of sergeants and the
question of personnel is another
problem that must be straight-
ened out before Rochester au-
thorities decide on the desir-
ability of the plan.

Under the present detective
organization here the bureau is
headed by a captain, Anthony
Andrews, with Lieutenant Ed-
ward Collins as second in com-
mand. There has been considera-
ble talk concerning the retire-

ment of Andrews under the 60-
year age qualification and the
advancement of Collins to the
top post, but this, so it is said,
has nothing to do with consider-
ation of the Buffalo plan.

If the change should be made
it would provide for the presence
of a commanding officer at
headquarters at all times, as
each of the assistant chiefs
would be in charge of a platoon.
Under the current setup the
third platoon—12 to 8 a. m.—has
no commanding officer.

ZONTA BRIDGE PLAY

The series of dessert bridge
parties which were postponed
during the holiday season by the
Zonta Club Service Committee
will be continued Friday at the
home of Mrs. Margaret Leach,
65 Hickory Street. Miss Jane
Hagadorn will be the hostess.

**MURRAY'S JANUARY
SPECIALS**

COUPON
One Regular \$2.95 Budget
PERMANENT
For Limited
Time Only!
With This
Coupon
\$1.95

COMBINATION OFFER
• Ultra Violet Ray Scalp
Treatment
• Medicated Shampoo
• Personality Hair Style
• Revlon Manicure
ALL FOR \$1.35 REG. \$2.35

**MURRAY'S
BEAUTY SALON**
43 STONE ST.
A Few Steps From Main
MAIN 1405

**MORESS
JANUARY
CLEARANCE**

This is the January event that should be
FIRST on your list for tomorrow! Mostly
one-of-a-kind . . . all at reductions that
counsel immediate purchase . . . at record
savings!

FUR-TRIMMED COATS
\$125 COAT \$150 COAT \$185 COAT
\$69.95 \$89.95 \$100

All Other Coats Reduced for Quick Clearance
FUR COATS, 20% to 40% OFF

FASHION FROCKS
Daytime fashions, with a few
typical Moress modes for dinner
or for evening. All fashions that
are wearable straight thru till
Spring.
\$11.00
Values to \$29.95

Blouses, Handbags, Costume Jewelry
Reduced to Cost and Below!

Now Is an Excellent Time to Open a
MORESS 3-Month Budget Account

MORESS
EAST AVENUE at CHESTNUT

January Fur Sale

Sav-
ings
to
1/4 to 1/2
\$50 to \$500
for Fur Coats
that Sold From
\$100 to \$850

There are about 200 of these fine Fur Coats. They represent
authentic, highly practical styles. Scott-crafted of fine Fur
peltries. Values of surpassing excellence . . . the greatest in
our quarter century's furrier experience.

Charge Accounts • Budget Accounts

E. Kelsey Scott

44 East Ave.
"Where the Exclusive
Is Not Expensive"

Reorganization Sale

LAUER'S CLEARAWAY \$150,000 WORTH OF FURNITURE

MODERN BEDROOM SUITE

Regular \$110
Here is a beautiful three piece burl walnut suite... bed, vanity and chest... that Lauer's are selling at this unusually low price. All drawers dust proof and center-ruled. Circular mirrors. One only.

\$79

2 COMPLETE TWIN BEDS

Regular \$39.50
Here is a value such as has rarely been offered. Two simulated walnut metal twin beds complete with two coil springs and two cotton mattresses. You save ten dollars when you buy this complete six piece outfit.

\$29.50

WALNUT PERIOD DINETTE

Regular \$118
Fashioned in fine matched grain walnut veneer. Smartly styled in the newest modern design. Lauer's had 9 of these suites and are selling them all at Certified Savings. 7 pieces include 4 chairs, table, buffet, and china cab.

\$78

Porcelain BLACKSTONE Washer

Regular \$49.50
This nationally famous washing machine has full porcelain, large lined tub and automatic wringer release. Lauer's have cut the price to make way for newer models.

\$29.73

CALORIC GAS RANGE

Regular \$67.50
Only Lauer's great reorganization sale could bring you a value like this. This gas range is fully insulated, has a large oven and broiler, four top burners with finger-tip control.

\$48.73

Lauer's Are Taking On More Space and Before We Knock Out Walls, Before the Carpenters Start Pounding, We're Going to Clear House As Near As Possible

Why, you may ask, does a store like Lauer's, recognized as one of Rochester's leading furniture stores, want to have a reorganization sale, when they are going so strong? We'll answer you this... Lauer's are going to build six new departments in their store. We moved down to State Street six years ago, because we were able to get a real large building with space on either side in the rear that can be added to as we grow. Rent on this Mill Street space was very reasonable. Now, Lauer's are going to take full advantage of all the space that is available. We have already built a splendid new model house in a former unoccupied warehouse in the rear of our store. We have magic plans for the future. Before the carpenters start pounding, however, we must clear our floors of as much furniture as possible. We are going to do this quickly in as bold a merchandising stroke as this city has ever seen. That is why now you can save money. But you'll have to act fast, as this sale can't last much longer. In the future, our store will be comprised of many perfectly laid out small individual shops with related merchandise on display in such a manner that a prospective customer can buy most efficiently. In the meantime, this great reorganization sale will save you money. It can't last long. Action will be fast and furious. Drop everything and come.

If You Want To Come In The Evening, You Will Have To Make An Appointment. Call Main 3268



Certified Savings.. Here's Proof

EVEN THE SKEPTICAL CAN BE CONVINCED

I hereby certify that all prices listed as regular prices in this advertisement, and on all merchandise in our store, are the actual former sale prices of said merchandise; and that the difference between these regular prices and the Reorganization Sale prices are bona fide and certified savings.

Signed ALBERT B. LAUER

Subscribed and sworn to by
ALBERT B. LAUER
before me this 23rd day of December, 1938.
HERMAN A. MILLER
Notary Public

Porcelain BREAKFAST SETS

Regular \$24
An outstanding Lauer certified value. The perfect porcelain top will not stain or chip easily. Four sturdy chairs complete this five piece set.

\$19

2-Pc. LIVING ROOM SUITE

Regular \$119
Lauer's ordered this living room suite especially for their reorganization sale. Durable, frizette cover in your choice of attractive colors. Spring filled seat cushions and back.

\$69

Innerspring STUDIO COUCH

Regular \$29
Here is an attractive studio couch that opens instantly to a large double bed or to two twin beds. Both mattresses are innerspring construction. Buy now and save money.

\$22

KARPEN BARREL CHAIR

Regular \$59.50
You know the quality of Karpen furniture. Lauer's are selling this fine chair at an unheard of low price. Deep red imported Italian pile frieze cover. Down-filled seat cushion.

\$44

Modern And Colonial RUGS

Regular \$47.50
Lauer's reorganization sale price on these Axminster rugs is extremely low. You will find the pattern you are looking for in deep, vibrant shades. A certified savings value.

\$27.43

LIVING ROOM SUITES

- \$118 THREE PC. LIVING ROOM SUITE** \$98
Davenport and chair in rich blue figured velvet with contrasting burgundy chair. Carved walnut trim. Spring filled seat cushions and back.
- \$69 BROWN TAPESTRY LIVING ROOM SUITE** \$48
Well tailored, smartly styled... Innerspring construction. Broad upholstered arms. Welted seams.
- \$119 2-Pc. FIGURED VELOUR SUITE** \$79
Attractive long-wearing cover... Circular frame... Dual Web construction... Pileless Back Davenport.
- \$119 2-Pc. GUARANTEED MOHAIR SUITE** \$98
This suite carries a 3-year guarantee against cover deterioration. Beautifully styled. Carved walnut trim. A splendid suite at Certified Savings.
- \$189 2-PIECE BLUE BOUCLE SUITE** \$149
Deeply pleated back construction. One of the longest wearing covers in Lauer's huge stock. Walnut outer frame.
- \$79 LONDON CLUB 2 PIECE SUITE** \$65
Newest pattern. Striped blue velvet. Heavy innerframe. Spring filled seat cushions. Long sofa... Deep chair.

BEDROOM SUITES

- \$189 4-PIECE MODERN MAHOGANY** \$88
Light finish... Large circular mirrors... Oak interiors.
- \$169 3-PIECE WALNUT WATERFALL** \$98
Large vanity, mirror shows full length, V-matched panel front. Bed, chest, and vanity.
- \$110 3-PC. BURLLED WALNUT SUITE** \$79
This suite is one of the finest Lauer's have ever offered at this price. A one only priced for our Reorganization Sale.
- \$118 4-PIECE SWEDISH MODERN** \$89
Extra large square mirrors. Sleigh type full-panel bed. Dust-proofed and center-guided drawers. Deep Amber finish.
- \$175 4-PIECE WALNUT PERIOD SUITE** \$139
Exquisite carved trim on this bed, dresser, chest-on chest and vanity. Vanity has 5 drawers. Extra large dresser.
- \$325 4-PIECE DREXEL MAHOGANY** \$249
Drexel means quality throughout America, and only Lauer's Reorganization sale could bring you this low price for such fine merchandise. This suite must be seen to be appreciated.

DINING ROOM SUITES

- \$139 7-PIECE MAHOGANY DINETTE** \$116
Charming period style. Fluted legs. Large storage space in china cab and buffet. Deep rich red finish, hand-rubbed.
- \$159 9-Pc. Duncan Phyfe MAHOGANY** \$129
Here's Lauer's Certified Saving value that you must see. This beautiful suite is a lovely period style. Exceptionally large buffet and china cabinet.
- \$149 MASSIVE WALNUT 9-Pc. SUITE** \$125
Carved trim... Burled buffet and china cab front... Fashioned of the finest woods in conservative style. High glass finish.
- \$245 9-Pc. SOLID BLACK WALNUT** \$194
Consider H. Willett Early American furniture at its best. A large gracefully styled suite... Pegged construction... Extra large table with two retractory leaves.
- \$169 7 PIECE FEUDAL OAK DINETTE** \$135
This suite combines massive styling with grace and medium size. Solid carved oak throughout. An unusual group for those who want a "different" dining room.

MAPLE FURNITURE

- Reg. \$25 Lge. Maple Chair and Ottoman \$16.46
- 50% Reductions on Maple Beds, 1 Only's**
One-Only's. Many styles. It is easy to match your maple. Twin size, full size and three-quarter size.
- Reg. \$14.75 Comb. Tab. Floor Lamp... \$8.97
- Virginia House Maple inette Furniture**
Drastically Reduced for Immediate Sale
Lauer's are discontinuing this nationally advertised line. If you hurry you will find a wide selection of this fine maple priced extremely low.
- Now Is The Time To Match Your Present Maple!**
- \$235 3-pc. Bedroom Suite by Luce \$118.29**
Dresser, vanity and full sized bed as shown in House and Garden Magazine. With twin beds. \$150.
- Reg. \$12.95 Maple Kne-Hole Desk... \$8.95
- Reg. \$135 Solid Maple Dinette... \$79

On Rugs & Broadloom Sweeping Reductions ALL SIZES

- \$32.50 9x12 Axminsters** \$19.95
You will find these attractive, long wearing rugs in more than one size although most of them are 9x12. Come early because we are selling one-only's at this price.
- \$6.25 Heavy Twist Broadloom** \$4.95
There is still about a roll and a half of this splendid carpeting to be sold at Lauer's certified savings price. When you see and feel this Broadloom you will know that you are buying real quality.
- \$79.50 Beautiful Wilton Rugs** \$39.65
Lauer's are selling rugs at this low price because Lauer's can not afford to have them damaged by falling plaster and the debris that accompanies remodeling. See them as soon as you can. They are mostly one-only's.
- \$59.50 American IRAQ** \$38.59
A tightly woven all-wool deep pile rug that can hardly be distinguished from a true Oriental. Beautifully patterned in rich colors.

LAUER'S CERTIFIED SAVINGS

- \$90 Mahogany Twin Beds \$55
- \$69.50 Royal Deluxe Sweeper \$42.52
- \$40.75 Philco Cabinet Radio \$24.44
- \$11.85 Mahogany Cocktail Table \$5.66
- \$14.75 Lane Cedar Chest \$9.75
- \$44 Two Tray Lane Chest \$29.88
- \$19.95 Large Electric Roaster \$13.77
- \$89.50 Electric Blackstone Ironer \$59.87
- \$50 Leather Top Table \$35
- \$16.75 Ivory Occasional Chair \$9.50
- \$9.50 Walnut Smoking Stand \$7.57
- \$24.75 Walnut Kne-Hole Desk \$16.37
- \$49.50 Barrel Back Chair \$29.50
- \$31.50 Chair & Ottoman \$29.50

20% OFF Blackstone WASHERS

Save Money Now Coal and Gas RANGES

25% OFF ALL SELLERS CABINETS

INNERSPRING MATTRESSES

- REGULAR \$13.75 **\$7.87** ALL SIZES
- REGULAR \$17.50 **\$12.96** ALL SIZES
- REGULAR \$22.50 **\$17.77** ALL SIZES

LAUER'S BARGAIN BASEMENT

We're clearing our basement floor to give the carpenters room to go to work within a short time. They will be working like beavers down there very soon... Here are some of the used furniture items that Lauer's have taken in trade during the past few weeks. You can buy them now at prices unbelievably low: Living room, dining room and bedroom suites; Kitchen accessories; Studio couches; Radios; Lamps; Lounge chairs; Desks; Rugs; and scores of odd pieces. All used but completely renovated by our wood-workers and upholsterers. Shop early for Lauer's Certified savings.

Swedish Modern Upholstered Furniture REDUCED 1/3

Lauer's Swedish Modern furniture must be sold because we are tearing out walls and remodeling its present display space. Every upholstered piece has been cut at least 33 1/3%. We do not want this beautiful upholstered furniture to be soiled or damaged by the carpenters. Thus we are pricing it for quick sale. You will find some of the most beautiful hair—and down-filled upholstered pieces on sale at certified savings during Lauer's reorganization sale.

Lauer's Budget Terms

You may use Lauer's budget terms if you wish. The only additional charge is 15% monthly... same as your bank.

LAUER'S - 50 STATE ST.

Shop Lauer's Early

Don't wait too long to see these certified savings values at Lauer's. Many of them are one-only's and will be sold within a day or two.



SPECIAL EVENTS

APOSTOLI-CONN FIGHT — Friday, Jan. 6, 10 p. m.
Bill Stern and Sam Taub at the mike.

AMERICAN CONGRESS FOR PEACE AND DEMOCRACY — Friday, Jan. 6, 9:30 p. m.

MUSIC
SUNDAY MUSICALS — Sundays, 12:30 p. m.

ROCHESTER CIVIC ORCHESTRA — Monday, Jan. 9, 3 p. m. and Tuesday, Jan. 10, 1:30 p. m.

GERMAN HOUR — Tuesdays, 7:30 p. m.

ROCHESTER PHILHARMONIC ORCHESTRA — Thursday, Jan. 12, 8:30 p. m.

MILESTONE IN MUSIC — Saturday, Jan. 7, 11:30 a. m.

METROPOLITAN OPERA — Saturdays, 1:55 p. m.
Opera for Jan. 7 is "Der Rosenkavalier."

NBC SYMPHONY — Saturdays, 10 p. m.

DRAMA

HOLLYWOOD PLAYHOUSE — Sundays, 9 p. m.

THOSE WE LOVE — Mondays, 8:30 p. m.

ONE MAN'S FAMILY — Wednesdays, 8 p. m.

TRUE STORIES OF STATE POLICE — Thursdays, 7:30 p. m.

TRUE CASE HISTORIES FROM SING SING — Fridays, 8 p. m.

VARIETY PLANTATION PARTY — Fridays, 9 p. m.

HANK AND HERB — Saturdays, 7:30 p. m.

NATIONAL BARN DANCE — Saturdays, 9 p. m.

MAGIC KEY OF RCA — Sundays, 2 p. m.

JACK BENNY — Sundays, 7 p. m.

SETH PARKER — Sundays, 7:30 p. m.

CHARLIE MC CARTHY — Sundays, 8 p. m.

CARSON ROBISON — Mondays, 8 p. m.

INFORMATION PLEASE — Tuesdays, 8:30 p. m.

FIBBER MCGEE — Tuesdays, 9:30 p. m.

BOB HOPE — Tuesdays, 10 p. m.

HOBBY LOBBY — Wednesdays, 8:30 p. m.

INTERESTING NEIGHBORS — Thursdays, 8 p. m.

GOOD NEWS OF 1939 — Thursdays, 9 p. m.

BING CROSBY — Thursdays, 10 p. m.

COMMENTARY

FATHER COUGHLIN — 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.

AL SIGL — Tuesdays, Wednesdays and Thursdays, 3 p. m.

NATIONAL RADIO FORUM — Mondays, 10:30 p. m.

PUBLIC INTEREST IN DEMOCRACY — Wednesdays, 10:30 p. m.

NEWS

PETER GRANT — Sundays, 6:45 p. m.

FARM NEWS — Mondays thru' Fridays, 1:15 p. m.

COURIER NEWS — Saturdays, 11:15 a. m.

ESSO REPORTER — Four times a day, seven days a week.

WE ALSO RECOMMEND

PETER AND JOE — Mondays thru' Saturdays, 7:15 a. m.

THOSE HAPPY GILMANS — Mondays through Fridays, 8:30 p. m.

DIAMOND WALNUT SHOW — Sundays, 10 a. m.

DOG HEROES — Sundays, 5:45 p. m.

EDDIE DUCHIN — Mondays, 9:30 p. m.

TRUE OR FALSE — Mondays, 10 p. m.

GILBERT AND SULLIVAN HOUR — Tuesdays, 8 p. m.

WINGS FOR THE MARTINS — Wednesdays, 9 p. m.

Remington:

(Continued From Page 1)

Vermont, old Tom Boyd, I've been telling you about, was just getting under full headway in the first eleven minutes. Too, he was eating heavy buckwheats with heavy home made pork sausage and oodles of grease hot off the sausages.

"You don't say?" from the curious A. S. (Gus) Merts of milk and cream fame.

"Yes," continued Mr. Hughes, "and often old Tom would switch from sausage to ham, with a dish of fried eggs as a seasoner, right in the middle of a contest. He asked quarter from nobody. He was a man, was Tom."

Too, Mr. Hughes criticized, these Rochesterians, including Carl S. Hallauer, because they didn't let themselves out with utter abandon with the maple syrup as they should have. They were sloshing the pancakes around in the syrup, on one of the plates, at the end of a politely held fork when, according to old Vermont technique, which made world champions, they should have had the flapjacks floating in syrup, like a ship on the high seas, and when they passed, not tussled, half a cake to their mouths it should have been dripping and not semi-dry, with the syrup making glistening globules on the waistcoat and tuxedo knees and making the moustache droop with its sweet weight.

John Sibley, who comes from Massachusetts, nooded approval but admitted as best he could, considering that his mouth was filled with pancakes, that one had to have years of experience and rough outdoor exercise to attain this exalted pinnacle. John T. Boylan was made president of the association (Rochester Convention and Publicity Bureau) but not on his flapjack eating ability. He also lacked finesse in some of the essentials necessary to make an outstanding consumer, a flapjack celebrity if you will. He was seen to cut one cake at a time when he should have pyramided

three and four in a heap and sliced through them with his knife in mass production. A disappointment, too, was J. Allan Doyle, secretary from whom because of his youth, greater things were expected. When he should have been shovelling the cakes into his maw he was discovered intently watching his competitors and as he should have known not a second should have been wasted in a brief eleven-minute eating sprint.

THERE'S NO TIME LIKE THE RIGHT TIME!



Be sure your watch keeps correct time. If it doesn't bring it to us! We are qualified by years of experience to properly repair any watch correctly.

GUARANTEED EXPERT WATCH REPAIRING

ANY WATCH \$1.00
Cleaned and Oiled

All Work Guaranteed For A Year
Main Spring Fitted Stem and Crown
95c 75c ca.



REGULAR 4.98 BATHINETTE 4.49

Designed to transform the ordeal of baby-bathing into a pleasant period: deep rubber tub and dressing table with cretonne trimmed pockets, rubber hose and safety straps. Colored in ivory.



Convertible HIGH CHAIR 9.98

Can be converted into high chair, nursery chair and play chair. Includes sanitary tray trimmed with colored beads; safety straps, solid back and Snow White decorations. Maple.

EDWARDS—Third Floor

SAVE In This JANUARY SALE OF INFANTS' Furniture

A SALUTE TO THE INFANT-RY with the grandest array of Baby-Bargains in Edwards history. Below are listed only a few of the buying scoops that await the early shopper.



NURSERY SEAT 1.49

Ivory and maple nursery seats complete with folding arms, safety catch and deflector.



Reg. 1.98 COSTUMER 1.69

A 44 inch high costumer of solid, durable wood. Choose from ivory, maple or pink.



Reg. 2.98

Carrying BASKET 2.69

Sturdily built in large size with an eye toward baby's comfort. Folding-leg models in ivory and trimmed with pink and blue.



Reg. 3.50 SCALES 2.98

Complete with wicker basket. Weighs to 30 lbs. Ivory, pink or blue.



INFANTS' REGULAR 12.98 CRIB 9.98

A sturdy, handsome crib that will be serviceable long after baby has outgrown it. Steel springs, drop side; decorated panel; Ivory or maple.

Reg. 6.50 Mattress to Fit 4.98
Felt top and bottoms with deep roll edge. Pink and blue. EDWARDS—Third Floor



A TINY, POWERFUL, BEAUTIFULLY TONED EMERSON SUPERHETERODYNE
In a Jewel of a Cabinet Less Than The Size Of Your Hat
Never before has a radio of such tiny size had such an amazing BEAUTIFUL TONE. Never before such naturalness, such bell-like CLARITY, such tremendous POWER. All the new 1939 features. MODEL AX-211
Other Emerson Models from \$9.95 to \$29.95

HICKSON'S
COR. MAIN AND FRANKLIN
Opp. East Avenue
ROCHESTER'S RADIO HEADQUARTERS
STATE 93

\$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

January Sale Offers Styles to Suit . . .

EVERY WOMAN OR MISS!

ADORABLE SATIN

Slips and Gowns
\$1.59



THE SLIPS . . . \$1.59

A complete assortment with styles to suit and fit everyone . . . Tailored, Lace Trimmed, Bias Cut, Non Bias Cut models with Hollywood V tops and adjustable straps . . . Strainless-cut styles in silk and rayon heavy satin.

TEAROSE . . . SIZES 32-44

THE GOWNS . . . \$1.59

For all the world like your fashionable, fitted evening gowns . . . Lovely satin gowns—delicately lace trimmed bodices . . . Others—tailored simply magnified . . . Rayon and silk satin gowns in styles galore for your selection.

Tearose—Blue—Dusty
Sizes 15, 16, 17

EDWARDS—
Second Floor

Alfred Salamone, 70 Miller Street, see "Stand Up and Fight" at Low's Rochester Theater Friday. Call at The Sun for guest ticket.

Miss August W. Hennik, 561 Goodman Street South, cash in on a great ticket to Low's Rochester Theater. Just call at The Sun for it.

BLACK MAGIC
QUALITY
COAL \$10.65
TON CASH
Shovelled
OFF

Egg—Stove—Nut
Buckwheat \$7.75 ton
Pea Coal \$8.75 ton

Established for Over 25 Years Phone GEN. 586
PAYNE & DUNHAM

LINEN: 157 E. MAIN
GIFT SHOPPE
Next To National Clothing
FORMERLY BOND STORE

WE MUST VACATE
BUILDING COMING DOWN!!!

\$37,000.00 WORTH OF FINE LINENS, RUGS, LACES, BEDSPREADS AND INFANTS' WEAR MUST BE SACRIFICED AT RIDICULOUS PRICES! EVERYTHING MUST BE SOLD TO THE BARE WALLS. ROCHESTER'S BIGGEST LINEN SHOPPE MUST CLOSE ITS DOORS.

STOCK UP NOW!
We Reserve The Right To Limit Quantities

YOUR CHANCE TO SAVE!

ROYAL CROWN TAFFETA
DOUBLE SIZE
Bedspreads 99c
A SUPER SPECIAL! Reg. \$3.49

LARGE SIZE 18-INCH
DOUBLE DAMASK
NAPKINS 10c
DOZEN PRICE, \$1.09 Reg. 19c

FULL SIZE HYDRO VELVET
CHENILLE
Bedspreads \$1.74
ALL COLORS Reg. \$3.49

WITH THIS COUPON
GENUINE CANNON TURKISH TOWELS 11c
Regular 25c

WITH THIS COUPON
WASH CLOTHS 2 1/2c
Regular 7c

With This Coupon
5 Pc.
Hand Appliqued
LUNCHEON SETS 44c
Made To Sell For 88c

Men's Fine Quality
Wide Hemmed
Handkerchiefs 5 1/2c
Made To Sell For 10c Each

Hand Made
3 Piece Lace
CHAIR BACK SETS 24c
Made To Sell For 48c

Hand Made
Mexican Drawn
SCARFS 39c
Values Up To 98c

WITH THIS COUPON
SHEET BLANKETS 44c
Reg. 88c Full Size

WITH THIS COUPON
PURE LINEN DISH TOWELS 10c
Reg. 19c

WITH THIS COUPON
LADIES' BLOCKED AND APPLIQUED HANDKERCHIEFS 2c
Made To Sell For 4c

LINEN GIFT SHOPPE
157 E. MAIN ST. NEXT TO NATIONAL
FORMERLY BOND STORE



Clean Hands Are Safe Travellers

THERE is an old saying that "Satan finds some mischief for idle hands to do." Our modern men of medicine add that busy hands, too, are capable of a good deal of mischief—if they are not kept perfectly clean. Hands can be dreadful trouble makers, unwittingly, because they "get around" a lot. They cover more distance, come to think of it, than the feet in their endless movements in connection with work and with play.

Hands travel to the nose to catch a sudden sneeze and to the mouth to cover a cough. They are in constant contact with other people's hands, with doorknobs, trolley car straps, books, utensils—thousands of objects every day. In addition they touch food and in the case of children sometimes go right into the mouth.

It is evident, therefore, that these hands, even while engaged in useful and praiseworthy work, can transmit bacteria. Handwashing is one of the most important activities in our daily lives. It is without doubt, Rule Number One in modern hygiene. A thorough scrub-up before meals should be made a habit, and so should a good lathering before food handling of any sort is begun.

Although we are taught to wash hands from childhood up, few people really know how to do it correctly. A lot of "ficks and premlies" sometimes pass by the name of washing, but they do not pass muster with the doctor, nor with a sound sense of safety. Whenever possible hands should be washed in warm water, and always there should be a generous use of soap. Wet the hands, rub in the lather thoroughly with a ball brush and be sure to get at the treacherous areas just under the nail tips. Experiments have proved that this is where the germs live longest.

Garden Topics At Home Bureau

The Garden Study Club of the Rochester Home Bureau will hold its first meeting of the new year on Friday at headquarters, 150 North Plymouth Ave. at 1:30 p. m.

In answer to the roll call, members will tell of mistakes they have made in planning their gardens. Following this, Mrs. Hawley Nell will speak on "Planning for the Small Home Grounds." When plans are well laid in the winter months, the amateur home gardener can be prepared for planting all the lovely things she wants to enjoy during the summer months.

On Monday, the Council of Chalmers will begin the series of teas which they are planning to serve each month to the unit clubs of the city Home Bureau.

Following their regular meeting at 2 o'clock, tea will be served to members of the Home Bureau who reside in the northeast section of the city. Mrs. Charles Werder will be in charge.

City Counsel Cites Convention Study

Credit for protecting the rights of the city through careful study of proposals before the Constitutional Convention was claimed last night in the third quarterly report of the Corporation Council's office. Released by the Bureau of Information, Division of Public Relations, Department of Commerce, the report declared that:

"A matter of importance was the attention given to the 738 proposals before the Constitutional Convention . . . all proposed amendments were carefully studied and those deemed beneficial to the city were supported and those deemed harmful were fought.

NGomer H. Roberts, 15 Savannah Street, when you find out the Rochester Transit Corporation, take time off and call at The Sun for guest ticket to "Stand Up and Fight" at Low's Rochester Theater.

Miss Ruth Trubold, 45 Dix Street, be the guest of The Sun and Low's Rochester Theater at "Stand Up and Fight" at Low's Rochester Theater. Call at 419 Burke Building for guest ticket.

Does Bladder Irritation
WAKE YOU UP? It's not normal. Its nature? Warning! "Danger Ahead." Your 24 back if this 4-day treatment does not help nature flush acids and other wastes from the kidneys. Excess acids can cause the irritation resulting in getting up nights, frequent or scanty flow, burning, backache or leg pains. Just say "Buh-bye" to any drugist. Locally at J. K. Post Drug Co.

TRY THIS FOR URIC ACID

Read Our Offer Do This
Thousands report relief from stiff joints, sore muscles, rheumatic pains, neuritis, neuralgia. Bladder weak? Kidney irritation? Up many times at night? "Worm out" "Acid" stomach? "Catch cold easily"? Skin itchy? No "pop"? Nervous?

WANT A 75c BOTTLE?
For more than 40 years The Williams Treatment has been helping others to more comfortable days and restful nights. YOU try it! We will give uric acid sufferers who send this advertisement, home address and ten cents (stamps or coin) one full size bottle (22 doses) of THE WILLIAMS TREATMENT and booklet with DIET 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 THE DR. D. A. WILLIAMS CO., Offer RE 63, East Hampton, Conn.

Brighton Church Women To Map 1939 Program

Ladies Missionary Society of the Brighton Reformed Church will meet today. A program for 1939 will be presented by a committee appointed by President Mary Koikner.

The Society is planning to entertain Dr. William Moerdyke, a desert doctor from Arabia, Dr. and Mrs. Moerdyke will be in the Rochester area for about ten days in February. The Rev. Cornelius Lepeltak of Marion, is chairman of the committee on missionary speakers.

Real Estate Men Elect President

The Real Estate Board of Rochester has a new president in Harry B. Marcell, 381 Maplewood Drive, and head of the real estate firm bearing his name, at 905 Temple Building.

Marcell was elected at a meeting of the board of directors in the Chamber of Commerce. Two new vice-presidents are Harry P. Thomas and Follett L. Greeno. Robert Reilly was re-elected a vice-president.

Norbert Streb is the new secretary and Warren W. Allen the new treasurer, with George E. Brennan as his assistant.

The board re-appointed John D. Tighe, former president, as its executive secretary. Officers will be installed at the January meeting.

FOR 3 DAYS ONLY
PHOTO SPECIAL
4 Lovely Portraits For Only \$1.95

3 Large 8 x 10 Size Portraits and A Beautiful Miniature Photo Included
A Genuine \$3.00 Value
This offer for Thursday, Friday and Saturday Only. Price returns to \$3.00 on Monday morning.

Don't hesitate. A sitting takes only a few moments and you will find it a pleasant experience.
No Appointment Necessary

Heisner's
200 MAIN ST. E.

A Heisner Photo is something more than just "another picture." Mr. Henry Leichter, our expert portraitist does all work personally, assuring you of an artistic, life-like finished picture. Always you choose from several proofs to get your very best pose.

The Rev. William Carver of the Syracuse diocese is temporarily assigned for duty in the Rochester diocese. Father Carver is appointed assistant pastor of St. Peter and St. Paul Church, Elmira.

The Rev. Elmer William Heindl, assistant pastor of St. Alphonsus Church, Auburn, is appointed assistant pastor of the Church of Our Lady of Mt. Carmel, Rochester.

The Rev. H. C. Cohn Employees Get New Year Bonus

Employees of the H. C. Cohn & Co., manufacturers of Superba Gravels, were wished "Happy New Year" as the management presented annual bonus checks to more than two hundred workers.

The bonus amounted to one week's earnings and was presented for the sixth consecutive year to those employed over a year.

Miss Regina Wallace, 476 Goodman Street South, be the guest of Low's Rochester Theater, playing "Stand Up and Fight" at Low's Rochester Theater. Call at The Sun for guest ticket.

Monroe Ave.
At The
Twelve
Corners

Rochester's
Favorite
Dining Room

SUNDAY DINNER
AT
THE CHATEAU

Is more than just the finest meal you ever ate . . . it is a de luxe dining experience you'll long remember. Every bit of food you eat is personally selected from the market's choicest offerings and expertly prepared by Rochester's most famous master chefs. Such a wide variety of fine foods; your choice is made extra easy.

A Fine Orchestra . . . A Gorgeous Floor Show Add To Your Entertainment

MAKE NEXT SUNDAY YOUR SUNDAY AT THE CHATEAU

Delicious Full Course Steak Dinners \$1.00 Per Person

Ladies of G.A.R. To Dine Jan. 13

Captain Henry Lomb Circle, Ladies of the G. A. R., will meet on Friday evening, January 13, at City Hall Annex, Edith M. Bostwick presiding.

Preceding the meeting a dinner will be given in the Red Room of the Hotel Seneca in honor of Mrs. Marjorie Schafer of Buffalo, Department President; Mrs. Gertrude M. Walbridge, chairman of the National Council of Administration, and Miss Olive Smith, Department Patriotic Instructor.

Committee in charge of arrangements for the dinner consists of Mrs. Florence Lohwater, Mrs. Maude Carner and Mrs. Rose Green. Please make reservations with Mrs. Maude Carner, Stone 1435-L. Members of McKinley Circle are also invited to attend.

Inspection and installation of officers will be conducted by the Department President.

Prince Humbert Society To Open New Home

The Society of Prince Humbert of Piedmont will open its new home January 16 at 330 North Street. It was announced through Charles J. Mondo, attorney for the group.

Purpose of the society, with a membership of 300, is to operate a community center.

Mrs. Harold W. Russell, 63 Westview Terrace, see "Stand Up and Fight" at Low's Rochester Theater Friday. Call at The Sun for guest ticket.

Ladies Aid Society To Install Officers

Ladies Aid Society of Winton Congregational Church will hold its first meeting of the year on Tuesday, when officers will be installed.

Mrs. William Griffith will be-

gin her eighth year as president of the organization. Other officers are: vice-president, Mrs. Frank Volrath; treasurer, Mrs. Harold Lowe; secretary, Mrs. William Wickman; assistant secretary, Mrs. William Ballou; publicity, Mrs. Harvey Cooper.

Floor Samples REDUCED!
EVANOIL
3 ROOM CIRCULATING HEATERS

REGULARLY \$79.50 \$49.95
Other sizes proportionately reduced. All floor samples subject to prior sale.

KEMP EQUIPMENT COMPANY
331 W. MAIN ST. PHONE MAIN 1786

EVANOIL—the marvelous
new heater that gives you
ACTIVE HEAT

For genuine heating comfort you want the luxury of EVANOIL fan-forced heat at floor level

Think of the pleasure to be able to sit in your favorite chair . . . near the radio . . . anywhere in the room . . . and be kept cozy warm on coldest days with a single small heater. Evanoil—America's most beautiful heater—makes this possible by fan-forced heat at floor level.

No "spotty" wasted heat with Evanoil's fan-forced circulation. Idle ceiling heat is pulled down and kept active in the Living Zone. Air volume of average size room is completely recirculated every six to seven minutes. Burns low-cost fuel oil. Maximum heat for every ounce of fuel consumed.

Evanoil heaters are available in four handsome lobby models with capacities for heating a single room, store or office on up to a four or five room house. Easy fingertip heat-control; efficient, economical. Also available as standard circulating heaters—no fans or current. Ask for a demonstration.

SEE YOUR FAVORITE DEALER ABOUT EVANOIL BEFORE YOU BUY

LAKE'S FIRE SALE
JUST 3 DAYS LEFT
TODAY, TOMORROW, SATURDAY

WE HAVE ABOUT 260 DRESSES WHICH MUST BE SOLD BY SATURDAY. POSITIVELY OUR LAST DAY!!! SENSATIONAL REDUCTIONS ON JUST THE DRESSES YOU'VE ALWAYS WANTED. COME EARLY.

DRESSES Values To \$3.95 49c
Only 89 Pieces In This Group

DRESSES Values To \$5.95 99c
Only 75 Pieces In This Group

DRESSES Values To \$9.99 1.49
Only 96 Pieces In This Group

HATS 9c | **COATS** 49c
Values To \$1.95 | Values To \$10.95

THESE ARE STILL A GOOD SELECTION OF SIZES AND COLORS

LAKE'S FIRE SALE
520 JOSEPH AVE. JUST PAST THE
FORMERLY COR. CLINTON & BUCHAN PK.

New At Mo

Classes in will be offering ning School semester, whi nesday, accor Hawley, p High School models of figures are plaster or orials will be and Thursday 40. This is an available to in an annual field of art.

A class in given on Mo and Friday n Instruction w ink, pencil, s and will als stripes and p as well as ca nine illustra

On Monday evenings in course in and the Mod given. This with the com modern worl to provide a sion of Ital questions.

Another n that in "t lems involv home relat beings in th facts.

Registration courses, or others offer roe High Ev be made at

Mrs. V. D. C be the guest of chester Theater "Stand Up and Fight" at Low's Rochester Theater. Call at The Sun for guest ticket.

Louis Levy, Low's Rochester of The Sun, i attractions ar starring Robe Ford, Wallace and "The Girl shot Tone and 419 Burke Buil

JA S 1/2 TO 1/3 On Every Coats were t Fitzgers 177 E

5 Ou ho

Yes, wash dollars a saves wa ful or oi and clear any othe in and se ically sel olens lower pri

at

NO

On Easy Terms

U

Phone Stone 5007 5008

New Courses At Monroe

Classes in four new subjects will be offered at Monroe Evening School during the second semester, which opened Wednesday, according to William E. Hawley, principal of Monroe High School.

A course in modeling in which models of animals and other figures are made and cast in plaster or other suitable materials will be given on Tuesday and Thursday evenings in Room 40. This is an opportunity made available to obtain instruction in an annual and interesting field of art.

A class in cartooning will be given on Monday, Wednesday, and Friday nights in Room 128. Instruction will include pen and ink, pencil, and wash drawings and will also deal with comic strips and political cartooning, as well as cartooning for magazine illustrating.

On Monday and Wednesday evenings in Room 130, a new course in "Ethical Principles and the Modern World" will be given. This subject will treat with the conduct of life in the modern world and is designed to provide an intelligent discussion of its everyday ethical questions.

Another new course will be that in "Human Relations," which will treat with the problems involved in the social and home relationships of human beings in their everyday contacts.

Registration for any of these courses, or the seventy-five others offered for study at Monroe High Evening School, may be made at the school office.

Mrs. V. D. Carr, 255 Ravine Avenue, is the guest of The Sun at Loew's Rochester Theater opening Friday with "Stand Up and Fight" starring Robert Taylor, Wallace Berry, Charles Rickford, and Florence Rice. Call at 415 Burke Building for guest ticket.

Louis Levy, 15 Harris Street, attends Loew's Rochester Theater as the guest of The Sun. Beginning Friday screen attractions are "Stand Up and Fight" starring Robert Taylor, Wallace Berry, Charles Rickford, and Florence Rice, and "The Girl Downstairs" with Flash Gordon and Franciska Gail. Call at 415 Burke Building for guest ticket.

Coming Maestro of Accordion



FRANKIE MICHAELS

According to his teachers at the Columbia Institute of Music and to those who have heard him play, Frankie Michaels of 133 Blakeslee Street, is a coming maestro of the accordion.

This thirteen-year old embryonic Phil Baker aspires to play for Major Bowes and there is little doubt that this talented youngster will some day stand the good Major's program right on its ear.

Registrations of those, as well as of passengers and commercial cars, will expire at midnight January 31. Dealer plates, available at the State Motor Vehicle Bureau office in the Terminal Building, in charge of John W. Dennis, district tax supervisor, expire January 10.

PLAN MINSTREL SHOW
Youth organizations of St. Michael's Church will present a minstrel show, "Things in Swing," in the church auditorium, Clinton Avenue North, on the nights of January 15, 16 and 17. The cast is directed by Mrs. Alma Predmore.

Miss Irene Altman, 337 Harvard Street, is the guest of Loew's Rochester Theater at "Stand Up and Fight" starring Robert Taylor, Wallace Berry, Charles Rickford and Florence Rice. Call at The Sun for guest ticket.

Sacred Circles Service Scheduled for Sunday

Frank Byers, James McNeil and Norman Smith will lead the sacred circles service at Open Door Spiritualist Church Sunday at 6 p. m. At 8 p. m. Edith Hunnewell will give the invocation; Mrs. Gloria Hatton will speak on "New Year's Problems" at 8:20 p. m. and at 8:40 Eva Robinson, Dorothy Maxwell, Daisy DeRouche and Mrs. Hatton will conduct the message service. Headers will include S. L. Sylvers, L. D. Miller, Frank Byers, Joseph Attroni and James McNeil.

Lewis S. Coon, 117 Iceland Park, see "Stand Up and Fight" at Loew's Rochester Theater. Call at The Sun for guest ticket.

Beech-Nut Workers Share \$21,000 Bonus

Nearly 300 Rochester employees of the Beech-Nut Packing Company shared in a \$21,000 New Year's bonus.

In addition, local workers received Christmas payments based on a \$3 gift for each full

year of service with the firm. Employees on the payroll July 1, 1938, according to the New Year's benefit plan, received week's pay, and those hired after July 1 and registered on employee rolls October 1 were given a week's extra pay. Officers and directors of the firm are excluded from payments.

Ask Your Dealer To See The New
MOTOROLA SELF TUNING RADIO
"Remember The Stations You Might Forget"
Turns Itself On — Turns Itself Off

NOW IS THE TIME TO SAVE MONEY

HARD COAL SURE FIRE EGG STOVE NUT PEA COAL \$8.25	DOMESTIC DUSTLESS COKE \$8.50	Pennsylvania's Finest HARD COAL EGG STOVE NUT \$10.65 Pea Coal \$8.75 Buckwheat \$7.75 Rice \$6.75
---	---	---

LAKE COAL & COKE CO. 255 LYELL AVENUE
CALL GLEN 538-537

ROCHESTER JOBBING HOUSE'S Store-Wide January Clearance Is



No Bull!

PRICES LIKE THESE SPEAK FOR THEMSELVES . . . IN TERMS OF SAVINGS AND VALUE! DEEP-CUT PRICES THROUGHOUT OUR THREE FLOORS . . . ON SPORTSWEAR—JACKETS—BOYS' WEAR—SKI SUITS WORK CLOTHES—SWEATERS—RAINCOATS—ETC.

Just once in a lifetime, an opportunity like this! Sweeping Clearance throughout Jobbing House's vast stocks tumbles apparel prices to a record low . . . even for this store of state-wide fame for low prices! Come to the Jobbing House . . . see them for yourself . . . the values are obvious, and the savings will make history in Rochester!

Prices Shattered in this Gigantic January Drive for Cash!

Regular to \$3.98
LADIES RAINCOATS
99c

2-Year Guaranteed
ELECTRIC SHAVERS
99c

Regular to \$6.50
LADIES ALL WOOL CAMPUS COATS
\$3.99

Regular to \$7.98
BOYS Sheeplined COATS
99c

Regular to \$5.00
HEAVY WOOL PLAID JACKETS
\$2.29

MEN! Sport SWEATERS
Here's unprecedented value! Slip-on or coat styles . . . brushed yarns, with wanted sports back. Solid or plain colors. REDUCED up to TWO-THIRDS!
Values to \$2.98
99c

Regular to \$2.50
HOODED SWEAT SHIRTS
\$1.65
Double Thick

Reg. \$1.39 Men's Fleece Back COAT SWEATERS 79c
Warm, fashionable sweaters . . . almost HALF PRICE!
Reg. \$5.98 Men's Heavy Warm SHEEPLINED COATS \$2.99
Leatherette or moleskin . . . never priced so low!
Reg. \$3.75 Men's All Wool Slip-on SHAKER SWEATERS \$2.59
Heavy, warm sweaters in wanted crew-neck style!
Reg. \$3.98 Yank-at-Oxford CORDUROY BUSH COATS . . . \$2.59
Reg. \$3.98 Famous Monarch ICE SKATES, pair \$2.79
Reg. \$7.98 Men's All-Wool CAMPUS COATS \$4.99

Reg. \$1.98 Boys' All-Wool KNICKERS 89c
Well-made, fully lined with knitted cuffs.
Reg. \$8.98 Boys' 3-Piece OVERCOAT SETS \$5.99
Overcoat, leggings and matching hat! Record value!
Reg. \$1.50 Ladies' All-Wool SWEATERS 69c
In all wanted colors . . . sizes 34 to 40!
Reg. \$2.50 Children's NEVA-WET SKI PANTS . . . \$1.59
Sizes 5 to 7.
Reg. 39c Boys' Fancy KNICKER HOSE, pair . . . 12c
Reg. \$6.98 Boys' All-Wool CAMPUS COATS \$3.99

Regular to \$2.98
MEN'S DRESS PANTS
\$1.29

CHILDREN'S ALL-WOOL, 3-pc. Snow SUITS
Right at the beginning of coldest weather, these warm, wooly snowsuits at HALF PRICE! Coat, leggings and matching hat. Sizes 3-10
Values to \$3.98
\$1.99

Nationally Famous
LUND TO BOGGANS
\$1.00 PER FOOT

Regular to \$7.98
BOYS 2-PANTS WOOL KNICKER SUITS
\$2.99

BOYS! SPORTS-BACK PLAIN COLORS Or PLAIDS ZIPPER JACKETS
Values to \$3.98
\$1.69
OPEN EVERY EVENING 'TILL 9 UNRESTRICTED PARKING
Rochester Jobbing House
159-161 JOSEPH AVE. Cor. NASSAU ST.

SAVE MONEY Out of your present household Budget



Thor WASHER

Yes, washing the Thor Way saves dollars and dollars in wear—saves weary hours of work. Tubs, full or one garment. Thor cleans and cleanses with less wear than any other washing method. Come in and see how you can economically solve your laundering problems—particularly at Union's lower price.

at Union Tire Co.

NOW ONLY \$79
On Easy Terms

UNION TIRE COMPANY
MAIN STORE 286 EAST AVE.
FAIRPORT STORE: 60 N. Main Street Fairport, N. Y.
EAST ROCHESTER STORE: 114 W. Commercial St.
Phone Stone 5007 5008
Open Evenings Until 10 P. M.
Open Sundays Until Noon

L
95

T
1786

velous

u



the luxury floor level

able to sit in the radio . . . he kept cool a single small most beautiful by fan-forced

Evansoll's fan-beat is pulled Living Zone, room is com seven minutes, inum heat for

in four hand-acties for heat-office on up to Easy fingertip cal. Also avail-eters—no fans tration.

ER BUY

SALE LEFT

AY

ESSES

Y SAT-

LAST

EDUC-

ESSES

ATED.

9c

9c

LAST

.49

.99

49c

SALE

PAST THE ICE STATION AN PK.

ACHTER'S

387 MAIN ST. EAST
and 35 Gibbs St.
FOR BARGAINS
EVERY DAY

SPECIALS FOR FRI. & SAT. JAN. 6 & 7th

- | | |
|--|--|
| Ladies' Fast Color
HOVERETTES
50c Value 29c | Druid SHEETING
15c Value, yard 6c |
| Ladies' Full Fashioned
HOSIERY, All first
quality, 50c Value .. 37c | Pin CUSHIONS
10c Value, 3c |
| Ladies' Silk Stripe Cotton
VESTS & BLOOMERS
20c Value 14c | Indian Design
BLANKETS
\$1.49 Value 71c |
| Men's Solid Color Dress
SHIRTS
\$1.00 Value 47c | Petroleum JELLY
10c Value 3c |
| Men's Assorted
MUFFLERS
30c Value 14c | What-Not CORNERS
25c Value 17c |
| Men's Double Croch
Broadcloth SHORTS
35c Value 16c | ASH TRAYS, Blue glass
on Chrome Stand, 15c val. 7c |
| Trolley Hose
SUPPORTERS with flat
buttons, 10c Value, 5c | 4 Piece Mixing
BOWL SETS
35c Value 17c |
| 42x36 Inch
PILLOW CASES
10c Value, each 9c | 4 Piece SUGAR, CREAMER,
SALT and PEPPER
SETS, 35c Value 18c |
| Rayon Table NAPKINS
5c Value, each 2c | 2 Lb. Box Star Soda
CRACKERS
15c Value 10c |

With This
COUPON
FRI. & SAT. RAISINS 2 for 11c



STOP! - SHOP! - SAVE!

Final Reductions
IN OUR
PRE-INVENTORY SALE!

- | | |
|--|--|
| Men's Genuine Capeskin
GLOVES, \$1.19 value, Pr. 77c | Children's Lined MITTENS,
Sizes 2 to 7, 35c value, Pair .. 21c |
| White Skating SOX,
50c value, Pair 19c | Misses' Brushed Wool Gloved
39c value, Pair 19c |
| Ladies' Cotton HOSE,
25c value, Pair 15c | Misses' Wool MITTENS,
69c value, Pair 45c |
| Girls' DRESSES
Counter tossed 95c Value 37c | Dawn Knitting Worsted
YARN, 4 oz. skein 45c |
| Women's HATS
All newest styles, \$1.06 value 79c | Stamped APRONS
20c Value 19c |
| Ladies' SWEATERS
All wool, \$1.19 Value 89c | 2 oz. Polar SPORT YARN,
49c value 35c |
| Women's SILK DRESSES,
\$1.98 value, Sizes 14-44, 99c | 50" Wide Rayon DAMASK
69c Value 39c |



- | | | |
|--|--|--|
| Heavy Chenille Bed
SPREADS
\$11.98 value \$7.75 | Chenille Bed
SPREADS,
Reg. \$5.98 \$4.49 | Chenille Bed
SPREADS
\$3.98 value \$2.49 |
| Heavy Quilted Comforters
\$3.49 \$2.98 | Pure Linen 5-Piece
VANITY SETS,
\$1.19 value 85c | 70x80 Inch Pure Wool
BLANKETS
\$5.98 value \$3.98 |
| Sheet BLANKETS,
50c value 39c | Fine Linen Hand Embroid-
ered BRIDGE
SETS, \$1.98 value 95c | Tapestry
PILLOWS
59c value 29c |

Final Reduction On COATS • SNOW SUITS

- | | |
|--|--|
| Women's Sport
COATS
\$12.98 Value
Plenty of styles to choose
from. \$7.99 | Girls' Coat Hat and
LEGGING SETS \$4.47
Warmly interlined, Sizes
2 to 6, \$4.47 |
| Real Value
Women's Real
COATS
\$29.98 Value \$19.98 | Children's
SNOW SUITS \$4.47
Fully lined ski pants,
Sizes 1 to 14
\$7.44 Value \$4.47 |
| Women's Persian Fabric
JACKETS
Heavily interlined
Reg. \$2.98 \$2.98 | While They Last!
Girls'
COATS
Sizes 3 to 12
\$4.44 Value \$2.97 |
| Misses' Sport
JACKETS
Warmly lined for real
winter weather,
Regular \$5.99 \$3.93 | Infants'
COAT, HAT and
LEGGING SETS \$2.49
Sizes 1 to 3
Regular \$3.49 \$2.49 |



SPECIALS FOR MONDAY, JAN. 9th

- | | |
|--|---|
| Men's HOSE
10c value, per pair 6c | Guaranteed ALARM
CLOCKS, \$1.00 value 58c |
| Men's Initial
HANDKERCHIEFS
25c Value, Box of 3 14c | Paper
SHOPPING BAGS 1c |
| Shaving SOAP
5c value 2c | Ladies' Satin and
Bemberg SLIPS, \$1 val. 53c |
| Playing CARDS
Pinhole or Bridge, pk. 17c | Large Turkish
TOWELS, 25c value .. 15c |
| Women's SHOES
Values to \$2.98 49c | 81"x90" SHEETS
80c value 44c |
| Ladies' Rayon &
Cotton HOSE, 10c val. 12c | 81" Wide SHEETING
35c value, yd. 16c |
| Ladies' Rayon Taffeta
SLIPS, 49c value 25c | Chinese Pure Linen
DOILIES
10"x14", 10c value ... 9c |
| Children's Tuck Stitch
PANTIES, 10c value, .. 6c | Sash CURTAINS
15c value, pr. 7c |
| Card of 36 BOBBY PINS
5c value, card 2c | Embroidered GUEST
TOWELS, 10c value ... 6c |

With This
COUPON
LIFEBUOY SOAP 4c

SPECIALS FOR TUESDAY, JAN. 10th

- | | |
|--|--|
| Men's Broadcloth
PAJAMAS, \$1.00 value 67c | Cartier's INK
10c value 3c |
| Men's HANKERCHIEFS
5c value 2c | Ladies' APRONS
15c value 7c |
| Snap-On SUSPENDER
BRACES, 15c value, pr. 6c | Ladies' Satin and
BEMBESG SLIPS
\$1 Value 53c |
| Pipe CLEANERS
Pkg. of 24 1c | Chinese Hand Made Lace
CHAIR BACK SETS
50c value, set 25c |
| ENVELOPES
Pkg. of 25, 5c value 2c | Oilcloth CHAIR PADS
25c value, each 15c |
| Webster DICTIONARIES
10c value 6c | 42x36 PILLOW CASES
10c value 9c |
| TOOTH PICKS 2 for
5c value 5c | Black Rock MUSLIN
15c value, yd. 7c |
| Pin Cushion SEWING
SETS, 10c value 5c | 18"x29" FELT MATS
10c value 12c |
| J. P. Coats Embroidery
6 Strand FLOSS
2 for 5c value 3c | JELLO Dessert
7c value 2 for 7c |

With This
COUPON
CIGARETTES 10c
All Popular Brands

SPECIALS FOR WEDNESDAY, JAN. 11th

- | | |
|---|--|
| Men's SHIRTS &
DRAWERS
49c Value, each 29c | 70x80 Lace
TABLE COVERS
\$1.98 Value 99c |
| Boys' Gym SHIRTS
15c Value 6c | 42-Inch Pillow
TUBING
25c Value, yard 12c |
| Assorted JACK
KNIVES, 25c Value .. 12c | 14"x42" Rayon SCARFS
19c Value 7c |
| Dr. Lyon's TOOTH
POWDER, 10c Value 5c | Turkish TOWELS
15c Value 9c |
| 500 Count
CLEANSING
TISSUES 14c | 36" Solid Color
BROADCLOTH
15c Value, yard 7c |
| Ladies' Tuck Stitch
VESTS
Extra sizes 14c | Large Size Rubber
BALLS
25c Value 12c |
| Ladies' HANKIES
2c Value 2c | Scrap BOOKS
10c Value 6c |
| Sanitary
BELT AND PAD
10c Value, pkg. 2c | MOP STICKS
15c Value 6c |
| Rayon
BED SPREADS
50c Value 59c | Rubber Stick-On
SOLES
10c Value 6c |

With This
COUPON
CRISCO 16c
1 Lb. Can

SPECIALS FOR THURSDAY, JAN. 12th

- | | |
|---|---|
| Men's Work SHIRT
49c Value 29c | Infants' HOSE
10c Value, pair 5c |
| Men's Leather Palm
WORK GLOVES
25c value, pair 16c | Tattling THREAD 2 for
5c Value 5c |
| Men's Zipper
BILLFOLDS
25c value 14c | Terry Cloth
POT HOLDERS
5c Value 2c |
| Ladies' HANKIES
3c value, each 1c | Clothes SPRINKLERS
5c Value 2c |
| Ladies' Porto Rican
GOWNS
49c value 24c | Chinese Hand Made
DOILIES
10c Value 4c |
| Ladies' Cotton HOSE
19c Value, pair 11c | Striped Outing
FLANNEL 2 yds. 19c |
| Girls' SHOES
\$1.00 Value, pair 57c | 72x90 SHEETS
50c Value 29c |
| Ladies' HAIR NETS
5c value 2 for 3c | 70x80 BLANKETS
89c value 42c |
| Pocket COMBS
10c Value 3c | Lighthouse CLEANER
5c Value 2c |

With This
COUPON
2 Lb. Pkg. Domino SUGAR 9c

BIG "BUYS" FOR BABY HERE!

We Give You Lower-Than-Ever Prices On Every-
thing Your Cherub Needs.



- | | |
|---|---|
| Infants'
MITTENS
20c Value, pair 19c | BATHROBES
Bootsie to match,
\$1.19 Value 75c |
| Birdseye DIAPERS
Package of 10, 98c Value, .. 73c | Knitted 4 Piece LEG-
GING SETS, \$4.98 Value \$2.98 |
| Children's Flannel SLEEPERS
2 pr. Pants, 69c Value, 54c | 15"x17"
CRIB PADS 9c |
| Genuine
TAYLOR TOTS \$1.79 | HIGH CHAIR PADS 86c |
| BASSINETTE with
Legs, \$3.98 Value \$2.49 | 36"x50" Diamond BLANKETS
\$1.19 Value 85c |

MEN'S AND BOYS' Warm Winter Clothes

- | | |
|--|---|
| Young Men's Heavy Shaker
SWEATERS, Sizes
30 to 46, Maroon, Navy \$2.95 \$1.57 | Men's Heavy All Wool
MACKINAW, \$8.95 Value \$5.47 |
| Boys' All Wool JACKETS
with zipper, \$4.98 Value, .. \$3.37 | Men's 10% Wool Union SUITS
\$1.39 Value 95c |
| Men's Flannel SHIRTS
with zipper 75c | Men's Heavy UNION SUITS
89c Value 67c |
| Men's Work SHIRTS
69c Value 44c | Men's Flannel PAJAMAS
\$1.29 Value 77c |
| Men's Fancy HOSE
15c Value, pair 9c | Boys' Flannel PAJAMAS
\$1.00 Value 71c |
| | Boys' All Wool MELTON
JACKETS, \$2.79 Value, \$1.77 |

Entire Stock of WHITE GOODS

- | | |
|--|---|
| 81"x90" SHEETS
\$1.19 Value, each 86c | 36 Inch Unbleached
MUSLIN
15c Value 7c |
| 81"x99" Pequot
SHEETS
\$1.59 Value, each \$1.19 | 36" Fruit of the
Loom MUSLIN 15c |

- | | |
|--|--|
| 42"x36" PILLOW CASES
30c Value, each 24c | 42 inch Pepperell TUBING
29c Value, yard 20c |
| Large Cannon TOWELS
29c Value 19c | 81 inch Pequot SHEETING
69c Value, yard 42c |

Sensational Values on All HOUSEHOLD NEEDS

- | | |
|--|--|
| Belgian RUGS
4x4' with fringe, \$1 value 59c | Clothes DRYERS
69c value 44c |
| Tosca Lace
CURTAINS
\$2.49 value, Pair \$1.74 | Bridge LAMPS
With Shade, \$1.49 value .. 91c |
| Medicine CABINETS
\$1.19 value 86c | Parlor MIRRORS
\$1.49 value 97c |
| Occasional
TABLES
\$3.49 Value \$2.57 | Copper POT
CLEANERS, 5c value 2 for 5c |

Entire Stock of Footwear Reduced For Clearance

- | | |
|---|---|
| Ladies' SHOES
Broken sizes,
Val. to \$2.98 25c up | Men's and Women's
RUBBERS
\$1.00 Value, pair 74c |
| Closed Out Ladies'
SHOES
Val. to \$3.98 \$1.98 | Misses' 2 Strap
ARCTICS
\$1.00 Value, pair 77c |
| Infants' BOOTS
Whites, Blacks,
Etc. \$1.29 value, pr. 95c | Men's All Leather
WORK SHOES
\$2.98 Value, pr. 1.98 |

OPEN
Every
Night
Until
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 387 EAST MAIN ST., NEAR GIBBS ST.
ARCADE AND 35 GIBBS ST., OPPOSITE EASTMAN THEATRE
PHONE, STONE 1880-1882
Rochester's Busiest New Department Store

FRIDAY & SATURDAY

AT
Wegman's
Government-Inspected

TENDER JUICY GRAIN-FED PRIME

BEEF
SHOULDER ROASTS

Nowhere in Rochester will you find beef of this quality at any price! Tender and fine-grained, it's cut from prime, government-inspected steers.

19^c lb.

Stock Up!
MOST VARIETIES
HEINZ SOUPS
12^c can

POUND JAR, FLOWERS
PEANUT BUTTER, ea. 13^c

BAKED PERFECT CAKES
SWANS DOWN Pkg. 19^c
CAKE FLOUR 19^c

CRISP, FRESH KELLOGG'S
WHOLE WHEAT BISCUIT, pkg. 9^c

TWO POUND JAR
OLDE HOMESTEAD MARMALADE, ea. . 23^c

FOR STUBBORN DRAINS
SANI FLUSH or DRANO, can 17^c

SKYFLAKE 18^c
CRISP CRACKERS, pkg.

LIBBY'S PURE
TOMATO JUICE, can 5^c

TALL CAN DR. PHILLIP'S
GRAPEFRUIT JUICE, ea. 5^c

BIG 5-POUND BOX
CLEAN QUICK SOAP CHIPS 25^c

NO. 2 SIZE CAN
CUT WAX BEANS, each 8^c

LIBBY'S SPECIAL
BREAKFAST PEARS, 2 No. 2 cans 25^c

20-OUNCE CAMPBELL'S

TOMATO JUICE
7^c can

The Way To A Man's Heart

BY IRENE MUNTZ

Perhaps you have the kind of a family that never gets tired of turkey, served roasted, cold sliced, in hash or in sandwiches. However, by the time the holiday season draws to a close most of us welcome new ways to serve even that most delicious of birds.

We find, too, that the new method of roasting turkey without searing, without basting and without covering it, but simply placing it breast down on a rack in a shallow pan and roasting it in a medium oven (350 d. F.) for 20 minutes per lb. if the stuffed and trussed bird weighs 10 lbs. or under; 18 minutes per lb. up to 15 pounds; or 15 minutes per pound up to 20 pounds, gives us more tender, juicy delicious meat with less shrinkage and therefore produces more servings.

Here are three delicious ways to use up turkey leftovers. You'll notice that in the turkey pie, we have also suggested a good way to use up any leftovers, mashed potatoes in the stuffing. However, if you prefer, a biscuit or pastry topping might be used. It would bake at the same temperature for about the same length of time.

TURKEY PIE
Temperature: 425 d. F. — Time: 30 min.
2 c. diced left-over turkey
1 c. cooked peas, 1/4 c. left-over gravy
1 c. cooked diced celery
1 small onion, 2 c. salt and pepper
2 c. mashed potatoes
Butter a casserole and in it place the turkey and the cooked vegetables. Heat gravy, top milk and seasonings and pour over meat and vegetables. (If no gravy is left over use two chicken bouillon cubes dissolved in the stock in which the vegetables were cooked. Thicken with 3 T. melted butter, mixed to a paste with 3 T. flour.)

Left-over mashed potatoes may be used for the topping by heating them in the top of the double boiler in which 2 T. of butter have been melted. When heated, whip with a fork and pile by spoonfuls on top of the casserole. If not enough mashed potatoes are left over to make two cups, whip what you have gradually into freshly cooked mashed potatoes. Either sweet or white potatoes may be used.

TURKEY LOAF
Temp. 350 d. F. — Time: 45-50 minutes
2 c. diced turkey
1 c. soft bread crumbs, slightly moist
1 c. salt
Dash pepper
2 T. chopped parsley
Combine ingredients in order given. Pack in a well-oiled bread pan and bake in a preheated oven.

Try this served with mushroom soup as a sauce. If you use the condensed kind, dilute with only 1/2 can water. If you use the ready to serve kind it will need to be thickened slightly.

19th Ward Club
Plans Dinner

The annual banquet of the Nineteenth Ward Women's Democratic Club will be held in the Seneca Hotel, Monday, January 9, at 8:30 P. M.

A varied program of entertainment has been arranged and this will be followed by installation of the newly elected officers, namely: honorary president, Mrs. Christian Rotmans; president, Mrs. W. W. Campbell; 1st vice-president, Mrs. Mary Gaffney; 2nd vice-president, Mrs. Elizabeth Henry; secretary, Mrs. Frank Curtin; treasurer, Mrs. Louis Kollofski.

Mrs. Austin J. Mahoney as chairman, with Mrs. Carl Campbell and Miss Victoria McNamara as co-chairmen, will be aided by the following committees: reception, Mrs. W. W. Campbell, Mrs. C. Rotmans, Mrs. Mary Gaffney, Mrs. Frank Curtin, Mrs. Louis Kollofski and Miss Victoria McNamara; reservation, Miss Rose Klueh, Mrs. William Zuch, Mrs. Rose DeAum, Mrs. John Holley, Arrangements, Mrs. Albert Basset, Mrs. Frank Dunning, Mrs. Raymond Hoyle, Mrs. Florence Doyle, Miss Marcella Weider and Mrs. Martha Still; entertainment, Mrs. Albert Rowe, Mrs. Sophia Nelson, Mrs. Dorothy Sullivan, Mrs. Caroline Glidden; speaker, Mrs. Hazel Lynch; publicity, Miss Rose Klueh.

GLO-BRITE
ANTHRACITE
COAL

EGG STOVE or NUT \$10.65 Ton
Pea \$8.75, Rice \$6.75
Buckwheat \$7.75

COKE GLO-BRITE \$8.75 Ton
Stove or Nut

FUEL With A
Record of Economy
UNEXCELLED

STANDARD
HARD COAL \$9.70 Ton
EGG-STOVE or NUT

Pea \$8.25, Rice \$6.55
Buckwheat \$7.60

ROCHESTER FUEL
AND FEED COMPANY
OFFICE & YARD - 1525 CLINTON AVENUE NORTH
Fairport Plant, 44 N. Main St.—Brookport Plant, 165 Park Ave.

CLARK'S
in our ability to give them size, quality and price they wanted.

Chunk of Shoulder
BEEF ROASTS
Cut from U. S. inspected young steers. **16^c lb.**

Genuine Spring
LEG O' LAMB
23^c lb.

Fresh Shucked.
OYSTERS
Direct from the oyster beds. **35^c qt.**

CLARK'S
MARKETS
600 Jefferson Ave. FREE PARKING At Both Stores Gen. 1417

Fresh Corn Fed
Pork Loin, Rib-End
ROASTS
15^c lb.

Fresh Smoked Small Hockless
PICNICS
17^c lb.

CHICKENS
Buy what you want of the cuts you prefer.
BREASTS lb. 37c
LEGS lb. 37c
WINGS lb. 35c
GIBLETS lb. 15c
NECKS lb. 15c
LIVERS lb. 45c

906 N. Goodman St. Col. 4870

THE MIRACLE MARKET 694 LAKE AVENUE

WANT TO CUT YOUR FOOD COSTS?

Make a resolution now to shop Miracle Market regularly during 1939 and pay lowest prices for quality foods. Here, under one roof is the most complete assortment of fine foods you'll find anywhere... and every item priced as low as the lowest in town... we guarantee that. Listed on this page are just a few typical savings examples you can make every day of the week at Miracle. Drive down today... plenty of free parking... plenty of salespeople to give you rapid service.

OPEN FRIDAY AND SATURDAY UNTIL 9 P. M.

Large
GRAPEFRUIT
8 for 25^c

Large Florida
ORANGES
2 doz. 35^c

Fresh
GREEN BEANS
lb. 10^c

Large Jumbo Iceberg
LETTUCE
head 8^c

Dairy Department
SPECIALS

Dairy fresh foods of finest quality our specialty. Compare and you'll see we have lowest prices.

GRADE "C"
EGGS doz. **26^c**

CHEESE LONGHORN lb. **16^c**
REAL SHARP CHEESE ... lb. 31c

PRINT
LARD 1 lb. box **9^c**

SWIFT'S BROOKFIELD
CHEESE 3 1/4 lb. Pkgs. **17^c**

WE RESERVE THE RIGHT TO LIMIT QUANTITIES

WE WILL MEET OR BEAT ANY ADVERTISED PRICE IN THE CITY!

FREE DELIVERY ON ORDERS OF \$3.00 OR MORE

JELLY DO-NUTS
Chuck full of delicious jelly, doz. **19^c**

VIENNA BREAD
Crisp, golden crust, loaf **5^c**

Delicious Rich
COOKIES
Fruit Bars and Fig Filled doz. **15^c**

None Sold Without
COUPON
Van Camps Evaporated
MILK
Large Cans
4 for 19^c

Repeated By Request
BEER or ALE
Full 12 Oz. Bottles
5^c
Plus Deposit

Domino Pure Cane
SUGAR
HITS A NEW LOW
10 lbs. 43^c

LARGE OXYDOL
2 for 33^c
Small 3 for 25c
Giant Size ... 54c

Campbell's BEANS
can **6^c**
Reg. 3 for 23c

SNIDER'S PEAS
Fancy Tiny Peas No. 2 Sieve No. 2 Can
10^c
Never To Be Repeated At This Price

Miracle Market Combinations
Pay Dividends—Save On Both Items
SPRY 1 lb. Can **43^c**
FRENCH'S BLACK
PEPPER 10c
Large 1-oz. Can
BOTH ITEMS 53^c

PHILLIPS SOUPS Lowest Price In Rochester Most Varieties **4^c**

DEL MONTE'S
ORANGE JUICE Tall Cans Regular 10c **3 for 19^c**

GRAPEFRUIT
JUICE Packers Name Omitted By Request **4 No. 2 Cans 25^c**

DONNA LOU
APRICOTS No. 2 1/2 Can Reg. Price 19c **2 for 25^c**

SNIDERS WHOLE KERNEL
CORN Reg. 12c Can **2 for 17^c**

FANCY PINK
SALMON can **9^c** | **SALAD DRESSING** Full Quart **19^c**

FIG BARS AND OLD FASHION
GINGER SNAPS **2 lbs. 19^c**

BUY WHAT YOU WANT OF THE CHICKEN CUTS YOU PREFER

CHICKEN BREASTS lb. **37^c** **CHICKEN WINGS** lb. **23^c**
CHICKEN LEGS lb. **37^c** **CHICKEN NECKS** lb. **15^c**
CHICKEN LIVERS lb. **45^c** **CHICKEN GIBLETS** lb. **19^c**

OUR POULTRY IS NOT COLD STORAGE STOCK

FRESH SMOKED
HOCKLESS SMALL PICNICS lb. **17^c**

CHUCK and SHOULDER
BEEF ROASTS Cut From U. S. Inspected Young Steers lb. **16^c**

FRESH CORN FED
PORK LOIN ROASTS RIB END lb. **15^c**

GENUINE SPRING
LEG O' LAMB lb. **23^c**

ROCHESTER FRESH MADE
HAM SAUSAGE Large Casings lb. **15^c**

FRESH SHUCKED
OYSTERS Direct From The Oyster Beds qt. **35^c**

CHERRY STONE
CLAMS each **1^c** or 90c per 100

5 COMPLETE STORES UNDER ONE ROOF

**Four New Attorneys
Join MacFarlane & Harris**
MacFarlane & Harris attorneys, 510 Union Trust Building, have announced addition of four new members of the firm.

All four have been associates of the law firm for some time. They are Cyril L. Kendall, Joseph W. Martin, Francis A. O'Brien and Ruben A. Dankoff. Other members of the firm are William MacFarlane and Harry Z. Harris, founders.

FIDAC STUDY CLUB
The Fidac Study Club will meet at the home of Mrs. Margaret Bristow, 197 Raeburn Avenue, Friday at 8 p. m. Hostesses will be Mrs. Ella Belt, Belgium; Mrs. Dumont Stone, Greece; and Mrs. Margaret Bristow, Rumania.

List Debates For U.R. Team

Intercollegiate debating is coming back at the University of Rochester.

Dr. Francis E. Bowman, instructor in English and debate coach at the university has released a schedule listing debates between Rochester and eight neighboring colleges and universities. Seven other debaters have been booked on a tentative basis.

Two questions will be debated this year:
"Resolved that the United States should cease to use public funds for the purpose of stimulating business."
"Resolved that the several states set up a system of socialized medicine providing full medical care for all at public expense."

The schedule follows:
January 13, Union College, January 17, Cornell University; February 11, University of Pennsylvania; March 22, Oswego State Normal School; April 1, St. Lawrence University.

With the exception of the debate with Union, all the debates will be held in Rochester.

Tentative arrangements have been made with Syracuse University, Houghton College, Bard College, University of Dayton, Niagara University School of Business Administration, Nazareth College and the Rochester Branch of the American Institute of Banking for debates.

SPORTS

By JOHN BURNS

Hollywood, where the unusual is the rule, never offered anything so thrilling as the air attack launched by Southern California in the closing seconds of the Rose Bowl game, when the Trojans passed their way to a 7-3 victory over Duke.

The Blue Devils, who had not yielded a point to an opponent all season, were within less than a minute of keeping their record spotless and seemed to have a Rose Bowl victory safely nailed down through the medium of a field goal.

Those three points looked safe enough, but the desperate Trojans would not quit and when Howard Jones sent Doyle Nave, an obscure sub, into the game it was just too bad for the Dukes. Nave pitched four passes to Al Krueger and the fourth, which Krueger caught in the end zone, was the ball game.

Little Davey O'Brien, the brilliant passer who did so much to help Texas Christian hurdle ten opponents without defeat, was in rare form as his sling-shot passes were largely instrumental in setting up the 15-7 decision Texas Christian scored over a plucky Carnegie Tech eleven in the Sugar Bowl at New Orleans.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Santa Claus sometimes bobs up in unexpected places. If you are inclined to doubt this statement, you might talk to members of St. Margaret-Mary's Men's Club. They have the proof.

The Men's Club had arranged to show the National League movies at its annual Christmas party and there was a fine how do you do when, twenty-four hours before the party, George Bryant learned that the film had been lost in transit.

That was the cue for Bryant to start looking for Santa Claus and he found the amiable old gentleman in the Red Wings front office. This Rochester representative of St. Nicholas got in touch with National League headquarters and a replacement for the lost film arrived in time for the Christmas party.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

Carnegie, as game as they come, wrote off a six-point disadvantage to take a one-point lead at the half, but the conqueror of Pitt did not have enough to stop O'Brien and the other Horned Frogs.

1938 Healthiest Year City Records Report

Rochester claimed credit for the healthiest year in its entire history during 1938. The Health Bureau reported

the total of 3,200 persons who died during the year, which was 9.7 per 1,000 population, established a new low record. At the same time the number of births was 5,475, a gain in the population of 2,185 on this basis alone.

BERGHASH Famous For Fine Wines and Liquors After INVENTORY SALE!

ODD LOTS OF GOOD LIQUORS
HELP YOURSELF TO BARGAINS

15% to 50% SAVINGS

ON DOZEN OF VARIETIES
Come In — Be Convinced
Prompt Free Delivery

BERGHASH
124 CLINTON SO.

NEXT TO LOEW'S THEATRE—PHONE MAIN 786
FREE PARKING OPPOSITE OUR STORE

Closeout!

Sacrificing Our Entire Stock Of The Famous TROPIC-AIRE

CAR HEATERS

AT LESS THAN COST!
SAVINGS of 50% and More
DEFROSTER FREE With Each Purchase!

THE Tropic-Aire SPECIAL NOW Was \$17.95 \$7.00

THE Tropic-Aire SENIOR NOW Was \$18.95 \$7.50

THE Tropic-Aire UNIVERSAL NOW Was \$15.95 \$7.00

THE Tropic-Aire DELUXE NOW Was \$22.95 \$10.00

THE Tropic-Aire DUPLEX NOW Was \$25.95 \$4.00

KEMP EQUIPMENT COMPANY
331 W. MAIN ST. MAIN 1786

ITKIN'S JANUARY CLEARANCE

Double savings... now... during our store-wide Clearance sale! An opportunity for you to stock up at savings on household goods, curtains, sheets, blankets, and clothing needs for the entire family. Broken lots, incomplete assortments and brand new merchandise just arrived in our store... all to go at savings of 25% to 50%.

First Quality CANNON SHEETS
84c
Reg. \$1.29
Nothing finer than Cannon. Size 81x99.

Large DISH TOWELS
8c
Reg. 13c

CANNON TURKISH TOWELS
18c
Reg. 25c
Heavy double thread weave. A reg. 25c value.

Ladies' All Wool FLANNEL ROBES
\$3.95
Reg. \$6.50
Small, Med. and Large Sizes

COUPON SPECIAL THURSDAY, FRIDAY ONLY DRENE SHAMPOO
5c
Reg. 10c Size With This Coupon Only

COUPON SPECIAL SATURDAY, SUNDAY ONLY POCKET COMBS
3c
Regular 10c With This Coupon Only

COUPON SPECIAL MON. TUES. WED. ONLY Men's Fancy SOCKS
5c
Regular 10c With This Coupon Only

COUPON SPECIAL MON. TUES. WED. ONLY Men's Fancy SOCKS
5c
Regular 10c With This Coupon Only

COUPON SPECIAL MON. TUES. WED. ONLY Men's Fancy SOCKS
5c
Regular 10c With This Coupon Only

COUPON SPECIAL MON. TUES. WED. ONLY Men's Fancy SOCKS
5c
Regular 10c With This Coupon Only

COUPON SPECIAL MON. TUES. WED. ONLY Men's Fancy SOCKS
5c
Regular 10c With This Coupon Only

COUPON SPECIAL MON. TUES. WED. ONLY Men's Fancy SOCKS
5c
Regular 10c With This Coupon Only

COUPON SPECIAL MON. TUES. WED. ONLY Men's Fancy SOCKS
5c
Regular 10c With This Coupon Only

COUPON SPECIAL MON. TUES. WED. ONLY Men's Fancy SOCKS
5c
Regular 10c With This Coupon Only

COUPON SPECIAL MON. TUES. WED. ONLY Men's Fancy SOCKS
5c
Regular 10c With This Coupon Only

'Phone Co. Plans For Tax Boost

Plans to meet an increase of \$55,000 in taxes this year are being made by the Rochester Telephone Corporation.

Included in the tax total given by President John P. Boylan is \$26,000 in the city taxes, \$7,000 in county taxes, \$5,000 in the utility tax, \$2,000 in unemployment insurance levies and \$13,000 in income and gross earnings taxes.

Annual budget, which was outlined for the directors, provides for expected revenues in 1939 of \$5,250,000, while expected expenses are in the neighborhood of \$4,500,000.

Twelfth Night Bonfire Scheduled For Friday

The annual Twelfth Night ceremony in which all of the Christmas trees which can be assembled will be consumed by flames will be held at Cobbs Hill tomorrow at 5 p. m.

The guests will include George Haushalter, who instituted this ceremony.

The committee consists of Mrs. John R. Booth, Mrs. Buell P. Mills and Mrs. W. R. E. Wilkins, members of the Monroe Girl Scout Council; Mrs. Charles Wilson and Mrs. F. C. Line, Girl Scout leaders, and Jack Stern and Walter Hastings of the Rochester Boy Scout Council.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin Steele of Buckingham Street.

ONLY ONE MORE WEEK!

THE ROCHESTER SUN Asks You to Accept FREE

This New and Amazing Offer of The Popular Atlas of the World with your purchase of The New Universities Dictionary... both for 98 cents.

Act Today. Don't Delay
We urge you to afford yourself this once in a lifetime offer. Imagine the downright dollar and cents attractiveness of this deal. Our readers receive a twin set of the two most useful books in any library. Both books are ideally suited for every home and office. Beautifully bound in semi-flexible, blue, artificial leather cover. They are gold stamped, red-edged, and printed on white eggshell paper. The dictionary contains more than 900 pages and has a four-color frontispiece. There are 168 pages in the Atlas, 96 of them full-page color maps.

COUPON
Present This Coupon And Receive The New Universities Dictionary Plus the Popular Atlas of the World
FOR ONLY 98c

ACT NOW!
MAIL ORDERS
Mail orders filled. Add 5c to cover postage and mail to Rochester Sun office, 5 St. Paul St., Rochester, N. Y. Money orders, stamps or checks accepted.

DAW DRUG STORE
56 Clinton Ave. S. 31 Main St. E.
353 Main St. E. 880 Main St. W.
464 Ridge Rd. W.

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 Store 6001 and One Will Be Delivered

74,300 COPIES DELIVERED

VOL. II No. 11

ROCHESTER, N. Y., THURSDAY, JANUARY 12, 1939

Here, There and Yonder

By CRAY REMINGTON

When first written, even Charles Dickens' "A Christmas Carol" had its critics. Among them was a Mrs. Wilson of London, who objected to the "warm stuff in the jug at Bob Cratchet's Christmas dinner." It was in answer to Mrs. Wilson's letter of protest, that Charles Dickens wrote the following:

"I cannot, with such perception as I have of what is reasonable, go along with those excellent persons in condemning the use of anything with its abuse, or in denying any man the cheerful enjoyment of a glass of wine, or beer, or spirits, or water because his neighbor is prone to make a beast of himself by irrational excess in those things."

"I know of nothing whatever allowed us for use and capable of abuse (as everything without us and within us) that might not be denied to moderate people, and made a sinful enjoyment on the same terms. I have no doubt whatever that the warm stuff in the jug at Bob Cratchet's Christmas dinner had a very pleasant effect on the simple party."

"I am certain that if I had been at Mr. Pezziwig's ball I should have taken a little negus, and possibly not a little beer, and been none the worse for it in heart or head. I am very sure that the working people of this country have not

(Continued on Page 3)

Chamber To Induct President

"Are European Isms Taking Root In Western World Republics?"

Six hundred Rochesterians and residents of near by communities will hear the answer come January 18, when Henry J. Allen, former senator from Kansas will speak on that subject. Too, Bernard E. Finucane will be inducted as president of the Chamber of Commerce.

The address and inaugural ceremony will feature the 51st annual dinner of the chamber, and will mark retirement of Sol Heuman as chamber president, according to Roland B. Woodward, executive vice-president.

Other officers who will be installed include Warren S. Parks, first vice president; Raymond N. Ball, second vice president; William H. Gorsline, third vice president; Erwin R. Davenport, treasurer; and Roland O. Roberts, assistant treasurer.

Physician to Speak Before P. T. A. Group

Dr. Albert D. Kaiser will speak on "The Health of the School Child" at the meeting of Pinnacle School No. 35 PTA on Wednesday, January 18, in the school assembly hall at 1:30 p. m.

A short talk on "Education for Safety at Home and at School" will be given by Theodore Lansman, a Scout master.

Mrs. Harry Schlosberg will preside at a short business meeting preceding the talks. Refreshments will be served by mothers of children in Miss Leighton's grade. Mrs. Harmon Purvin is chairman of this group.

Rochester on Parade *** By W. L. James



U. R. GETS OLD ACADEMY

The old building of the Rochester Academy of Medicine today formally became the property of the University of Rochester. The university paid \$18,000 for the site at 13 Prince Street.

BOULEVARD WIDENING

Straightening River Boulevard, to eliminate the dangerous curve under the Lehigh Valley Railroad will be aired before the PSC in the Courthouse, January 27. No estimate of cost has been made, said City Engineer Henry L. Howe.

BUILDING PERMITS GAIN

Building permits were 18% higher for December of last year than the corresponding period in 1937, according to figures of the Chamber of Commerce statistical committee. Estimated construction costs totaled \$420,407 for 1938; \$357,015 in 1927.

Mayoral Post Goes To Dicker

Samuel B. Dicker became Rochester's fifty-fifth mayor when he was selected for that office by the City Council on Tuesday night. At the same time Councilman Harry Frank was named vice-mayor.

Mayor Dicker, serving his third year as a member of the City Council, replaced Lester B. Rapp, who resigned because Republicans refused to grant him a salary raise. Dicker will receive \$750 for serving as Mayor, the same salary Rapp was paid.

Republican plans for the abolition of the mayoral office will be pushed as rapidly as possible in the State Legislature. If permission to abolish the office is refused, Dicker and Frank will serve until 1940.

A. O. H. Auxiliaries Plan Joint Installation

Auxiliaries No. 1 and No. 2, A. O. H., will hold a joint annual installation of officers this evening at 46 North Fitzhugh Street. Mrs. Josephine Ashton, state vice-president, and Mrs. Cecelia Fenelon, county president, will install the following officers:

President, Mrs. Helen Wenzel, No. 1; Mrs. Paul Shannon, No. 2; vice-president, Mrs. Margaret Finn, No. 1; Mrs. Anthony Bierbaum, No. 2; recording secretary, Miss Vera O'Brien, No. 1; Miss Margaret O'Hara, No. 2; financial secretary, Miss Irene Healey, No. 1; Miss Mary O'Hara, No. 2; treasurer, Mrs. Hannah Newton; mistress at arms, Mrs. Mary Sloan and Mrs. Lillian Hennessy guard; Mrs. Beatrice Lawton.

Welfare Positions Center of Row

Rochester is having a merry little war over welfare jobs and before the shooting is finished casualties may include one or two now considered as standing in high places.

In fact, the matter is another showdown between City Manager Harold Baker and the Republican organization, centering on what GOP leaders refer to as Baker's "job empire."

The Welfare Department has been a stormy petrel before. Republicans charge that Baker ignored Frank X. Kelley, when the latter was welfare commissioner and further charge that Miss Sara James, chief case supervisor, ran the department.

Miss James was second on the recent civil service test for chief case supervisor, while Miss Katherine Vande Carr, case supervisor for the county Old Age Security Division, was rated first. Republican leaders want Miss Vande Carr appointed, declaring that it is not a question of patronage but of merit.

Emmett R. Gauthier, city welfare commissioner, is lined up with the City Manager in support of Miss James for the job of chief case supervisor and observers are wondering how far Gauthier will go against wishes of his party leaders. This, GOP leaders declare, is the third or fourth time that Gauthier has indirectly opposed wishes of the organization.

The recent civil service examinations for welfare positions brought an aftermath of complaints. Critics of the examination point to the fact that so many intelligent men and women experienced in practical welfare administration failed in

these tests as proof that the examinations contained unnecessary and foolish questions.

Key Drug Store In Monroe Ave.

Formal opening this week of the Key Drug Store at 548 Monroe Avenue, one door from Goodman Street, not only marks another step in the advance of this home-owned and operated drug chain, but also is a distinct boost for the fast-growing Monroe-Goodman shopping center.

Harry A. Achter, owner of the Key Drug Stores, opened his first store five years ago at 470 North Goodman Street. Mr. Achter next opened a store at 92 East Main and this week added a third link to his chain in the modernized store at 548 Monroe Avenue.

Zonta Club Plans Benefit Card Party

Zonta Club of Rochester will hold a card party on Monday in the Seneca ballroom. Proceeds of the affair are to be used for the charitable work of the club.

This party will be sponsored by the Service Committee, headed by Mrs. Margaret Leach and Mrs. Carolyn Grove, co-chairmen.

Miss Ethel Davis, 66 East Hill Terrace, is the guest of honor at the party. She will be accompanied by her husband, Mr. Davis, and her daughter, Miss Dorothy Davis, who will be accompanied by her husband, Mr. Davis, and her daughter, Miss Dorothy Davis.

Final Reduction 30% to 50% in

Projansky's January Fur Sale

	Formerly	NOW
CARACUL Coats	\$150-\$195	\$95
MUSKRAT Coats	\$150-\$195	\$95
RACCOON Coats	\$150	\$100
RACCOON Coats	\$200	\$125
Grey SCOTCH MOLE Coat	\$200	\$125
Grey and Brown KRIMMER Coat	\$200	\$125
Natural RACCOON Coats	\$200	\$135
Mink Dyed MUSKRAT Coats	\$225	\$150
Black PERSIAN Coats	\$225	\$150
LEOPARD CAT Coat	\$225	\$150
OCLOT LEOPARD Coat	\$300	\$200
PERSIAN LAMB Coats	\$250	\$175
HUDSON SEAL Coats	\$295	\$175
Natural Grey KIDSKIN Coats	\$295	\$175
Grey SQUIRREL Coats	\$400	\$275
PERSIAN LAMB Coats	\$300	\$195
RUSSIAN CARACUL Coats		
HUDSON SEAL Coats		\$300 \$195
Fine SKUNK Coats		\$395 \$275
Australian OPPOSUM Coat		\$400 \$200
LETOUT RACCOON Coat		\$395 \$225
JAP WEASEL Coat		\$350 \$225
Sheared BEAVER Coats		\$350 \$215
HUDSON SEAL Coats		\$375 \$250
Grey SQUIRREL Coats		\$475 \$295
Black PERSIAN LAMB Coats		\$500 \$295
JAP MINK Coat		\$595 \$325
Grey PERSIAN LAMB Coats		\$550 \$295
ALASKA SEAL Coats		\$595 \$395
Featherlite BEAVER Coats		\$595 \$395
RUSSIAN CARACUL Coats		\$595 \$395
JAP MINK Coats		\$695 \$450
Russian Moire CARACUL Coats		\$695 \$450

LITTLE FURS

Scarves, Capes and Jackets for all the Winter occasions.

RUSSIAN KOLINSKY Coat..... \$650 \$ 425
LETOUT JAP MINK Coats..... \$7.50 \$ 575
120 Jackets Proportionately Reduced
EASTERN MINK COATS
Also Reduced to Only..... \$8.95 \$2500

CUSTOM FURS

Made to your measure from your choice of skins at SALE prices.

- Charge Accounts
- Budget Accounts

Projansky 39 East Ave.

Custom Furrier and Tailor To Gentlemen



Nature Study Club Meets Friday Night

Members of Burroughs-Audubon Nature Club will begin their winter activities with a supper meeting tomorrow at 6:30 p. m.

at the Rochester Museum, Edgerton Park.
Speakers will include Dr. Arthur C. Parker, director of the museum, and Carlton M. Brooks, preparator in the nature history section of the museum. Grace I. Schneider is general chairman.

EASTMAN THEATER OF THE UNIVERSITY OF ROCHESTER

Thursday Evening January 19th, at 8:20

PHILHARMONIC

JOSE ITURBI, Conductor

JOSEF HOFMANN, Piano Soloist

Seats \$1, \$1.25, \$1.50, \$2 and \$2.50

Monday Evening, January 23, at 8:20

RACHMANINOFF

Seats at \$1.50, \$2 and \$2.50

MURRAY'S JANUARY SPECIALS

BUDGET
PERMANENT

NOW \$1.95

THIS COUPON
WORTH \$1.00

For a limited time. With this coupon only!

- Ultra Violet Ray Scalp Treatment
- Medicated Shampoo
- Personality Hair Style
- Revlon Manicure

ALL FOR \$1.35 REG. \$2.35



VAPOR OIL WAVE... \$2.95

SUPER-CURLINE WAVE... \$3.95

WAVE... \$3.95

MURRAY'S

BEAUTY SALON

43 STONE ST.

A Few Steps From Main

STONE 1405

By Way Of Mention

Mrs. William R. Olney of Culver Road, will entertain the Beau De Se Reading Club for tea on Monday in her home.

Miss Ellen M. Todd will review Maurice Hindut's "Green Worlds."

Mrs. Percy W. Shelley of Commodore Parkway, will entertain her bridge club for luncheon tomorrow at her home.

Mrs. E. A. Hanover of Barrington Street, entertained the Isabelle Crittenden Cook Chapter of the Y. W. C. A. for luncheon on Wednesday.

Mrs. Henry Marsh of Kansas City, who was the guest of her son, Henry L. Marsh, and Mrs. Marsh of Landing Road, has returned to her home.

Mrs. William J. Young of Belcoda Drive, will entertain the Wisteria Circle of the Seton Workers for luncheon on Friday at her home.

Mr. and Mrs. John J. MacMasters of Edgerton Street, entertained at dinner and bridge on Tuesday at the Century Club.

Mrs. Harmon of New York, who was the guest of Dr. and Mrs. E. Earl Elliott of Clover Hills Drive, has returned to her home.

Mrs. James C. Clements of Argyle Street, entertained the Magnolia Twig for luncheon on Friday in her home.

Mr. and Mrs. William G. Stuber of the Sagamore, left Monday for St. Petersburg, Fla., where they will pass the winter.

Mrs. Louis S. Foulkes, Jr., of Allen Creek Road, entertained the Strong Chapter of the Genevieve Hospital for luncheon on Monday in her home.

Mrs. Fred M. Bishop of Highland Heights, entertained the Kodak Current Event Group for luncheon today at her home.

Edward P. Curtis addressed the group before luncheon.

Mr. and Mrs. Leopold Godowsky of Westfield, Conn., have returned to Rochester and have taken a house in Grosvener Road.

Benjamin Steele, son of Mrs. S. Clarence Steele of Buckingham Street, is passing a few days in Hartford, Conn.

Mr. and Mrs. Samuel E. Durand of Barrington Street, left Tuesday for their winter home, Catcay, Bahamas, where they will spend a few weeks.

Mr. and Mrs. Ralph Inglesman of New York, were weekend guests of Mr. and Mrs. Morton J. Baum of Thackeray Road.

Mr. and Mrs. Eric C. Moore of Colby Street, entertained their bridge club for dinner on Monday in their home.

Mrs. Milton K. Robinson of Cobbs Hill Drive, entertained the Martha Chapter of Brick Church for luncheon on Tuesday at her home.

Mrs. Clarence King Moore of Girton Place, entertained the First Twig for luncheon on Friday at the Century Club.

Wilmot V. Castle, Jr., son of Mr. and Mrs. Wilmot V. Castle of Buckingham Street, has returned to Andover after passing the holidays with his parents.

Mr. and Mrs. Harrison L. Chapin of Landing Road, entertained the Deep Springs Garden Club on Saturday evening at their home.

Dr. E. A. White of Cornell University lectured on "Orchid Collecting in Costa Rica."

Mr. and Mrs. Elmer D. Mansfield of Rugby Avenue, will leave this week for a vacation in the South. They will return about March 1.

Mrs. and Mrs. Elmer D. Mansfield of Rugby Avenue, will leave this week for a vacation in the South. They will return about March 1.

Mrs. and Mrs. Elmer D. Mansfield of Rugby Avenue, will leave this week for a vacation in the South. They will return about March 1.

Mrs. and Mrs. Elmer D. Mansfield of Rugby Avenue, will leave this week for a vacation in the South. They will return about March 1.

Mrs. and Mrs. Elmer D. Mansfield of Rugby Avenue, will leave this week for a vacation in the South. They will return about March 1.

Mrs. and Mrs. Elmer D. Mansfield of Rugby Avenue, will leave this week for a vacation in the South. They will return about March 1.

Mrs. and Mrs. Elmer D. Mansfield of Rugby Avenue, will leave this week for a vacation in the South. They will return about March 1.

Mrs. and Mrs. Elmer D. Mansfield of Rugby Avenue, will leave this week for a vacation in the South. They will return about March 1.

Mrs. and Mrs. Elmer D. Mansfield of Rugby Avenue, will leave this week for a vacation in the South. They will return about March 1.

Mrs. and Mrs. Elmer D. Mansfield of Rugby Avenue, will leave this week for a vacation in the South. They will return about March 1.

Mrs. and Mrs. Elmer D. Mansfield of Rugby Avenue, will leave this week for a vacation in the South. They will return about March 1.

Mrs. and Mrs. Elmer D. Mansfield of Rugby Avenue, will leave this week for a vacation in the South. They will return about March 1.

Mrs. and Mrs. Elmer D. Mansfield of Rugby Avenue, will leave this week for a vacation in the South. They will return about March 1.

Mrs. and Mrs. Elmer D. Mansfield of Rugby Avenue, will leave this week for a vacation in the South. They will return about March 1.

Mrs. and Mrs. Elmer D. Mansfield of Rugby Avenue, will leave this week for a vacation in the South. They will return about March 1.

Mrs. and Mrs. Elmer D. Mansfield of Rugby Avenue, will leave this week for a vacation in the South. They will return about March 1.

Mrs. and Mrs. Elmer D. Mansfield of Rugby Avenue, will leave this week for a vacation in the South. They will return about March 1.

Mrs. and Mrs. Elmer D. Mansfield of Rugby Avenue, will leave this week for a vacation in the South. They will return about March 1.

Mrs. and Mrs. Elmer D. Mansfield of Rugby Avenue, will leave this week for a vacation in the South. They will return about March 1.

Mrs. and Mrs. Elmer D. Mansfield of Rugby Avenue, will leave this week for a vacation in the South. They will return about March 1.

Hughie Barrett Glad He's Home

Hughie Barrett is back—back to the scene of his early successes where he strummed and sang his way into the affections of the "toddlers" and "camel walkers" of the early 20's—back to the Sagamore Starlight Roof.



HUGHIE BARRETT

Hughie and his band have gone far, both literally and figuratively, since those gay days. They've played the better spots of London and the Continent and the principal hotels and clubs of the United States. The nation has heard him on the air over the NBC network, one of his longest engagements being the Griffin All-White program for two thirteen-week series.

In New York, diner-outers kept him at the smart Tavern-on-the-Green in Central Park for months on end. The Barrett boys are a "name" band these days in every sense of the word. Hughie himself—well, he's a little balder, a little slimmer, but peppier than ever. The boys swing it like it's never been swung before in these parts and the inimitable Mr. Barrett continues to stop the show with his specialties, as he did in the days of yore.

Last week-end's dancing stay-out-laters packed the Starlight roof to capacity and Lee Johnson, manager of the Sagamore seems to have struck just what the doctor ordered for entertainment seekers.

"You ask me if I'm glad to be back?" said Hughie Barrett, incredulously. "Why, I'm home, and that's where everybody wants to be."

And if you saw him last Saturday night, beaming and greeting his old friends, you'd know that Hughie was glad to be back, and all of Rochester glad that he is here.

DR. BEAVEN SIGNS

The name of the Rev. Albert W. Beaven, president of Colgate-Rochester Divinity School, was among the signers of a petition presented to the White House urging the United States to do its share in furnishing refuge to German children unable to remain in their own land.

Inventory Sale!

Just 50! Reg. To \$19.95 30 Semi-Formal DRESSES 50c COATS \$5 GOWNS \$2.95

Washable Silk Dresses \$1.95 New Styles and Colors! DRESSES \$1.95-\$2.95-\$3.95

H. STOLZAR 709 JOSEPH AVE.

THE Dress You're Looking For Is Now At STOLZAR'S

LINCOLN'S

MAIN ST. E. COR. ST. PAUL ST.

Clip Coupon Below!

AND GET A FREE POLYFOTO PORTRAIT SITTING

48 PROOFS TO CHOOSE FROM

We want to prove to you, as we have thousands of others, that a polyfoto portrait is the most natural, the most life-like and the finest portrait you've ever had... regardless of price. That's why we make this sensational free offer. Come in for a sitting today... and see for yourself what a difference "Polyfoto" makes.

A PERFECT VALENTINE'S DAY GIFT

NO OBLIGATION No tricks or catches to this offer. You are under no obligation to buy anything.

You Can Still Save Money! Lauer's Reorganization Sale

All Rochester and Western New York knows that when Lauer's decide to sell they sell... Value is their keynote! Lauer's great Reorganization Sale has more than borne out this reputation. Thousands of pieces of furniture have been sold at huge savings... Unheard of low prices. Here is a partial list of Certified Savings furniture still on our floors. Read it carefully and buy what you need during Lauer's Reorganization Sale.

\$118—4-Pc. Swedish Modern Bedroom Suite	\$89
\$169—3-Pc. Modern Walnut Bedroom Suite	\$98
\$149—4-Pc. Burled Walnut Bedroom Suite	\$110
\$325—4-Pc. Drexel Mahogany Bedroom Suites	\$249
\$27.50—9 Drawer 22x42 Maple Desk	\$24.50
\$59.50—Maple Twin Bunk Beds	\$49.50
\$25—Maple Chair and Ottoman	\$16.46
\$118—7-Pc. Walnut Dinette Suite	\$78
\$159—9-Pc. Mahogany D. R. Suite	\$139
\$29—Resilient Innerspring Mattress	\$17.77
\$15.95—Heirloom Mahogany End Tables	\$11
\$39.75—Petitpoint Occasional Chair	\$29.50
\$169—2-Pc. Kinkimo Modern Living Room Suite	\$149
\$119—2-Pc. Friezette Living Room Suite	\$69
\$124—Striped Mohair Living Room Suite	\$106
\$34.50—Deep Comfortable Chair and Ottoman	\$29.50
\$69.50—9x12 Deep Pile American Oriental Rug	\$39.50
\$89.50—Vibrant Color, Figured Wilton Rug	\$49.50
\$6.25 per yard—Fine Twist Broadloom	per yard \$4.95

Budget Terms Are Convenient

The only additional charge for Lauer's convenient budget plan is 1/2% monthly. The same rate of interest that your bank charges.

1/3 Reduction On Swedish Modern

We have other plans for our present SWEDISH MODERN display space. Many upholstered pieces are reduced one-third in price.

LAUER'S 50 STATE!

TAKE TIME OUT...

TO READ ABOUT ROCHESTER'S BIGGEST SELLING EVENT!

ROCHESTER'S LARGEST LINEN GIFT SHOP, 157 E. MAIN ST., IS FORCED OUT OF BUSINESS. THE LANDLORDS ARE GOING TO TEAR THE BUILDING DOWN. WE ARE FORCED TO SACRIFICE ENTIRE STOCKS OF LINENS, LACES, BEDSPREADS, RUGS AND INFANTS WEAR. CHECK THESE SPECIALS FOR TREMENDOUS SAVINGS...

WITH THIS COUPON ASSORTED Ladies Handkerchiefs 1c

IMPORTED CHENILLE WASH CLOTHS 7 1/2c

FULL SIZE SHEET BLANKETS 39c

WITH THIS COUPON 36" FAST COLOR Luncheon Cloth 15c

PURE LINEN DISH TOWELS 10c

HAND MADE Tuscan Lace CHAIR BACK SETS 24c

WITH THIS COUPON IDEAL Pillow Cases EACH 10c

WITH THIS COUPON LARGE SIZE Cannon R.O.M. Turb Towels 19c

LARGE SIZE BED SHEETS 59c

Ladies' Pure Linen Hand Made Apparels HANDK'FS 19c

FINE QUALITY EM. D. R. PILLOW CASES 49c

LARGE SELECTION CHENILLE BEDSPREADS 39c

ORIENTAL TYPE THROW RUGS 69c

2 1/2 YARD LACE QUAKER TYPE TABLE CLOTH 15c

BOYS' ALL WOOL 3 PIECE SNOW SUITS 24c

Royal Crown TAFFETA BED SPREADS 99c

Hand Made Mexican Drawn Work LUNCHEON SETS 79c

RUBEN'S INFANTS SHIRTS 19c

LINEN GIFT SHOP 157 E. MAIN ST. FORMERLY BOND STORE NEXT TO NATIONAL



NEW WHAM PRESENTATIONS
VOICE OF EXPERIENCE — Mondays, Wednesdays, Fridays, 5 p. m.
DOMESTIC TEA PARTY — Fridays, 5:15 p. m.
Helen Oviatt Griffin returns to WHAM with an entirely new idea in radio presentations.
HOME FOLKS HOUR — Mondays thru Fridays, 3:45 p. m.
This full hour presentation features a nine piece musical unit playing the favorites of yesterday and today. Harry McTigue, popular WHAM sports announcer will produce the show.
"THE CIRCLE" — Sundays, 10 p. m.
This is the new Kellogg show which will be another highlight in variety programs.
ARMCO BAND — Sundays, 3 p. m.
An old friend of music lovers returns for a long engagement.

MUSIC
SUNDAY MUSICALS — Sundays, 12:30 p. m.
ROCHESTER CIVIC ORCHESTRA — Monday, Jan. 9 3 p. m. and Tuesday, Jan. 10, 1:30 p. m.
GERMAN HOUR — Tuesdays, 7:30 p. m.
ROCHESTER PHILHARMONIC ORCHESTRA — Thursday, Jan. 12, 8:30 p. m.
MILESTONE IN MUSIC — Saturday, Jan. 11, 11:30 a. m.
METROPOLITAN OPERA — Saturdays, 1:55 p. m.
NBC SYMPHONY — Saturdays, 10 p. m.

DRAMA
HOLLYWOOD PLAYHOUSE — Sundays, 9 p. m.
THOSE WE LOVE — Mondays, 8:30 p. m.
ONE MAN'S FAMILY — Wednesdays, 8 p. m.
TRUE STORIES OF STATE POLICE — Thursdays, 7:30 p. m.

TRUE CASE HISTORIES FROM SING SING — Fridays, 8 p. m.
VARIETY
PLANTATION PARTY — Fridays, 9 p. m.
HANK AND HERB — Saturdays, 7:30 p. m.
NATIONAL BARN DANCE — Saturdays, 9 p. m.
MAGIC KEY OF RCA — Sundays, 2 p. m.
JACK BENNY — Sundays, 7 p. m.

SETH PARKER — Sundays, 7:30 p. m.
CHARLIE MC CARTHY — Sundays, 8 p. m.
CARSON ROBISON — Mondays, 8 p. m.
INFORMATION PLEASE — Tuesdays, 8:30 p. m.
FIBBER MCGEE — Tuesdays, 9:30 p. m.
BOB HOPE — Tuesdays, 10 p. m.

HOBBY LOBBY — Wednesdays, 8:30 p. m.
INTERESTING NEIGHBORS — Thursdays, 8 p. m.
GOOD NEWS OF 1939 — Thursdays, 9 p. m.
BING CROSBY — Thursdays, 10 p. m.

COMMENTARY
FATHER COUGLIN — Sundays, 4 p. m.
WALTER WINCHELL — 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.

AL SIGL — Tuesdays, Wednesdays and Thursdays 3 p. m.
NATIONAL RADIO FORUM — Mondays, 10:30 p. m.
PUBLIC INTEREST IN DEMOCRACY — Wednesdays, 10:30 p. m.

NEWS
PETER GRANT — Sundays, 8:45 p. m.
FARM NEWS — Mondays thru Fridays, 1:15 p. m.
COURIER NEWS — Saturdays, 11:15 a. m.
ESSO REPORTER — Four times a day, seven days a week.

WE ALSO RECOMMEND
PIE PLANT PETE AND BASH-FULL HARMONICA JOE — Mondays thru Saturdays, 7:15 a. m.
HEADLINE HUMOR — Mondays, Wednesdays and Fridays, 9 a. m.

HEADLINE HUMOR — Mondays, Wednesdays and Fridays, 9 a. m.
TRUE OR FALSE — Mondays, 10 p. m.
CHECKERBOARD TIME — Mondays, Wednesday and Fridays, 12:15 p. m.

GENERAL MILLS HOUR — Mondays thru Fridays, 2 p. m.
VIC AND SAGE — Mondays thru Fridays, 11:15 a. m.
DOG HEROES — Sundays, 5:45 p. m.

Remington:

(Continued from Page 1)

too many household enjoyments, and I could not, in my fancy or in actual deed, deprive them of this one when it is innocently shared. Neither do I see why I should deny it to myself.

"Dear madam, there are two sides to this question. If I were so disposed I could show, I believe, where and how the prescription of the use of these refreshments leads to their abuse in a striking manner. But I would endeavour, in my poor way, to teach people to use such goods of life cheerfully and thankfully, and not to abuse them. I am not sure that this is the higher lesson, and that the principle will last the longer in the latter ages of the world."

No one in this wide world will deny the virtues of temperance and millions of temperate persons have tried to make others see the wide gulf separating the ideals and practice of temperance and prohibition in the control of alcoholic drinks.

The world, or the people of

this nation at least, annually become more temperate in the use of alcohol. Government statistics and many other signs prove this.

There is an adage, as old as our country, to the effect, "You can lead a horse to water, but you can't make him drink." You can enact laws making the sale of alcohol illegal, but you cannot enforce the law.

If a legal statute prohibiting the sale of alcoholic drinks could be enforced it would not make our people temperate. They would be abstaining from its use by force and not by desire engendered within themselves, and no person made good by force has reason to boast. Nor would the world have faith that he would continue to be good if the shackles of force were removed. Indeed persons made good by force are not good; they only outwardly appear good by a mask of false veneer.



COUPON SPECIAL!

Friday and Saturday!

FACE POWDER LIPSTICK and ROUGE Combination



Reg. 2.30 Value

75c

With This Coupon **57c**

REG. \$1 FACE POWDER . . . sterilized for purity and delicately scented. Available in a variety of delightful shades.

REG. 75c LIPSTICK . . . Indelible. In a soothing blue and green case. Composed of a rich cream base to keep the lips soft and moist.

REG. 55c ROUGE . . . Delicately textured, so it cannot streak. . . . scented for allure and applicable in an instant.

BRING THIS COUPON

This coupon entitles you to purchase this Special Offer

REG. \$1 FACE POWDER
REG. 75c LIPSTICK
REG. 55c ROUGE

19c

EDWARDS—Sixth Floor



JANUARY SALE OF 500 PRS.

Women's Smart FASHION and

Arch Shoes
Formerly \$5 and \$6 **2.97** Pr.

Fashion and Arch shoes taken from our regular stock and reduced only because sizes are broken. Step ahead of the crowd in comfort and economy! Buy now at drastic reductions.

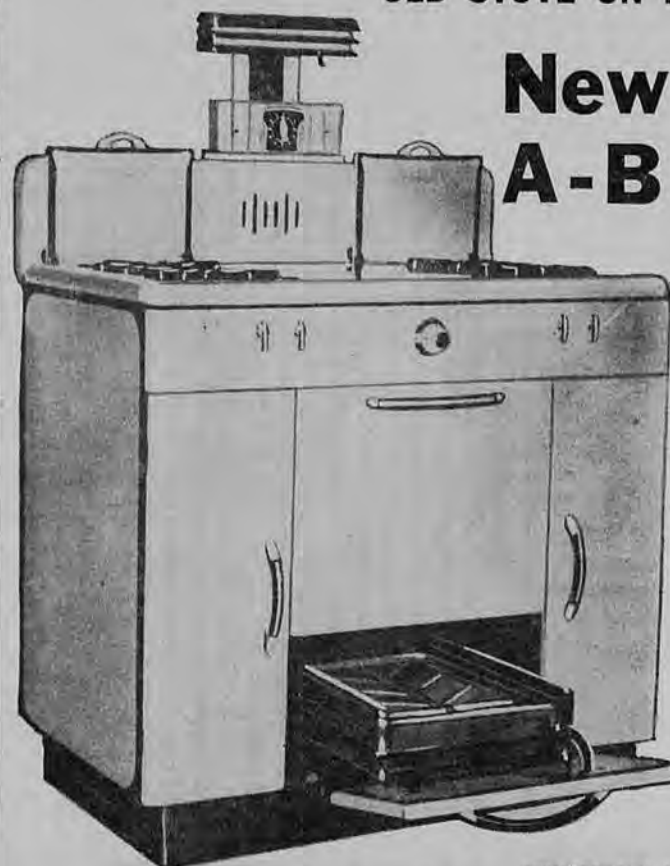
Black Suedes Brown Suedes Blue Suedes Burgundy Suedes Black Gabardines



EDWARDS
Third Floor

JANUARY the MONTH of SAVINGS at . . .

SPECIAL \$30 TRADE-IN-ALLOWANCE FOR YOUR OLD STOVE ON PURCHASE OF THIS



New 1939 MODEL A-B GAS STOVE

with DIVIDED TOP

Reg. Price

- - 129.50

Trade In

Allowance \$30

You Pay Only . . .

99⁵⁰

We asked the A-B Company to supply us with an unusual January Sale value and we sincerely feel you will agree that here is a real buy in a quality stove.

Note These Exclusive A-B Features:

- Large Oven Takes No. 5 Roaster
- 4 Dual Harper Burners (High Speed Type)
- Acid Resisting Porcelain Top
- Ball-Bearing Cover-Tops
- Insulated Oven with Heavy Chrome Plated Racks
- Robertshaw Heat Control
- A-B Cast Aluminum Broiler
- Electric Light—Minute Minder
- Thrifter Cooker

Your Old Stove Is Your Down Payment
BALANCE MONTHLY

EDWARDS—Sixth Floor

JANUARY SALE OF HOUSEWARES

CARLOAD SALE 210

ALL STEEL UTILITY

CABINETS

Useful, convenient cabinets for the kitchen, bathroom, office, attic or basement. For storing groceries, linens, books, office supplies, etc. High gloss enamel finish in white or ivory. Take advantage of this money-saving value!



TOILET PAPER

10 Rolls . . . 94c

2000 sheet rolls of a fine quality, soft tissue. Remarkable savings!

EDWARDS—Sixth Floor

TOILET SEATS **279**

Guaranteed seat with white sheet celluloid covering that wears well and does not discolor. Chrome hardware. A typical January saving value!



Regular 50c BATH MATS . . . **29c**

All rubber construction prevents slipping. An easy inexpensive way to eliminate home accidents. Quality rubber insures long life.



Regular \$1.98 IRONING STANDS **169**

A full sized board that won't buckle or sag. Rigid, strong and yet it folds with a tip of the fingers.



Reg. 29c Dish DRAINERS . . . **23c**

Sturdily constructed with plate rack to hold dishes upright. Hinged silverware basket.



Regular 50c SINK RACK . . . **39c**

Designed to protect enamel sinks from pots, pans and to keep drains clear of refuse.



Regular 25c EGG BEATER . . . **17c**

8 blades. All parts are nickel plated and handles are beautifully colored.



Triple FLOUR SIFTER **79c**

Sifts flour 3 times in one operation. 3 screens. 4 cup capacity. Regularly \$1.



FLOUR SIFTER **97c**

The most efficient sifter made. One hand triple hand-craft. Regularly \$1.25.

EDWARDS—Sixth Floor

and "The Girl Who"

le

\$89

\$98

\$110

\$249

\$450

\$950

\$646

\$78

\$139

\$77

\$11

\$950

\$149

\$69

\$106

\$950

\$950

\$950

\$495

n

n

ent

aced

EST

UT...

ER'S

ELLING

T!

LINEN GIFT

T. IS FORCED

THE LAND-

TEAR THE

ARE FORCED

RE STOCKS

BEDSPREADS,

FEAR. CHECK

TREMENDOUS

FINE

QUALITY

EM. S. R.

PILLOW

CASES

Reg. 94c

49c

pr.

ENTAL TYPE

ROW

UGS

69c

ALL WOOL

PIECE

V SUITS

to \$249

or \$5

RUBEN'S

INFANTS

SHIRTS

Double Breasted

Reg. 29c

19c

LIMIT 2

OP

ND STORE

NATIONAL

Fitzgerald Dress Shop
JANUARY SALE
COATS... \$11, \$13, \$15
(Formerly to \$25)
DRESSES... \$3, \$4, \$5, \$6
(Formerly to \$14.95)
177 BROOKS AVENUE
Genesee 5782
Open Evenings Till 9 P.M.

Kodak P. T. A. Plans Banquet for Fathers
Parent-Teacher Association of Kodak School No. 41 will feature a Father's Night supper tomorrow at 6 p. m. in the school cafeteria followed by the regular monthly meeting at 7:30 p. m. in the school assembly.
Roy Duffus, speaker for the evening, will talk on "Father—A Pal to His Children."

Final Rites for Rush Rhees

Final tribute was paid Dr. Rush Rhees, president emeritus of the University of Rochester, Sunday in Strong Auditorium on the River Campus, preceding burial in Mt. Hope Cemetery. Dr. Rhees died January 5 of a heart attack at his home, 1063 East Avenue. He was 78.
In his thirty-five years as head of the University, Dr. Rhees achieved wide distinction as an educator, administrator and civic leader. He was chiefly instrumental in the expansion of the institution and the development and construction of the College

for Men on the River Campus. Prof. John R. Slater, associated with Dr. Rhees for many years, paid this tribute to his former chief:
"Eagerly he went through life and, if there is anything beyond, he will be eager there. He escaped that weariness and distaste for life which sometimes dims fourscore. Of labor and sorrow he had his share, borne bravely in silence like a Christian and a gentleman."

Rev. W. Combs, 57 Fillmore Street, see "Stand Up and Fight" at Loew's Rochester Theater. Call at The Sun for guest ticket.
Mrs. Mildred Wheeland, 317 University Avenue, call at The Sun for guest ticket to "Stand Up and Fight" at Loew's Rochester Theater.

Bureau Sets Meal Lecture

BY MARIETTA Z. DICKERSON

Rochester housewives are awaiting with interest the annual lecture on "Meal Planning for Health and Economy" which will be given before the various home study units of The Rochester Home Bureau for the next week.
The course of study includes preparation of cuts of meat, salads and desserts. Besides the cookery demonstrations there will also be a study of nutrition. Some of the groups will study nutrition as it is applied to the feeding of children. Others have selected the program on "How to Control Your Weight."
The following clubs will study the major foods project:
Kodak Unit—January 16, 6:30 p. m.—Eastman Kodak Company.
Mortimer Unit—January 16, 7:30 p. m.—150 Plymouth Avenue North.
Junior Afternoon Unit—January 17, 1:30 p. m.—150 Plymouth Avenue North.

Durand Eastman Unit—January 17, School No. 5, Point Pleasant, 1:30 p. m.
Lake View Unit—January 17, 840 Dewey Avenue, 1:30 p. m.
Unit No. 37—January 18, Trinity Methodist Church, Sawyer Street, 2 p. m.
Hawthorne Unit—January 18, Evangelical Church, Jackson Street, 2 p. m.
Spencer Ripley Unit—January 18, Spencer Ripley Church, Culver Road, 2 p. m.
Post Unit—January 18, Emanuel Lutheran Church on Thurston Road, 1:30 p. m.
Pinnacle Unit—January 19, Y. M. C. A., Monroe Avenue, 7:30 p. m.

DR. DRAKE TO SPEAK
Dr. Bernard Drake, professor of psychology at the Brockport Normal School, will speak to members of the Parent-Teacher Association of the Reuben A. Drake School today at 8 p. m.

BINGO BINGO
\$800.00
ALL CASH PRIZES
Including
\$400.00 MAJOR PRIZE
Also 50 Door Prizes
GOOD COUNSEL AUDITORIUM
Ernestine St. at Brooks Ave. and Genesee Pk. Blvd.
FRIDAY JAN. 13th 1939
\$1.00 COVERS EVERYTHING—NO SPECIAL GAMES SOLD.
Follow the Game as the Numbers are Flashed on the SPECIAL ELECTRICALLY CONTROLLED BOARD.
STARTING GAME—8:30 P. M. Sharp

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.
1185-1223 MAIN ST. E. CULVER 250

BLACK MAGIC QUALITY COAL \$10.65
TON CASH Shovelled Off
Egg—Stove—Nut
Buckwheat \$7.75 ton
Pea Coal \$8.75 ton
Semi-Solva COKE \$9.05 ton
Always Under Cover
Established for Over 25 Years Phone GEN. 586
PAYNE & DUNHAM

MOHICAN JANUARY FOOD Sale!
FRIDAY SATURDAY
ARMOUR OR BECKS
COOKED HAMS LB. **25c**
PURE COUNTRY STYLE
PORK SAUSAGE . 2 for 25c
FRENCH IMPORTED
ROQUEFORT CHEESE LB. **45c**
MOHICAN
Meadowbrook CHEESE lb. **19c**
MOHICAN TWO
LAYER CAKES EA. **19c**
MOHICAN FRESH BAKED
POTATO BREAD . . . loaf 5c
XXXX DOMINO CONFECTIONERY
SUGAR 1 LB. PKG. **5c**
MOHICAN DINNERS BLEND
COFFEE . . . 3 lbs. for 49c
SOLID MEAT
OYSTERS PT. **17c**
HADDOCK OR PERCH
FILLETS lb. 14c
SOLID RIPE
TOMATOES LB. **15c**
CRISPY SOLID
ICEBERG LETTUCE . 2hds. 15c
JUICY THIN SKINNED
GRAPEFRUIT 4 FOR **15c**
JUMBO SIZE
TANGERINES doz. 17c
A BLEND OF COFFEE YOU'RE SURE TO ENJOY!!
MOHICAN COFFEE LB. **22c**
SPECIAL

ACHTER'S
387 E. MAIN ST. NEAR GIBBS ST.
STORE-WIDE WINTER CLEARANCE
NOW IN PROGRESS
SAVE at Least **10 TO 50%** ON EVERY PURCHASE
OPEN 9 P. M.
Every Night Until
Open Every Day at 9 A. M.
FREE PARKING
at the Gibbs St. Station Opposite Y.M.C.A.

SPECIALS FOR MONDAY JANUARY 16th	SPECIALS FOR TUESDAY JANUARY 17th	SPECIALS FOR WEDNESDAY JANUARY 18th	SPECIALS FOR THURSDAY JANUARY 19th
Men's Coat SWEATERS \$1.00 Value 57c	Mens Winter Weight UNION SUITS \$1.00 Value 47c	Men's Cotton HOSE 15c Value 7c pr.	Men's Work HOSE 10c Value 6c pr.
Men's Initial HANKERCHIEFS 10c Value 3c	Men's Cotton HOSIERY 10c Value 4c pr.	Men's Canvas GLOVES, 10c val. 4c pr.	Men's Boston, Paris & Hickok GARTERS 25c Value 15c pr.
Boys' Zipper SWEATERS \$1.00 Value 46c	Men's TIE HOLDER SETS 10c Value 3c set	Ladies' Cotton SLIPS, 25c Value 17c	Women's Flannel GOWNS 35c Value 29c
Women's Rayon PANTIES 15c Value 11c	X-Size Double Seat Rayon PANTIES and BLOOMERS 16c	Ladies' Extra Elze Silk Striped VESTS & BLOOMERS, 25c value, ea. 18c	Ladies' Printed HANKIES, 5c Value 2c
Children's Silk Striped PANTIES 10c Value 6c	Rayon Guest TOWELS 10c Value 4c	SHOE BAGS, Holds 6 pr. Shoes, 25c value 16c	Infants' Flannel BLOOMERS, 10c Value 4c
36 Inch PERCALE 2 yds Remnants 12 1/2c yard value, 15c	Embroidered PILLOW CASES 25c Value 11c ea.	Ladies' HANKIES Box of 3, 25c val. box 11c	Stamped Guest TOWELS, 15c Value 7c
Children's and Ladies' Stamped APRONS 25c Value 17c	36x36 Inch TABLE COVERS 25c Value 11c	KNITTING BAGS 10c Value 5c	Infants' Padded BIBS 5c Value 2 for 5c
61"x90" Seamless SHEETS 89c Value 44c	Rubber Lined ZIPPER BAGS 30c Value 19c	White Damask NAPKINS 5c Value 2 for 5c	Large Size POWDER PUFFS, 5c Value 2c
50"x50" TABLE CLOTHS \$1.00 Value 33c	WHISK BROOMS 15c Value 7c	42x36 Inch PILLOW CASES 20c Value 11c ea.	Carpet and Button THREAD 5c Value 2 for 5c
300 Count Cleansing TISSUES 10c Value 6c	Gyal Note BOOKS 10c Value 4c	36 Inch Unbleached SHEETING 2 yds. 10c Value 2 for 9c	87 In. Brown Sheeting, 35c Val. 17c yd.
50 Count Gilt SAFETY PINS 3c Value 3c	First Quality Combination HOT WATER BOTTLES AND STRINGS 89c Value 39c	80 Count PAPER NAPKINS 10c Value 2 for 7c	1200 Yds. Half's Merc. THREAD 10c Value 6c
Assorted Glass STEAMWARE 10c Value 6c	Package of 5 Single Edge RAZOR BLADES 10c Value 3c	American Made PIN CUSHIONS 10c Value 5c	Box STATIONERY 10c Value 5c
3 Yard Hank ELASTIC 5c Value 2 for 5c	Glass Marmalade BOWLS 10c Value 3c	TOOTH BRUSHES 10c Value 5c	6 Inch Diameter RUBBER BALLS 25c Value 16c
Aluminum Whistling TEA KETTLES 49c Value 27c	Ironing Board PADS 25c Value 19c	Oval Braided RUGS 25c Value 18c	Glass Ash TRAYS 5c Value 2c
Mitward NEEDLES 10c Value 5c pkg.	Box of 45 CLOTHES PINS, 10c Value 5c	Large Bowl STRAINERS, 10c value 6c	Glass Whiskey MUGS 5c Value 2c
Package of Eight BAND-ITTES 5c Value 2c	Sink SHOVELS 10c Value 3c	Glass Salt and Pepper SHAKERS 5c Value 2c ea.	Hooded DUST PANS 15c Value 7c
All Metal WASTE BASKETS 15c Value 7c	20"x40" Turkish TOWELS, 25c Value 13c	Flour SIFTERS 15c Value 7c	RAG RUGS 15c Value 9c
5 1/2 Feet IRONING CORDS 10c Value 9c	Large Bar Floating SOAP 5c Value 2 for 5c	Box of 50 BOOK MATCHES 10c Value 5c box	COFFEE CUPS 5c Value 2c

With This COUPON MONDAY **SALT 24 oz. 2c**
With This COUPON TUESDAY **P and G SOAP 2 for 5c**
With This COUPON WEDNESDAY **36 Feet Wax Paper 2c**
With This COUPON THURSDAY **LUX TOILET SOAP 4c**
With This COUPON FRI. & SAT. **O.K. Laundry SOAP 2 for 3c**

Lynn Cummings, 333 Inglewood Drive, see "Stand Up and Fight" at Loew's Rochester Theater Friday, Call at The Sun for guest ticket.
Jack Klipp, 224 Tremont Street, be the guest of Loew's Rochester Theater at "Stand Up and Fight," starring Robert Taylor, Wallace Beery, Charles Bickford and Florence Rice. Call at The Sun for guest ticket.
James W. Hyde, 464 Glenwood Avenue, see "Stand Up and Fight" at Loew's Rochester Theater Friday, Call at The Sun for guest ticket.
Mr. H. O. Waugh, 102 Lexington Avenue, call at The Sun for guest ticket to "Stand Up and Fight" starring Robert Taylor, Wallace Beery, Charles Bickford and Florence Rice, at Loew's Rochester Theater.

RE-ROOF NOW!
SAVE 20%
PRICES ADVANCE SOON
Order a roof and give yourself a real 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 lower cost than later.
NOW You Can Buy A Genuine BIRD DUTCH LAP ROOF
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

ACHTER'S BARGAIN ARCADE
387 EAST MAIN ST., NEAR GIBBS ST.
AND 35 GIBBS ST., OPPOSITE EASTMAN THEATER
PHONE STONE 1880-1881-1882
ROCHESTER'S BUSIEST NEW DEPARTMENT STORE

KEMP ROOFING COMPANY
331 W. MAIN ST. Phone Main 1786

New York Rabbi To Answer Fr. Coughlin

Dr. David Goldberg, renowned Jewish Rabbi of New York City, will answer Father E. Coughlin in an address at the Talmud

Torad, 144 Baden Street, Saturday evening.
He will speak under the auspices of the Rochester Chapter, Jewish People's Committee Against Fascism and Anti-Semitism.

INVENTORY SALE DRESSES

All Reduced
\$2.95 and \$4.95

EVENING GOWNS \$5
Regularly \$12.95

COATS \$7.95
Tweed, Fleece, Camel Hair

FUR TRIMMED COATS \$14.95
Were To \$29.95

**The CLINTON
DRESS SHOP**

634 CLINTON AVE. NO. Open Evenings Until 10

The Way To A Man's Heart

BY IRENE MUNTZ

Now is the time for all good women to come to the aid of their budgets. Christmas has a way of unbalancing the best organized finances, what with unexpected company dropping in, midnight snacks and huge holiday appetites. If your pocket-book looks limp and flat, take yourself firmly in hand and resolve this year things are going to be different.

How about soup for luncheon or supper? It's filling and delicious and you can show real savings to help out the broken-down budget with this recipe.

CORN CHOWDER

1 1/2 cups fat salt 1 c corn

1 slice onion 4 c milk, scalded

1 diced potato salt and pepper

2 c boiling water 3 T butter

Cut salt pork in small pieces

and fry out. Add onion and cook

until transparent. Strain, re-

serving fat. Parboil potatoes 5

minutes, drain and add to fat.

Add boiling water, cook until

potatoes are tender. Add corn

and milk, and heat. Season well,

add butter and serve at once.

If you're in a hurry and want

to make this recipe from things

on hand in the house, bacon or

bacon drippings may be used in

place of the salt pork. Serve it

piping hot with crackers or

toasted rolls.

Here's a dessert budget builder

that is quick and easy to make

and especially nice to serve after a heavy dinner.

LEMON CUSTARD

2 c sugar 2 eggs

2 T cornstarch 2 c water

1 lemon, juice and grated rind, pinch

salt

Combine sugar and corn-

starch and add lemon juice and

rind. Beat egg yolks until thick

and light and add with the

water. Cook in the top of a

double boiler until thick and

clear, stirring frequently. Beat

egg whites with salt until they

are stiff. Fold into lemon mix-

ture, pile into sherbet glasses

and chill.

Here is a delicious hot lunch-

eon dish or a recipe that's

grand to serve for a snack in

the evening.

SAVORY CHEESE SANDWICHES

2 T fat 1 can tomato soup

1 green pepper 1 pimiento chopped

chopped 1 onion, chopped

sandwiches

Melt fat, add green pepper and

onion and cook until transpa-

rent. Add soup and pimiento

and cook until the mixture

bubbles. Place thin slices of

cheese between slices of bread

and toast under the broiler.

Turn and complete the brown-

ing. Cut sandwiches in half,

place on heated plates and pour

tomato mixture over them.

Serve at once with hearts of

celery.

Well, here's to your good re-

solutions—long may they wave!

Scout Auxiliary Gives Family Album Tonight

Lone Star Division, Scout

Mothers' Auxiliary, will present

the "Family Album" tomorrow

evening in the Parsells Avenue

Baptist Church. Mrs. John Fi-

guerra and Mrs. F. P. Gisinger

are co-chairmen.

Mrs. Arthur Bliss, Mrs. Lloyd

Seeley and Mrs. Charles Leopold

are in charge of the ticket sales

and Mrs. Leo Fleckenstein will

direct the musical production.

Funds will be used for the scout

camp.

Mrs. Kathryn A. Moore, 257 Maple-

wood Avenue, is the guest of the

sun at Loew's Rochester Theater

opening Friday with "Stand Up and

Fight," starring Robert Taylor, Wallace

Reeve, Charles Hickford and Florence

Rice. Call at 415 Bank Building for

ticket.

GENERAL COUNTY TAXES

Payable in 1939

Monroe County Treasury

Rochester, N. Y.—January 2, 1939

The assessment rolls for the gen-

eral county tax levied in 1938 and

payable in 1939 have been placed

in my hands for collection. All per-

sons named thereon are required to

pay the tax assessed to them be-

fore the 15th day of April next,

subject to the following conditions

as provided in Section 13 of Chap-

ter 441 of the laws of 1938:

FEES WILL BE ADDED AS

FOLLOWS:

All of January without fees.

February 1st to 28th, inclusive, 1

per cent.

March 1st to 31st, inclusive, 2 per

cent.

April 1st to 14th, inclusive, 3 per

cent.

After April fourteen said addi-

tion of 3 per cent and also fees

and penalties at the rate of 5 per

cent per annum.

In case of default a warrant will

be issued for the collection thereof

according to law.

On August 1st an additional fee of

\$1.50 for advertising will be charged.

On the 15th day of August a list

of all unpaid taxes will be pub-

lished.

On the 20th day of August all un-

paid taxes will be sold, and can

be redeemed only by paying ad-

vertising and sales charges, with

interest.

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 for

bill, send postal or letter, giving

ward, name, lot number and street;

tax bill will be mailed. Then mail

bill with check to County Treasur-

er's office and receipt will be re-

turned.

TOWN TAXES

Town taxes cannot be paid to

County Treasurer until June 1st,

but should be paid to the Town

Treasurer by the County Treasur-

er on request.

CLARENCE A. SMITH

Director of Finance.

SEE PAGE 2 FOR

ROCHESTER

BIGGEST

SELLING EVENT

CLIP COUPONS FOR SAVINGS

Does Bladder Irritation

nature's warning "Danger Ahead"

Your 2nd back if this 4-day treatment

don't help nature flush excess acid

and other wastes from the kidneys.

These acids can cause the irritation

resulting in getting up nights, frequent

or scanty flow, burning, backache or

leg pains. Just say "Buckley's" to any

WAKE YOU UP! It's not normal. It's

druggist. Locally at J. K. Post Drug Co.

For Bronchial

Coughs, Colds

You Can't Go Wrong

On Buckley's Mixture

One little sip and the ordinary cough is

soon a few doses and that tough old

cough is "on its way"—it's really

wonderful to watch how quickly hard

coughing stops and how the throat

feels better. Just say "Buckley's" to any

druggist. Locally at J. K. Post Drug Co.

One Buckley's—by far the largest selling

cough medicine in all cold Canada—Costs but

little at druggist everywhere.

THE MIRACLE MARKET

694 LAKE
AVENUE

FREE DELIVERY
ON ORDERS OF
\$3.00 or MORE

GUARANTEE of LOWEST PRICES
We Will Meet or Beat Any
Advertised Price in The City

OPEN
Friday & Saturday
Evenings Until 9 P.M.
For Your Convenience

DEL-MONTE PEAS
2 for **23c**
Large No. 2 Cans

Milk Fatted Young Roasting CHICKENS
4 lb. Average
22c lb.

Large Pkg. SILVER DUST
2 for **35c**

Fancy Light Meat TUNA
2 cans **19c**

RINSO
1 LARGE PACKAGE
17c

We now carry a complete line of extra fancy "TODAY'S" Brand Canned Fruits and Vegetables. These are finest canned goods on the market and are packed exclusively for us by Del Monte famous for quality.

DAIRY SPECIALS

CREAM CHEESE 1 lb. loaf **25c**
Fine Quality TUB BUTTER **lb. 27c**
GRADE "B" EGGS **doz. 25c**
COLBY CHEESE **lb. 21c**
OLEOMARGINE **2-lbs. 19c**

FRESH CORN FED PORK LOIN ROASTS RIB END **lb. 15c**

BEEF ROASTS Cut From U. S. Inspected Young Steers **lb. 16c**

CLUB STEAMERS . . . LARGE HAM BOLOGNA RING LIVER SAUSAGE **lb. 15c**

FRESH SHUCKED OYSTERS Direct From Oyster Beds **qt. 35c** **CLAMS** each **1c** or 90c Per 100

BUY WHAT YOU WANT OF THE CHICKEN CUTS YOU PREFER

Chicken Breast **lb. 39c** | Chicken Wings **lb. 23c**
Chicken Legs **lb. 37c** | Chicken Necks **lb. 15c**
Chicken Livers **lb. 45c** | Chicken Giblets **lb. 19c**

For A Delicious Quick Dinner

1 LB. BAKED BEANS—1 ROAST BOSTON BROWN BREAD **BOTH FOR 23c**

MARY ANNE'S SPONGE CAKE TOPPED WITH LUSCIOUS FRUIT **EA. 14c**

GOLDEN FLAKE DO-NUTS, PLAIN, SUGARED, CINNAMON OR HONEY CRUNCH **DOZ. 19c**

FRUIT and VEGETABLE SPECIALS!

Snow White MUSHROOMS **lb. 19c**
Fresh Loose CARROTS **5 lbs. 10c**
Sweet Juicy TANGERINES med. size **doz. 10c**
Large Juicy Florida ORANGES **2 doz. 35c**
Best U.S. No. 1 POTATOES Reg. 35c **Pk. 29c**

Large Fancy 18 Oz. TOMATO JUICE
2 for **11c**
Reg. 10c Size

'Smarty' Canned DOG FOOD
6 for **25c**

24 1/2 Lb. Sack HECKERS FLOUR
77c

Peanut or Fig Bar COOKIES
2 lbs. **19c**

No. 5 Giant Can GRAPEFRUIT JUICE
15c can

HERE IT IS!

THE SALE EVERYBODY'S WAITING FOR CHAMPIONS SEMI-ANNUAL

A Sale that became a Rochester institution. A drastic clearance of all factory samples, salesman's samples and a general store clearance of all Winter merchandise to make room for a complete new stock of Spring merchandise. Come early for better selection.

BE HERE EARLY—A RIOT OF VALUES
39c To \$1.99
TABLES OF SAMPLES
ODD LOTS AND FACTORY CLOSEOUTS
OF SEASONABLE WINTER MERCHANDISE
WORTH MUCH MORE

SWEATERS
REMEMBER LAST YEAR 60 DOZEN SOLD OUT IN TWO DAYS
99c VALUES TO 3.95

ODDS AND ENDS OF MEN'S LEATHER JACKETS \$5.95
VALUES TO 10.95

LADIES' ALL WOOL SKI PANTS \$2.79
SIZES 14 to 20
Reg. 3.25 Value

DOUBLE THICKNESS SWEAT SHIRT HOODS
MEDIUM **99c** SMALL **1.95** LARGE **Value**

Hard Wearing All Wool SNOW SUITS \$4.69
SIZES 3 TO 5
VALUES TO \$8.95

ALL PURPOSE DOUBLE THICKNESS WORK JACKET \$1.64
NAVY BLUE SIZES 36 to 46

DEEP TONE—BUTTON DOWN, TAB COLLAR MEN'S SHIRTS
Colors Are: MAROON, NAVY BROWN or GREEN
69c Ea. SIZES 14 to 17 1/2
(Excellent For Factory Worker, Mechanics Etc.)

20% OFF REGULAR PRICES ON MEN'S, LADIES' AND BOYS' HEAVY HUSKY MACKINAWs
And Our Complete Line of Leather Jackets and Coats

Champion
KNITWEAR CO. 71 ST. PAUL ST.
Free Mail Room Parking For Customers at Three Nearby Stations

STORE HOURS
9 TO 5:30

Mrs. Thomas A. Shannon, 257 Glenwood Avenue, if you'll call at 419 Burke Building you'll get a guest ticket to Loew's Rochester Theatre opening Friday with "Stand Up and Fight", starring Robert Taylor, Wallace Beery, Charles Rickford and Florence Rice.

BINGO
EVERY SUNDAY NIGHT
BETH JOSEPH
1150 St. Paul St.
ALL CASH PRIZES
20 Games—25c 8:30 P. M.

Courthouse Employees To Wear New Uniforms
It won't be long before Court House attendants will eclipse the uniformed employees of Commerce Commissioner MacFarlin with the glory of their raiment. Blue uniforms with brass buttons and gold insignia, "C. A." have been ordered for sixteen attendants serving in Supreme, County and Surrogate's Court in the Monroe County Court House.

SPORTS

By JOHN BURNS

Determination of salaries for the 1939 Red Wings is the current concern of Oliver French, head man of the Wings. A combination of scientific analysis and the merit system is the theory upon which French is working as he scans graphs and charts showing the salary trends of Rochester clubs through the last three years.

The boss of the Reds is literally taking time by the forelock in this contract business. According to baseball law, March 1 is the deadline for tendering contracts to players, but French hopes to have his offers in the mail by next Monday.

Although the roster of the Rochester club at this writing shows a majority of Joe Doakes and John Does among the prospective players, French is not alarmed because of the absence of "names." It's an old Cardinal custom to wait until the tap club of the chain is set before determining the starting lineup of minor league links of the St. Louis organization, so the personnel of the Rochester club probably will not be definitely determined until shortly before the Reds quit their Florida training camp in April.

Early dispatch of contracts also means that French will

have plenty of time to negotiate with the boys who figure that they should receive more money. Possibilities in this class include Roy Henshaw, the little pitcher who earned the nickname of the "Judge's Boy" because his appeal to Judge Landis averted service with the Red Wings last season; Dusty Cooke, obtained from Cincinnati, and Mike Ryba, shifted to Rochester by the Cardinals.

Billy Southworth, peppery little skipper of the Reds, is expected to visit Rochester within a few weeks. Billy is due to come here for Lou Alexander's annual baseball clinic at the University of Rochester. This clinic has become the outstanding event of the Hot Stove season and Southworth, back after an absence of seven years, will be making his first appearance in the big Field House on the River Campus.

Evening Schools Offer New Courses

Two elementary schools, No. 20, in Oakman Street, and No. 27, Central Park and First Street, will open their evening school programs on extension classes of recreation and adult education this week with new registration for the winter-spring semesters.

No. 20 School will have registration for dressmaking, English for the foreign born, leadership training, safety education and first-aid, social recreation, badminton, health and physical education classes on Tuesday, January 17, 8:30 to 9:30 p. m. Joseph Reiners will head a special staff of teachers from the Recreation Division and Cultural Department.

With a curriculum of twenty-five subjects, No. 27 School will open the winter term to new students on Thursday, January 12, and on Tuesday, January 17, and Thursday, January 19.

More than 350 students registered for the last term to overcrowd the classrooms of the limited courses. The addition of ten new subjects is expected to bring a record turnout.

DIAMOND CIRCLE PARTY

Diamond Circle, No. 443, Companions of the Forest of America, will hold a bingo party on Wednesday, January 18, at 668 South Avenue, at 8:30 P. M. Lunch will be served. Short business meeting at 7:30 P. M.

Miss Lois Thompson, 324 West Avenue, see "Stand Up and Fight" with Robert Taylor, Wallace Beery, Charles Rickford and Florence Rice. Call at The Sun for guest ticket.

C. G. Atmuth, 189 Lincoln Avenue, be the guest of The Sun and Loew's Rochester Theatre at "Stand Up and Fight" and "The Girl Downstairs." Call at 419 Burke Building for guest ticket. Mrs. Violet Broadbent, 416 Alexander Street, call at The Sun for guest ticket to "Stand Up and Fight" at Loew's Rochester Theatre.

SEE PAGE 2 FOR
ROCHESTER BIGGEST SELLING EVENT
CLIP COUPONS FOR SAVINGS

TEA POTS
Heavy white enameled TEA POT, 2 quart. Special
29c
Slightly Imperfect
H. KATZ
233 NORTH ST.

You Can't Beat These MEAT VALUES
AT CLARK'S
Where The Prices Are Easy On Your Pocketbook

MILK FATTED FOWL For fryer, 3 lb. average. 19c	Chuck or Shoulder BEEF ROASTS Cut from U. S. inspected young steers. 16c	Fresh Corn Fed RIB-END LOIN ROAST PORK 15c lb.
FRESH SHUCKED OYSTERS Direct from the Oyster Beds. 35c qt.	CLUB STEAMERS RING LIVER SAUSAGE LARGE BOLOGNA 15c lb.	

CHICKENS
Breasts, lb. 39c Livers, lb. 45c
Legs, lb. 37c Backs & Necks
Wings, lb. 23c
Giblet, lb. 19c Pound... 15c

CLARK'S MARKETS
600 Jefferson Ave. FREE PARKING At Both Stores
Cor. Bartlett St. Gen. 1417
906 N. Goodman St. Cul. 4870

HIGH QUALITY GUARANTEED!
Miller's SPECIAL Long-Burning Hard
EGG STOVE NUT Per \$10.65
• Pea \$8.75—Bkwt. \$7.75—Rice \$6.75 • Cash show off!

COKE None \$9.05
R. G. & E. DRY AND BETTER
DUSTLESS

GEN. 20 Quality and Finest Service Since 1912
Yards and Office at 500 West Ave.

ARDEAN R. MILLER BEST IN FUEL OIL

WHY PAY MORE - BUY THE BEST FOR LESS

HARD COAL SURE FIRE EGG STOVE NUT \$9.70 PEA COAL... \$8.25	DOMESTIC DUSTLESS COKE \$8.50	Pennsylvania's Finest HARD COAL EGG STOVE NUT \$10.65 Pea Coal... \$8.75 Buckwheat... \$7.75 Rice... \$6.75
---	--	---

LAKE COAL & COKE CO. 255 LYELL AVENUE
CALL GLEN 538-537

A WHALE OF A SALE
A MAMMOTH SAVINGS Event
GIGANTIC PURCHASE AND SALE OF \$15,000 STOCK OF YARD GOODS TO BE SOLD AT SAVINGS OF 40% TO 50% AND MORE! HURRY! SAVE!

ALL WOOL PLAIDS \$1.09 yd. \$1.98 and \$2.25 Values! Huge selection in almost every clan and color.	SALE STARTS FRIDAY 9 A. M. FOR ONE WEEK ONLY! REG. 69c SPUN WOOL Rayon and wool mixtures. In new spring colors. 33c NEW LACES Choice of colors. 39c PURE SILK CHIFFONS Wide range of colors. Every yard worth \$1.19! 39c CROWN TESTED PRINTS Finest quality rayons. Smart new patterns. 33c PURE DYE SILK PRINTS Every yard pure silk. Every yard at a saving. 69c Novelty Crepes See the saving on these. Compare our price. 49c-59c-69c FLEECE CHENILLES 54 inches wide. 39c Reg. 89c SLIPPER SATINS Choice of colors. 39c CREPE BACK SATINS All colors. Values to \$1.09. 59c	COATINGS & SUITINGS WOOL TWEEDS & CHECKS \$1.19 to \$2.25 yd. Values from \$3.49 to \$5.85 a yard.
Crown Tested RAYON PRINTS 33c yd. Finest quality! Smart new patterns.	REMnants Cottons and Silks. Long lengths included. 11c yd. Complete Line of French Crepes. All Merchandise Guaranteed First Quality and Perfect.	WOOLEN SAVINGS • WOOL SHETLANDS • WOOL FLANNELS • DRESS WOOLENS • RABBIT'S HAIR • TWEEDS 99c yd. Every Yard Worth at Least \$1.98. 54 Inches Wide.
54 IN. WOOL COATINGS 54 IN. WOOL SUITINGS Dress Crepes 79c yd.		PERCALES Latest Colors And Patterns 11c yd.
Romaines—Alpacas and Fancy Crepes 39c yd. Genuine 89c and \$1.19 values. Latest weaves and newest colors.		VELVETS Martinez — Uncrushable \$1.29 yd.

M. G. SILK STORES
350 MAIN STREET E. Open Evenings Till 9 P.M.
Cor. Stillson St.—Free Parking
383 JOSEPH AVE. Opp. Herman St.

Free!
THURSDAY, FRIDAY and SATURDAY
This Regular 10c Size Package of B-ettes

MODERN SANITARY PROTECTION (WORN INTERNALLY)

Now every woman in Rochester has an opportunity to try B-ettes—the modern internal method of sanitary protection—at no cost what.

This is the internal method of sanitary protection you have seen advertised in leading women's magazines. It is the method which is winning over American women by the millions because it is so much more comfortable, convenient and fastidious than older ways. Think of it—no odor problem to worry about because internal absorption prevents odor from developing—no pins, belts or pads to hamper or chafe—no bulges to show even under the sheers or closest fitting costumes!

Simply fill in the coupon and take it to any merchant listed below. Nothing to buy. No obligation of any kind. We want you to try B-ettes at our expense, because we believe that once you have used B-ettes you will always use them to make a difficult period much less difficult. The merchant receives a fair profit on every coupon he redeems—don't fail to use this coupon on one of these three days—you are doing a favor to the dealer and yourself when you do!

Redeemable THURS., FRI. & SAT. ONLY
at any of these stores...

CLIP THIS COUPON NOW TAKE IT TO YOUR DEALER
Present this coupon to any merchant listed below and you will receive FREE a regular 10c package of B-ettes, the modern sanitary protection. All that we ask in return is that you give B-ettes a fair trial to convince yourself of their many advantages over older ways.
Only One Package to a Person—Not Good After January 14, 1939

Signed _____ State _____
Address _____
City _____
TO MERCHANT: We are buying this 10c package of B-ettes for the above customer. Return this coupon to us on or before Jan. 14, 1939, and we will pay you for it according to our agreement.

ALDERMAN PHARMACY Portland Ave.	DAW'S CUT RATE DRUG STORES 97 St. Paul St. 56 Clinton Ave. S. 31 Main St. E. 353 Main St. E. 464 Ridge Rd. W. 880 Main St. W.	JOSEPH AVE. PHARMACY 233 Joseph Ave.	MT. READ PHARMACY 990 Monroe Ave.
ARNDT BROS. 1135 Culver Rd.	BEL-AIR PHARMACY 1462 Monroe Ave.	KALETA'S PHARMACY 1099 Hudson Ave.	ORLANDO PHARMACY Grape and Jay Sts.
BEN'S CUT RATE 944 Clinton Ave. N.	BLAUW BROS. 700 S. Goodman St.	KEY DRUG CO. 92 E. Main St. 546 Monroe Ave. 470 N. Goodman Ave.	PAINE DRUG CO. 24 Main St. E.
BRINT'S PHARMACY 761 Genesee St. 1446 E. Main St.	BURNS PHARMACY 188 Genesee St.	KLEINHANS DRUG STORE 918 N. Goodman St.	CHARLES W. PECK 184 Plymouth Ave. S.
CARR PHARMACY Genesee and Brooks Ave.	CARROLL CO. 17 E. Ave.	LAKE PHARMACY 457 Lewiston Ave.	PINNACLE PHARMACY 866 Monroe Ave.
CLIFFORD AVE. Pharmacy 1432 Clifford Ave.	COLE PHARMACY 4419 Lake Ave.	LA-MAY PHARMACY 1800 East Ave.	PIONEER DRUG STORE 4358 Culver Rd.
CRAMER DRUG CO. 67 East Ave. 1286 Dewey Ave. 504 South Ave. 277 Alexander St. 417 Chili Ave. 25 Clinton Ave. N.	DEWEY AVE. PHARMACY 2914 Dewey Ave.	LANG DRUG CO. 449 Lyell Ave.	J. K. POST DRUG CO. 17 E. Main St.
	DINOLFO DRUG CO. 262 Portland Ave.	LIGGETT DRUG STORES 219 E. Main St. 42 W. Main St. 411 E. Main St.	RELIN'S PHARMACY 580 Joseph Ave.
	EMPIRE PHARMACY 2229 Clifford Ave.	MAGY'S CUT RATE 1043 Clinton Ave. S.	RIDGEWAY PHARMACY 1470 Dewey Ave.
	FINE'S PHARMACY 199 Park Ave.	MAID DRUG CO. 511 Dewey Ave.	W. J. SCHERER Pharmacy Jefferson and Frost Aves.
	FISH PHARMACY 208 Scottville Rd.	MANDELL PHARMACY Portland and Norton Sts.	SILLER'S PHARMACY 615 Thurston Rd.
	FLANNERY DRUG CO. 117 Clinton Ave. N.	McCURDY & CO., Inc. 275 Main St. E.	SMALLINE PHARMACY 221 Ridge Rd.
	FRADENBURGH Pharmacy 582 Chili Ave.		WHELAN DRUG STORE 140 Clinton Ave. S.
	FRANK'S DRUG STORE 537 Plymouth Ave.		WILLIAMS PHARMACY 336 Arnett Blvd.
	HEATH'S PHARMACY 652 Park Ave.		
	JAY DRUG CO. 817 Dewey Ave.		

POTS
Heavy white en-
ameled TEA
POT, 3 quart.
Special
29c
KATZ
NORTH ST.

For LESS
Vanilla's Finest
COAL
\$10.65
\$8.75
\$7.75
\$6.75
255 LYELL
AVENUE

PROTECTION

DOOR
FIN
LT
DS
NS
ternal sanitary
nized by many
neecologists as
and reliable.
us women now
never go back
you try B-ettes
glorious sense
urity they give
ind about odor
Invisibility un-
then you, too,
back to other
in: Try B-ettes

orporation
New York, N. Y.

OW
LER
serves FREE
ation. All that
one yourself of
ood After

AD PHARMACY
Monroe Ave.
DO PHARMACY
and Jay Sts.
DRUG CO.
in St. E.

ES W. PECK
Plymouth Ave. S.
LE PHARMACY
Monroe Ave.

R DRUG STORE
Silver Rd.
ST DRUG CO.
Main St.

PHARMACY
Sepp Ave.
AY PHARMACY
Jewey Ave.

HERER Pharmacy
on and Frost Aves.
S PHARMACY
Auriston Rd.

NE PHARMACY
dge Rd.
N DRUG STORE
inton Ave. S.

MS PHARMACY
melt Blvd.

Police Ball February 14

After a lapse of eight years, the annual ball of the Rochester Police Department, which was for many years a social event of the winter season, will be resumed next month. The Police Benevolent Association, which gives financial help to the widows and orphans of members of the force, will hold the ball on Valentine Day at the East Main Street Armory.

Two orchestras — Tommy Dorsey and his nationally noted band and Charles Siverson's Rochester orchestra — will play continuously for dancing from 8:30 p. m. to 2 a. m.

Chief Henry T. Copenhagen, who is president of the Police Benevolent Association, has appointed Deputy Chief William R. Miller as general chairman of the ball committee.

Members of the Junior League of Beth Shalom are planning a public bridge party for January 23 in the synagogue parlors.

Monroe-Goodman Section Enjoying Business Boom

Back in the boom days of real estate, operators sky-rocketed land values on every important thoroughfare in Rochester and a great many that were not so important. Clinton Ave. South came first, followed by Court, then Main East and adjoining streets.

Great things were pictured and many reasons advanced as to why these particular arteries would continue to have value enhancement through commercial building and the establishment of numerous retail stores. These streets somehow are little changed in complexion since those far-off boom days.

Monroe Ave. was the forgotten man, not that prices weren't reflected in land prices on this street as a result of sales elsewhere, but no outstanding operation was launched until the advent of Sears-Roebuck, whose pioneering proclivities and good

Judgment indicated that Monroe Ave. was the logical street all along.

Monroe Ave. may have been the last bet, yet it certainly has been the best. Business is better in many Monroe Ave. sections and rentals are consequently higher than in dozens of places on and within the proverbial stone's throw of Main St.

Leading Rochester firms, such as Wegman's, C. W. Claus and more recently Key Drug, have invested large sums in backing sound business judgment to make the Monroe Ave.-Goodman St. section a city in itself.

Now in this short block, practically every home and personal need can be purchased at the same favorable prices usually only associated with downtown shopping.

INCOME TAX BLANKS READY
Today is the day. You should — if you made enough money last year — have received your Uncle Samuel's annual income tax blanks, but just in case you haven't, they'll be around this week. Sixty million (blanks, not dollars) were mailed from Washington this week.

NUMISMATISTS ELECT
New officers of the Rochester Numismatic Association include: President, W. A. Elston; vice-president, I. C. Swartz; secretary, F. B. Newell; treasurer, E. F. Meinhardt; and curator, G. J. Lindboe.

FRATERNITY ELECTS
Kappa Phi Sigma fraternity has elected these officers: President, John Lagarias; vice president, Homer R. Starks; secretary, Clark Bevin; treasurer, George Alkenberger.

Claus Store Ultramodern

Back of the opening of the C. W. Claus 5-cent-\$1 store in Monroe Avenue just east of Goodman is a story as intriguing as any ever penned by Horatio Alger.

When C. W. Claus, owner of this store, was a youngster, he found his first job as a stock boy with the Woolworth chain. Later he became one of the outstanding managers in the Woolworth organization and set many sales records during the eleven years he managed a Rochester store for that organization.

Five years ago Mr. Claus embarked in business for himself with a store in Ridge Road West. It was his idea to locate in growing and prosperous community centers and he followed that plan in the establishment of his new store in Monroe Avenue.

Claus' Monroe Avenue store opened last fall, is the most modern and well-equipped establishment of its kind in this city. The latest devices for displaying merchandise have been installed and this makes it easy for patrons to see and obtain any of the more than 10,000 items carried by this store.

Jacques Claus, son of the founder, is manager of the Monroe Avenue store.

Wegman's Monroe Avenue Store Shopping Center

Rochester's greatest development in business property in the past decade, has marked the growth of the Monroe-Goodman section, since the establishment of the Wegman super-food market at 573-575 Monroe avenue three years ago.

Since that time, the Claus Store, the Love Store and Restaurant, and now the Key Drug Store have added their offerings of merchandise and service to the numerous other enterprises in this busy section.

This Monroe avenue Wegman's store is one of the largest in the Wegman group, and one of the finest, most complete food markets in the country. Under



one roof, are complete departments purveying every food commodity one could think of... baked goods, fresh meats, complete delicatessen, fruits and vegetables, candy, butter and eggs and an immense self-serve grocery division.

Monroe avenue store is under the management of Joseph Walsh.

Miss Minnie Warner, 1911 Plymouth Avenue South, be the guest of The Sun, see "Stand Up and Fight" at Love's Rochester Theater starring Robert Taylor, Wallace Berry, Charles Dickford and Florence Rice. Call at The Sun for guest tickets.

SEE PAGE 2 FOR ROCHESTER BIGGEST SELLING EVENT CLIP COUPONS FOR SAVINGS

At All Stores Friday and Saturday!
Wegman's Bargain Carnival,

SALE!
PRIME STEER, GOVERNMENT INSPECTED
ROASTS OF

Beef

A sale that should put a Wegman beef roast on every Sunday dinner table... for nowhere in Rochester will you find beef of this tender, juicy, prime quality at anywhere near these sale prices! Choose yours from the dozens at your nearest Wegman store!

LEAN BEEF POT ROAST, lb. 16c
BONELESS CORNED BEEF 21c
STANDING RIB ROAST, lb. 25c
BNLS. RLD. RIB ROAST lb. 29c
SHOULDER ROASTS 19c lb.

Carnival Specials In The Big Self-Serve Groceries!

FIVE POUND SACK DAISY PASTRY FLOUR.. 10c
NORTHERN LINENIZED TOILET TISSUE 2 rolls 11c
SILVER SKILLET CORNED BEEF HASH lb. can 10c
24 1/2-POUND SACK PILLSBURY'S BEST FLOUR each 83c
1/2-POUND HERSHEY BAKING CHOCOLATE cake 10c
BIG NO. 2 1/2 SIZE CAN WHOLE APRICOTS each 14c
WILSON'S CERTIFIED TENDER CORNED BEEF can 14c
LIBBY'S SPECIAL BRKFST. TIDBIT PINEAPPLE can 14c
WINSLOW'S TIPS AND CUTS ASPARAGUS... 13c

Nationally Famous Brands
YOUR CHOICE 4 cans for 25c
No. 2 Size Delicious Cut Ref. Beans
No. 2 Size Olympia Lima Beans, No. 2 1/2 Cut Beans
No. 2 Cut Wax Beans, No. 2 Olympia Peas, Carrots
No. 2 Golden Bantam Corn, No. 2 1/2 Sauerkraut
All Brands, Tall Evap. Milk — Clapp's Baby Foods
Vita Popped Rice — Dr. Olding's Pet Ration
Tall Dr. Phillip's Grapefruit Juice — N. Y. Tomatoes

Wegman's

WELCOME THE NEW KEY DRUG STORE

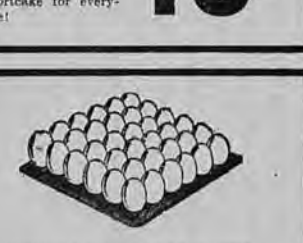
to the Busy Monroe-Goodman Shopping Section

Wegman's welcome the new Key's store to Monroe and Goodman! That this store will be successful, we do not doubt... for we who are a part of such a fast-growing shopping center, recognize the need for diversified services and merchandise to better serve this big, important area of Rochester.



LUSCIOUS, RIPE, FLORIDA

STRAW-BERRIES 15c pt.



NEST-TO-YOU LARGE WHITE

GRADE 'A' EGGS 27c doz.



'92' SCORE SWEET CREAM

FRESH BUTTER 28c lb.

C.W. CLAUS INC.
581 Monroe Ave.
Next to Wegman's

5c TO \$1 STORES
Home Owned
Money Spent Here Stays In Rochester

SHOP MONROE AVENUE'S BRIGHT NEW VALUE SPOT THIS WEEK-END

Come in and look around. You'll be surprised at the variety of items! You'll be amazed at the outstanding values! 30 departments... over 10,000 separate items... for every member of the family and for the home. Shop in your own neighborhood. Shop in a Rochester owned and Rochester managed store. Open every Saturday evening until 9:30 P. M. Free Parking in rear of store. These prices also available at our Ridge Rd. Store except where herein noted.

While They Last! ASH TRAY FREE WITH THIS COUPON ONLY
Clip this coupon and present at our store. Hurry... supply limited.
NO PURCHASE NECESSARY

Our Famous "Lady Isabel" PURE SILK HOSIERY 39c A PAIR

• Every Pair First Quality
• Every Pair Shown and Clear
• Fashion Tailored
• New Early Spring Shades

Seedless Raspberry SUNDAE 7c
Regular 15c
At Monroe Ave. Store Only

4-Cup Aluminum PERCOLATORS 25c
Regular 39c

LUNCH COUNTER SPECIAL ROOT BEER & LARGE HOT 7c
At Monroe Ave. Store Only

Reg. 19c San-Nap-Pak SANITARY NAPKINS 13c
12 In a Box

Assorted POTTED PLANTS 10c
J. P. Coats 800 Yd. Bedsread COTTON 20c

Special! FERNS 39c
Large Variety

All Colors Artificial FLOWERS 5c

Women's Brocaded RAYON SATIN SLIPS 69c
Sizes 34-44

Regular 49c ALL WOOL SCARFS 29c
At Monroe Ave. Store Only

Waste Paper BASKETS 10c
Assorted Styles and Colors

Bright gay colors. Yellow, Green, Blue, (Red — slightly higher). Tea Pots... 69c Water Jugs... 79c Refrig. Jugs... 49c Creamers... 25c Mixing Bowls 10c up

Complete Line of PET SUPPLIES

80 Sq. Fast Color PERCALE APRONS 25c
While Our Supply Lasts

Men's Athletic SHIRTS OR SHORTS 25c
Pepperell Shorts Combed Yarn Shirts

RIBBONS
Satin, Gift, Moire, Lingerie and Hair Ribbons.
5 Yds. for 10c and up

Germantown Knitting Yarn 25c
2 Oz. Skeins All Colors

1/2 Lb. App. 500 Yds. CARPET WARP 25c
Wide Range Of Colors

New Patterns! OIL CLOTH 25c
46 In. Wide

J. P. Coats BIASE TAPE 5c

Rochester's Most Complete Assortment of CANDLES
Wide Choice of Colors
1-inch Size 3 for 10c
10 in. 5c
15 in. 10c

Satin Striped RAYON UNDIES 29c
Complete assortment. Chocolates and Hard varieties.

Guaranteed ALAM CLOCKS 98c
A Real Value

THURSDAY, FRIDAY and SATURDAY

GRAND OPENING SALE

CELEBRATING THE FORMAL OPENING OF OUR
NEW AND MODERN STORE
AT 546 MONROE AVE.

One Door From Goodman St.

Honest Values, plus the most for your drug dollar has made the Key Drug Stores one of Rochester's busiest shopping and savings centers. The thousands of outstanding values in these LOCALLY OWNED—LOCALLY OPERATED Key Drug Stores are too numerous to mention in this page. . . . But come prepared to save. You'll never be disappointed at any KEY DRUG STORE.

KEY DRUG STORES

3 **KEY** 92 **DRUG** STORES 3
470 N. GOODMAN Near Main
EAST MAIN Near Water
546 MONROE Near Goodman

"OPENING" SPECIALS FOR OUR NEW MONROE AVE. STORE ONLY

CIGARETTES (Limit 2) 10c pk. LUCKY STRIKE CIGARETTES • Lucky Strikes • Camels • Raleighs • Old Golds • Chesterfields	LYON'S TOOTH POWDER Regular 50c 19c (Limit 1)	BOOK MATCHES Box of 50 4c (Limit 1)	HILL'S COLD TABLETS Regular 30c 9c (Limit 1)	WOODBURY'S ALMOND ROSE LOTION Regular 50c 16c (Limit 1)	YEAST FOAM TABLETS Regular 50c 16c (Limit 1)	LIFEBUOY SHAVING CREAM Regular 25c 11c (Limit 1)	HIGH TEST OXYDOL Large Size 15c (Limit 1)
---	---	---	--	---	--	--	---

SPECIALS AT ALL KEY STORES

WOODBURY Shaving Lotion
Regular 50c **21c**

GREENE'S Chocolate Covered CHERRIES
Lb. Box **19c**
Regular 40c

CLEANSING TISSUES
(Box of 500)
Regular 25c **12c**

EXTRA HEAVY WAX PAPER
(125 Ft. Roll)
Regular 25c **10c**

Pkg. of 20 DOUBLE EDGE BLADES
(Fits Gillette Razor)
10c

Baby Gay Q TIPS
Regular 25c **14c**

HOSPITAL COTTON
lb. roll **18c**

PAPER NAPKINS
80 Count **5c**

SODA MINT TABLETS
100's **7c**

VICK'S VAPOR RUB
Reg. 35c **27c**

BAYER ASPIRIN
100 Tabs. Reg. 75c **59c**

Household MATCHES
Reg. 5c **2 for 5c**

Household DROPS
Reg. 25c **14c lb.**

PLAYING CARDS
(Bridge or Pinochle)
19c
3 for 55c

1c SALE
WILDROOT with OIL
THE 3 ACTION HAIR TONIC
REGULAR 60c
SIZE ONLY 1c
WITH YOUR PURCHASE OF ONE BOTTLE AT REGULAR PRICE

You're Invited To Inspect Our New PRESCRIPTION DEPARTMENT
At Our Monroe Ave. Store

—THE NEWEST, MOST MODERN PRESCRIPTION DEPT. IN ROCHESTER

... freshly stocked with a complete line of Squibb, Abbott, Parke Davis, Upjohn and Lilly products.

Brewer's YEAST TABS.
Bot. of 250 Reg. \$1.00 **49c**

SCOTT TISSUE
Reg. 10c **3 for 19c**

HOT WATER BOTTLE
33c
REGULAR 79c

90c VALUE Only 59c
 LISTERINE TOOTH PASTE
Both for 59c

ANALGESIC BALM reg. 50c 13c
LAXATIVE QUININE COLD TABS reg. 30c 9c
CALDWELL'S SYRUP OF PEPSIN reg. 1.20 67c
POLYSHINE SHOE SHINE KITS ..reg. 35c 19c
ADMIRACON HAIR TONIC ... reg. 50c 19c
WATERMANS INK reg. 10c 6c
FLASHLIGHT BATTERIES 2 for 7c
TINCTURE OF GREEN SOAP pt. size 33c
SAL HEPATICA reg. 60c 49c
BENEDICT'S SOLUTION pt. size 39c
ANACIN TABS. (Bot. of 50) ... reg. 75c 59c
PETROLEUM JELLY lb. can (White or Amber) 21c
DJER KISS TALC reg. 25c 2 for 25c
SQUIBB COD LIVER OIL reg. 1.00 79c
SQUIBB MINERAL OIL qt. size 89c
DOG FOOD 4 cans for 17c doz. 50c

SPECIAL OFFER
Free 50c WOODBURY ALMOND ROSE LOTION
with purchase of
\$1.00 jar WOODBURY CREAM for **79c**

COD LIVER OIL (Rich in Vitamins A & D) .. gal. 1.95
BABY NURSERS (8 oz.) 3 for 5c
Borden's Chocolate Malted Milk .. lb. can 24c
FEENAMINT reg. 50c 39c
EX-LAX reg. 25c 19c
GROVES BROMO QUININE reg. 35c 24c
SMITH BROS. COUGH DROPS 2 for 5c
CALOX TOOTH POWDER reg. 50c 39c

DEEP CUT PRICES **ON POUND TOBACCOS**

Half & Half	lb. 58c
Prince Albert	lb. 63c
Granger	lb. 63c
George Washington	lb. 52c
Union Leader	14 oz. 54c
Velvet	lb. 63c
Edgeworth	lb. 96c
Raleigh	lb. 66c

The Well Known **PUREX PIPES** Nationally Sold at \$1 Newest Shapes and Sizes **69c**
During this sale!

We Reserve the Right To Limit Quantities

Bettes **10c - 23c**

Anti Colic NIPPLES
Reg. 8c **3c**
Small or Medium

NOXZEMA CREAM
Regular 75c **49c**

BORAXO
2 FOR 25c

OVALTINE
Chocolate or Plain
Regular 75c Size **59c**

SPECIAL LIMITED!
LUCKY TIGER HAIR TONIC
2 BOTTLES FOR 1 PRICE
REGULAR \$1.50 VALUE
ONLY **79c**

For a quarter of a century millions of men and women have used Lucky Tiger for scalp and hair. Arch foe of dandruff, falling hair.

Friend of distinctive good-grooming. Now, new special price, limited to one purchase per customer. Regular \$1.00 size and 50c size together only 79c.

1c SALE
New COLGATE TOOTH POWDER
LARGE SIZE only 1c
GIANT SIZE 35c
BOTH FOR 36c
YOU SAVE 19c

PALMOLIVE SOAP
3 for **14c**

LIFEBUOY SOAP
3 for **14c**

LUX SOAP
3 for **14c**

IVORY SOAP
Medium Size
3 for **14c**

CAMAY SOAP
3 for **14c**

CASHMERE BOUQUET SOAP
2 for **17c**

50c Jergens' LOTION and 25c Jergens' CREAM **BOTH FOR 39c**

BORDEN'S MALTED MILK
(Plain)
Reg. \$2.00
5 lb. can **\$1.19**

GLYCERINE SUPOSITORIES
reg. 25c **11c**

DANDRUFF TREATMENT
Money-Back Guarantee by Zonite
BARCELONA SHAMPOO
and ZONITE ANTISEPTIC
BOTH for ONLY 59c

McKESSEN COD LIVER OIL
PINT SIZE
Regular 75c
276c
For

MUSTEROLE
Regular 40c
18c

POND'S DANYA HAND LOTION
Reg. 10c **4c**

TASTYEAST
Regular 5c each
4 For 5c

WOODBURY FACIAL SOAP
2 11c
For

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. 12

ROCHESTER, N. Y., THURSDAY, JANUARY 19, 1939

74,300 COPIES DELIVERED

Here, There and Yonder

By CRAY REMINGTON

Here, there and yonder: The faded new stores, in all the sheets, allegedly emanating from Bucharest... "What a wonderful thing for business," remarked local manufacturer, "if Congress would adjourn for six or eight years."... Mable Boll, Rochester's Queen of Diamonds, again making N. Y. columns... Erie Railroad would cease operating trains into Rochester, thereby deserting very heart of town's would-be civic center... What over in world will become of Cray Remington aged men operating trolleys after they're replaced by buses?... Mohican stores enlarging local bake shop... Nelson Corkhill, president of Shanta Buton Co., back from Berlin "steenth business visit and noticing, for first time, German citizens, including taxi drivers, expressing, in whispers, grave doubts concerning der Fuehrer's ability to lead them into Promised Land... Jimmy (James B.) Martin, N. Y. C. passenger agent, trying to predict when snow train for Adirondack skiing will be really needed... when Mara couldn't frighten newspaper editors because they're not advertisers not yet.

Believing federal government's preamble to statutes governing air communication, all radio frequencies belong to the people and no broadcaster can ever acquire any vested interest or right in a frequency. A station is only licensed to use it in the public interest.

As has been remarked and (Continued on Page 2)

COUNTY POLICE BILL ADVOCATED

Kelly Gets Wage-Hour Position

Appointment of former Representative George B. Kelly as New York State regional director of the wage-hour act was not only a break for Mr. Kelly, but it also pleased Donald A. Dailey, county leader of the Democratic party.

Brighton Club Acts in Hurry

Brighton Republicans set some kind of a record the other night, when the Board of Directors of the Brighton Republican Club selected a new president in ten minutes flat.

North Side Democrats Elect New Officers

North Democratic Club had one newcomer today on its staff of officers — former Assemblyman Stephen S. Joy, chosen as vice chairman.

Rochester on Parade ★ ★ ★ By W. L. James



Brighton To Get Bus Lines

Bus service for residents of a considerable section of Brighton will be provided through extension of the Park Avenue and South Clinton lines. This extension will become effective, according to officials of the Rochester Transit Corporation, as soon as formal consent is obtained from the Public Service Commission.

400 Moose To Convene Here

Members of the Loyal Order of Moose from seven counties near Rochester will meet here Saturday for the mid-winter frolic and ceremonial of the Legion of the Moose, the second degree of the order.

Party Leaders Join To Fete McLaughlin

Political leaders of both parties will speak at the testimonial dinner for Police Inspector William H. McLaughlin tonight at the Elks Club.

SOCIAL SECURITY WARNING

Importance of including each employee's account number in the employee's quarterly wage report to the Federal Government was stressed by Walter Kruesi, manager of the Rochester field office of the Social Security Board, in order to credit an employee's wages correctly to his social security account, it is necessary to have both his name and account number.

Sheriff Skinner Against Proposed Super-State Police

Governor Lehman and New York State legislators are being bombarded with appeals to pass legislation that would make possible the setting up of a Monroe County Police Department.

SUPPORT SKINNER PLAN

Local forces were stimulated into action by Albany announcement that Senator Stokes and Assemblyman Wadsworth are sponsoring the super-state Police bill and by reports from the Batavia State Police Barracks that if the proposed increase were voted Monroe County would get a larger share of the added personnel than any other county in this region except Erie, which has a heavier traffic volume.

First action came in a resolution of the Monroe County Police Association protesting the creation of the super-bureau and urging passage of the bill sponsored by Sheriff Albert W. Skinner to consolidate the existing police forces of the county into one department.

OVERLAPPING SERVICES

Fears were expressed that the suggested blanketing of this area with State Police will smother the locally-sponsored county police bill. The proposal has raised these questions: Do Monroe County residents

Want the added burden of supporting state troopers along with their existing forces? Do Monroe County residents want state troopers in preference to a county police department?

Do Monroe County residents want the added burden of supporting state troopers along with their existing forces?

Do Monroe County residents want the added burden of supporting state troopers along with their existing forces?

Do Monroe County residents want the added burden of supporting state troopers along with their existing forces?

Do Monroe County residents want the added burden of supporting state troopers along with their existing forces?

Do Monroe County residents want the added burden of supporting state troopers along with their existing forces?

Do Monroe County residents want the added burden of supporting state troopers along with their existing forces?

Do Monroe County residents want the added burden of supporting state troopers along with their existing forces?

Do Monroe County residents want the added burden of supporting state troopers along with their existing forces?

Do Monroe County residents want the added burden of supporting state troopers along with their existing forces?

Do Monroe County residents want the added burden of supporting state troopers along with their existing forces?

Do Monroe County residents want the added burden of supporting state troopers along with their existing forces?

Do Monroe County residents want the added burden of supporting state troopers along with their existing forces?

Do Monroe County residents want the added burden of supporting state troopers along with their existing forces?

Do Monroe County residents want the added burden of supporting state troopers along with their existing forces?

Do Monroe County residents want the added burden of supporting state troopers along with their existing forces?

Do Monroe County residents want the added burden of supporting state troopers along with their existing forces?

Do Monroe County residents want the added burden of supporting state troopers along with their existing forces?

Do Monroe County residents want the added burden of supporting state troopers along with their existing forces?

Do Monroe County residents want the added burden of supporting state troopers along with their existing forces?

Do Monroe County residents want the added burden of supporting state troopers along with their existing forces?

Do Monroe County residents want the added burden of supporting state troopers along with their existing forces?

Do Monroe County residents want the added burden of supporting state troopers along with their existing forces?

Do Monroe County residents want the added burden of supporting state troopers along with their existing forces?

Do Monroe County residents want the added burden of supporting state troopers along with their existing forces?

Do Monroe County residents want the added burden of supporting state troopers along with their existing forces?

Do Monroe County residents want the added burden of supporting state troopers along with their existing forces?

Do Monroe County residents want the added burden of supporting state troopers along with their existing forces?

Do Monroe County residents want the added burden of supporting state troopers along with their existing forces?

Do Monroe County residents want the added burden of supporting state troopers along with their existing forces?

Do Monroe County residents want the added burden of supporting state troopers along with their existing forces?

Do Monroe County residents want the added burden of supporting state troopers along with their existing forces?

REMODELING SALE

Before we close for necessary alterations to our stores we must clear our racks of merchandise REGARDLESS OF COST.

LUXURIOUSLY FURRED

COATS

Many of these coats were made in our own shop... and every one is richly fur trimmed. Here are typical values.

\$10 \$15

Regular \$25 Regular \$35

\$25

Regular \$45

\$35

Regular \$65

SPORT COATS

REGULAR \$24.50

NOW \$12.95

REGULAR \$29.50

NOW \$14.95

Just 50 Early Spring Models!

TAILORED SUITS

(REGULAR 19.50)

MUST SACRIFICE!

\$10

KIENER'S COAT SHOP

597-599 HUDSON AVE.

COR. CLIFFORD AVE.

OPP. HOLY REDEEMER CHURCH

OPEN TIL 10 P. M.

Correcting a Typographical Error

that incorrectly quoted the values of these two fur groups at hundreds of dollars below their regular values through inadvertent insertion of a period which was not a part of Projansky's original advertising copy.

Finer Fur Coats deLuxe

Eastern Mink

Reg. \$1,250 to \$3,500

\$895 to \$2,500

Finest Jap Mink

Reg. \$575

\$750

★ Charge Accounts

★ Budget Accounts

Projansky

39 East Avenue

The Center of Things Fashionable

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.



MURRAY SPECIALS

VAPOR OIL WAVE \$2.95

Our Famous "Budget" PERMANENT Now Special At \$1.95

Super Curling WAVE \$3.95

WAVE \$3.95

WAVE \$3.95

WAVE \$3.95

WAVE \$3.95

WAVE \$3.95

WAVE \$3.95

WAVE \$3.95

WAVE \$3.95

WAVE \$3.95

WAVE \$3.95

WAVE \$3.95

WAVE \$3.95

WAVE \$3.95

WAVE \$3.95

WAVE \$3.95

WAVE \$3.95

WAVE \$3.95

Final Clearance!

22 Shafer Fur Coats

of Fine Quality★
and 1939 Styles★★

★ For over a Half Century SHAFER Quality has represented the highest standard of excellence.

★★ Throughout our long history, the name SHAFER has ever assured the newest in Fashion as well as the utmost in Quality.

Bonafide savings of \$45.00 to \$70.00 on every one of these coats.

	Reg.	NOW
2 Beaverette Coats	\$95	\$50
2 Sealine Coats	\$95	\$50
3 Mendoza Beavers	\$115	\$75
2 Imperial Seals	\$115	\$75
2 Eel Grey Caraculs	\$135	\$75
2 Black Caraculs	\$165	\$95
1 Silver Muskrat	\$165	\$95
1 Brown Pony	\$150	\$95
1 Nat. Persian Paw	\$175	\$95
1 S. American Otter	\$175	\$95
2 Raccoon Coats	\$195	\$125
1 Natural Ocelot	\$185	\$125
1 Tip'd Aus. Opossum	\$185	\$125

French Dyed Coats

● Charge Accounts ● Budget Accounts

FASHION IN FURS SHAFER CO.

27-29 GIBBS STREET

HUNTER'S

Final
markdown
SALE



SAVING UP TO 40%

REEFERS

Natural China Kid
Black Russian Caracul
Brown China Kid Caracul
Laskin Mouton
Chinchilla

Formerly
Priced
Up To
\$119

\$69

Black Cross
Persian Lamb

Premier Bonded
Beavers (Dyed Coney)

Silverstone
Muskrat

Laskin Mouton

Northern Buck
Seals (Dyed Coney)

\$88

Formerly Priced To \$139

Hudson Seals
Dyed Muskrat

U. S. Government
Alaska Seals

Mink Muskrat

Silver
Muskrat

Raccoons

\$118

Formerly Priced to \$225

Moire Tropical Seals
Sable Dyed Fitch
Chokiang Caracul
Natural Grey Persian
Lamb

Black Persian Lamb

\$149

Formerly To \$229

Minnesota Tipped Skunk
Natural Russian Squirrel
Black Russian Caracul
Hollander Dyed Hudson
Seal (Dyed Muskrat)
Genuine African Leopard

\$195

Formerly To \$325

10% DOWN OR REASONABLE DEPOSIT will reserve your selection. BUDGET PLAN: 20% down, balance weekly or monthly. No interest or carrying charges.



H.L. HUNTER CO.
One of America's Finest Furriers
1 CLINTON AVE. SOUTH

Remington:

(Continued from Page 1)

written millions of times, no recent innovation promised so little to the world as radio. A station is only licensed in the public interest. And, asking what you already know, what does public get?

A superfluity of hackneyed and repetitious second, third and fourth-rate programs calculated to entertain twelve to fifteen-year-old minds unable, possibly, to fathom the intricacies of the printed page.

Portly and cigar puffing advertising sponsors making up a radio menu, exactly like a hundred other air programs, with shop-worn comedians selected as piece de resistance and all embellished, to no end, with annoying plugs for soap, facial creams or what have you, as thickly as decorations on a diognysian frieze.

"In the public interest?"

Head of Chicago advertising firm said the other day that he "played down" to his radio clients, and, of course, he need not announce this. He and his mates, as a rule, play down, dep down to subterranean depth, and one is forced to ponder on why the paying sponsors whose trying to publicize honest merchandise allow such tawdry hokum to misrepresent them.

"In the public interest?"

There is the childlike faith of radio sponsors who obviously expect the public to listen to long programs of plugs, intercepted with brassy music recordings, proving that hope is ever strong, even though it be misdirected.

A person undergoing a life sentence in a cell couldn't and wouldn't listen voluntarily to this tripe, a direct insult to his intelligence, and if he were forced to listen he would soon go mad and then, perhaps, become receptive to this form of alleged entertainment.

Repetition is the curse of radio. A comedian, who once you laughed with in vaudeville because you heard him seldom, becomes tedious, even boresome, before his fifth consecutive broadcast, and he goes on and on, week after week, and the trusting sponsors not only hope, but expect, you to continue being amused.

Many radio advertisers believe that if their name is announced on the air it is enough. It isn't, and if the program is rank, which too often it is, it advertises adversely instead of favorably.

Dinner, Musicals Listed by PTA

A dinner meeting and musical are scheduled by the Parent-Teacher Association of George Mather Forbes School today.

Hostesses are Mrs. Laura Commons and Mrs. Victor Winchell. Mrs. Robert Robbins is in charge of decorations.

The program will include a vocal solo by Miss Caroline Kintz, selections by the instrumental quartet under the direction of Ralph Rozzi, selections by the school orchestra under the direction of Robert Moore, Polish dances by Miss Amella Janiszewska, a vocal duet by Roy Brown and Mrs. Miles Rankin and a piano solo by Miss Emily Burlingame and Miss Muriel Fouts.

Salem to Install Council Members

Salem Evangelical and Reformed Church has elected the following members for a term of three years on the Church Council:

Elders, William H. Brown, Charles Then; trustees, John Cooper, William Deininger, J. Harry Herbert; deacons, Arthur Blank, Arthur Brill, Lester Feldt, Goodwin Lehrer, Harry Salle, Alfred Swansfeger, Charles Van Norman. They will be installed tomorrow at 10:10 a.m.

MISS FLYNN TO SPEAK

Elizabeth Gurley Flynn of New York will be the principle speaker at the Labor Lyceum, Sunday, at 8 p. m. to commemorate the 15th anniversary of the death of Lenin. Her topic will be "U. S. A. — U. S. S. R. — The Centers of World Peace."

Miss Betty Ruby, 358 Clinton Avenue South, came to Loe's Rochester Theater Friday, playing "The Duke of West Point," with Louis Hayward, Joan Fontaine, Alan Curtis and Tom Brown. Get your guest tickets from The Sun.

Peter De Roma, 32 Geneva Street, saw "The Duke of West Point" and "Homeless Bureau" at Loe's Rochester Theater. Call at The Sun for guest tickets.

Rochester's Largest
LINEN
GIFT SHOP
SELLING
OUT SALE
CONTINUES
DON'T MISS IT!
LINEN GIFT
SHOP
337 E. Main St.
Next To National
Clothing Co.

By Way Of Mention

Dr. and Mrs. Henry B. Crawford of Bonnie Brae Avenue, are spending a fortnight in Memphis, Tenn.

Mrs. Grace M. Meade of Park Avenue, entertained at tea on Saturday in her home in honor of Miss Cochrane, daughter of Mrs. George C. Cochrane of Harvard Street, whose marriage to Gerould T. Lane will take place January 28.

Judge and Mrs. A. J. Rodenbeck of Webster and Rochester, will leave for Winter Park, Fla., the latter part of this month. Mrs. Charles C. Beahan of Alexander Street, entertained at luncheon and bridge on Friday at the Century Club.

Mrs. Edward E. Morris of Barrington Street, is spending two weeks at Winter Park, Fla., as the guest of her parents, Mr. and Mrs. Oscar Blebinger, in their winter home.

Mrs. Edwin C. Smith of Sandringham Road, entertained at luncheon and bridge on Monday at her home in honor of Mrs. A. J. Rodenbeck.

Mrs. Thomas E. Lannin of Canterbury Road, entertained at dinner on Tuesday at the Century Club.

Mrs. Bert Bayer, of Wildmere Road, entertained at luncheon and bridge on Tuesday at her home.

Mr. and Mrs. M. Clark Wetmore of Seneca Parkway, entertained at dinner and bridge on Saturday in their home.

Mrs. Charles F. Wray of West Avenue, will entertain the

Magnolia Twig for luncheon on Friday in her home.

Mrs. Gordon C. Baird of East Avenue, entertained the first and ninth branches of the Children's Convalescent Hospital for luncheon on Friday at her home.

Arthur J. Morton of Windermere Road, left Sunday for Oklahoma, where he will remain for several weeks.

Mrs. Phillip G. Hoffman of Seneca Parkway, entertained at luncheon and bridge on Wednesday at her home.

Mrs. William J. Howard of East Avenue, will leave tomorrow for Utica, where she will spend the week-end with her sister, Mrs. Raymond J. Brewer, and Mr. Brewer.

Mrs. Edward A. Stahlbrodt of Magee Avenue, entertained at luncheon and bridge today at the Rochester Club.

Miss Marian Scofield of Hurstborne Road, will entertain the Thursday Club for luncheon on January 20 at her home.

Mrs. Benjamin E. Tilton of Utica and Rochester, entertained informally at luncheon and bridge on Wednesday in her home on North Goodman Street.

Dr. and Mrs. Harvey J. Vary of San Gabriel Drive, entertained their bridge club for dinner on Saturday at their home.

Mrs. Thoms Raines of Darwin Street, entertained the Tuesday Reading Club for luncheon on Tuesday at her home.

Weather Job Attracts 350

One job, 350 applicants. Wotta headache for Jesse L. Vanderpool, local weather pronosticator. Amid his barometers, atmospheric pressure gauges, thermometers and what not, he'll have to pick one—just one—minor weather observer to fill the boots of Pat Malloy who's been transferred—and promoted—to the Elmira Airport.

The job may be called minor, but Jesse's job isn't. 350 people seeking the same position can ask—and answer—lots of questions, but the only questions that count are those on the Civil Service exam papers of Edward Rosenhagen, who announced the deadline for filing applications has passed.

Oh, yes; the job pays \$1,200 a year. There is to make simple observations, keeping records and climbing ladders to duly inspect this instrument 'n' that. One presumes also that the successful applicant must be prepared with the retort courteous whenever some irate citizen demands to know why it didn't rain when last night's daily papers distinctly said it would.

City Purchases Disputed Property

Property in North Washington Street, which has been subject of controversy between city and Bonded Municipal Corporation, has been "bought in" by the city at a foreclosure sale.

No bidders appeared when Deputy Corporation Counsel Max Cohen and Samuel J. Danon offered the property from the Courthouse steps. Cohen thereupon, in behalf of the city, bid \$350 and the sale was closed.

Fred R. Cressman, forget your taxes and join the throng that to Loe's Rochester Theater Friday to "The Duke of West Point." Just drop in at Room 418, Turle Building, and ask for your guest ticket.

GENERAL COUNTY TAXES

Payable in 1939

Monroe County Treasury

Rochester, N. Y.—January 2, 1939. The assessment rolls for the general county tax levied in 1938 and payable in 1939 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 13 of Chapter 441 of the laws of 1938.

FEES WILL BE ADDED AS FOLLOWS:

All of January without fees. February 1st to 25th, inclusive, 1 per cent.

March 1st to 31st, inclusive, 2 per cent.

April 1st to 14th, inclusive, 3 per cent.

After April fourteenth said addition of 3 per cent and also fees and penalties at the rate of 8 per cent per annum.

In case of default a warrant will be issued for the collection thereof according to law.

On August 1st an additional fee of \$1.50 for advertising will be charged. On the 15th day of August a list of all unpaid taxes will be published.

On the 30th day of August all unpaid taxes will be sold, and can be redeemed only by paying advertising and sales charges, with interest.

Office hours—9 A.M. to 5 P.M. Saturdays to 12 M.

It will not be necessary to call bill. Send postal or letter, giving ward, name, lot number and street; 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 1st, but should be paid to the Town furnished by the County Treasurer on request.

CLARENCE A. SMITH
Director of Finance

Walter Folmer To Direct Play

Walter Folmer, well known as an actor and director, will direct "The Dark Tower," which is to be presented at Strong Auditorium on the River Campus, Jan.



Walter Folmer

27 and 28, by the American Association of University Women.

Mr. Folmer believes that this hilarious comedy of stage folks, by Alexander Woolcott and George Kaufman, is one of the finest plays he has read. It is full of dramatic situations and has a mystery that is most unusual in stage literature.

Rochester has been the scene of many of Mr. Folmer's activities. He was director and narrator of Edward Hungerford's pageant in 1934 and will serve in a similar capacity at the World's Fair in New York.

TEACHERS GET NEW JOB

Miss Eleanor C. Slater University of Rochester English instructor, poet biographer and daughter of Prof. John R. Slater, University Department of English head, has been appointed director of the personnel bureau of the American Friends Service Committee in Philadelphia.

Mrs. Irene Held, 157 Mulberry Street, call at The Sun for guest ticket to Loe's Rochester Theater.

SIX ENLISTMENTS IN ARMY

A quota of six, to be filled from a waiting list, has been received by the U. S. Army recruiting office here. The new soldiers, first to be enlisted since November 1, are to include four for the infantry, one for the artillery, and one for the chemical warfare service.

PARTY AND PLAY SET

Ladies' Aid Society of St. Mark's Lutheran Church will give a card party tomorrow at 3 p.m. Prizes will be awarded and refreshments served. Mrs. Irene Holmes is chairman. Seniors of the church will stage a comedy-drama, "For Pete's Sake," Jan. 26-27.

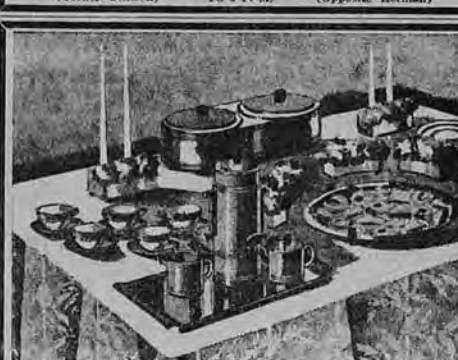
Continued All This Week!

A WHALE OF A SALE

YARD GOODS AND REMNANTS
AT SAVINGS OF 40% TO 50%

M. G. SILK STORE

350 MAIN ST. E. (Corner Stillson) 383 JOSEPH AVE. (Opposite Herman)

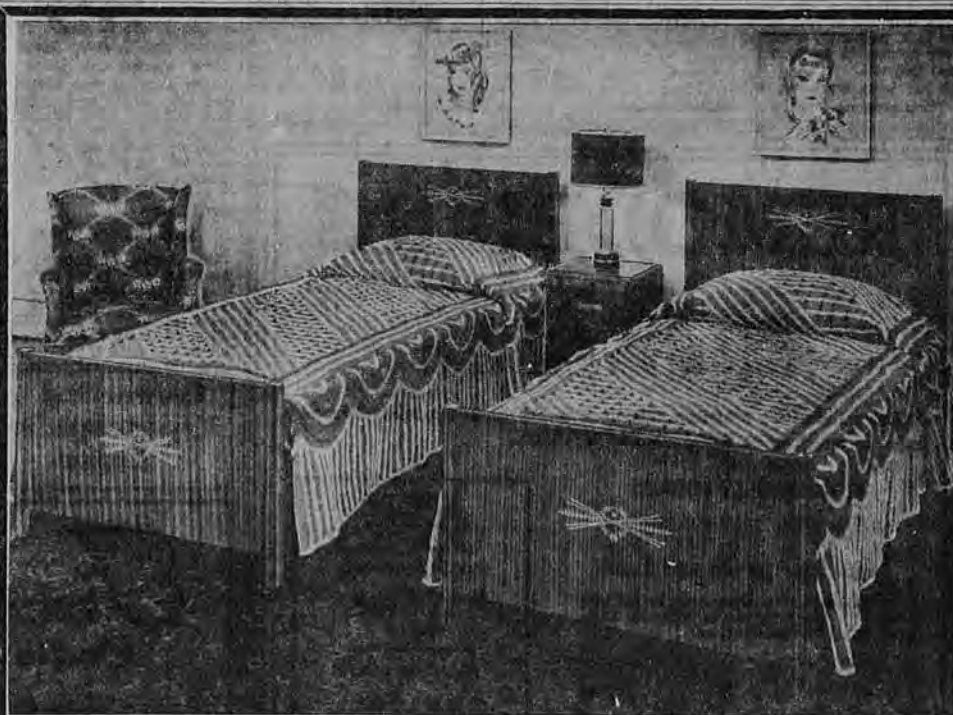


Add Sparkle to Your Parties with Electrical Buffet Equipment

Hot dishes that stay hot, coffee made at the table and kept piping hot without boiling, grilled sandwiches, waffles, toast, or a Welsh rarebit in an electric chafing dish. All these, and other delightful things are possible for the hostess who has adequate electric table equipment.

Rochester Gas & Electric Corp.

89 East Ave. Main 3960



EXACTLY AS PHOTOGRAPHED AT LAUER'S

You'll Sleep Better If You Sleep Alone!
LAUER'S COMPLETE TWIN BEDS
2 BEDS... 2 SPRINGS... 2 MATTRESSES

Sleep alone — undisturbed — one one of these fine Lauer twin beds. Deep healthful comfort will be yours.

\$29.50

TWO BEDS COMPLETE TWIN SIZE

Pitch and toss to your heart's content... You won't disturb your bed partner if you sleep in these Lauer twin beds.

Now you can enjoy the deep, peaceful slumber that only "Twin bed sleepers" know. These splendid Lauer twin beds are priced so low for such fine quality! The beds are simulated walnut 3'3" size... Resilient coil springs... Deep tufted cotton mattresses, 2 beds — 2 springs — 2 mattresses — all for \$29.50! If you are light sleeper... if your bed partner's slightest movement disturbs you... and if you need a good long night of sound sleep, be sure to visit Lauer's tomorrow. See this exceptionally fine set of beds. Buy them—and wake up every morning feeling rested and refreshed... ready for another full day.

50 STATE ST. LAUER'S 50 STATE ST.

AND PLAY SET

Aid Society of St. Theran Church will party tomorrow at 2 p. m. at the church. The church will stage drama, "For Pete's Sake," at 8 p. m.

Week!

MANANTS TO 50% TORE JOSEPH AVE. Opposite Herman



Electrical

at the table grilling sand-arebit in an other delight-ness who has

Corp.

Main 3960

EDS

to your ... You ... bed ... sleep in ... beds.

Independent Ladies Club Elects, Plans Party

Independent Ladies' Benefit Society has elected the following officers: President, Ethel Lee; vice president, Mrs. N. L. Bockus; treasurer, Bertha Retz; financial secretary, Eva W. Dean; guide and companion, Jane Hicks; sentinel, Martha Temp; flag bearer, Mrs. A. B. Ludwig. The organization will conduct a card and bingo party Tuesday, January 24 at L. O. C. F. Hall. Alice Waste is chairman, assisted by Eva Dean, Jane Hicks, Mrs. Ludwig, Laura Jacobs, Marion Welch, Sadie Strong and Ethel Lee.

W H A M Highlights

WHAM HIGHLIGHTS TOWN MEETING OF THE AIR Beginning Saturday, this popular NBC program will be carried by WHAM on Saturdays at 8 p. m. SUNDAY MUSICALS — Sundays, 12:30 p. m. ROCHESTER CIVIC ORCHESTRA — Monday, Jan. 16 3 p. m. GERMAN HOUR — Tuesdays, 7:30 p. m. ROCHESTER PHILHARMONIC ORCHESTRA — Thursday, Jan. 19, 8:30 a. m. MILESTONES IN MUSIC — Saturday, Jan. 11:30 a. m. METROPOLITAN OPERA — Saturdays, 1:55 p. m. Opera for January 21 is Verdi's "Simon Boccanegra". NBC SYMPHONY — Saturdays, 10 p. m. Gilbert & Sullivan Operas — Tuesdays, 8 p. m. DRAMA HOLLYWOOD PLAYHOUSE — Sundays, 9 p. m. THOSE WE LOVE — Mondays, 8:30 p. m. ONE MAN'S FAMILY — Wednesdays, 8 p. m. TRUE STORIES OF STATE POLICE — Thursdays, 7:30 p. m. CRIMINAL CASE HISTORIES — Fridays, 8 p. m. VARIETY PLANTATION PARTY — Fridays, 9 p. m. HANK AND HERB — Saturdays, 7:30 p. m. NATIONAL BARN DANCE — Saturdays, 9 p. m. MAGIC KEY OR RCA — Sundays, 2 p. m. JACK BENNY — Sundays, 7 p. m. SETH PARKER — Sundays, 7:30 p. m. CHARLIE MCCARTHY — Sundays, 8 p. m. CARSON ROBINSON — Mondays, 8 p. m.

Lights and Shadows

By JOHN BURNES

Calendars have nothing to do with an open season in the game of head hunting as it is played in politics. January or July, it makes no difference to those taking pot shots. They fire any time they see the slightest sign of vulnerability in their quarry. And the higher the head the more frequent the shots.

Most frequent target for Democrats and insurgent Republicans is Harold S. W. Mac Farlin, possibly because he holds a dual commission, being

both Commissioner of Commerce and Railways Commissioner.

Mr. Mac Farlin's foes have called him names that would shock the readers of a family newspaper, but apparently he doesn't care what he's called so long as his attackers do not ridicule or lampoon his cherished Department of Commerce. Later he may have the same attitude toward his railways job, but he's too new in that position to have developed an affection such as he holds for the Commerce outfit, which really is his brain child.

Long training in the game of politics has taught Mac Farlin the value of preparedness and his friends declare that he has a whole arsenal filled with ammunition ready for use when he feels that the time has come for him to start shooting.

This ammunition deals chiefly with accomplishments of the Department of Commerce, which governs such municipal undertakings as the Public Market, Subway, Airport and the Port of Rochester. And, speaking of the Port of Rochester, it was Mac Farlin's persuasiveness several months ago that really induced Uncle Sam to decide upon a 150-foot channel in the Genesee River at Charlotte.

Mac Farlin was an advertising man before he entered public life and his flair for publicizing and promoting is held responsible for traffic gains shown by the Subway, for years the forgotten link in Rochester's transportation system.

Recently the Commissioner of Commerce was the target of critics of the system under which the Public Market is operated. Unruffled by these shots, Mac Farlin pointed to a gain of some \$5,000 in net profits during 1938 and the condemnation of more foodstuffs than in any other single year during the market's history. This, according to department attaches, indicates impartial enforcement of market rules.

Another piece of ammunition this in connection with the railways job—is in the Mac Farlin arsenal. It concerns his role as a leader in whittling approximately \$3,500,000 off the valuation originally suggested as the basis for figuring the service-at-cost contract between the city and the Rochester Transit Corporation.

Like the elephant, Mac Farlin never forgets. As a party man through thick and thin—he wrote the Republican platform—he believes there should be a special kind of punishment for those Republicans who fail to keep in step with the organization. And his long memory usually can turn up something that can be used to advantage in confounding his critics.

Edwards COMBINATION OFFER Here's What You Get: ★ 1 Large Size Tube of LIFEBOUY Shaving Cream ★ 1 SHICK Injector RAZOR ★ 1 Package of 8 BLADES ALL 3 FOR 59¢

EDWARDS, Toiletries, Street Floor



ROCHESTER'S THRIFT CENTRE Edwards GREAT JANUARY SALE OF ART GOODS Living Room, Boudoir or Tuck-in PILLOWS VALUES \$1 AND 1.19 79¢

All the latest styles and colors are included in this grand assortment of Kapok filled pillows! We heard that a well known manufacturer was discontinuing this particular line of materials and so, after convincing ourselves of their unusual quality, we swooped up the whole lot at savings we now pass on to you.

69c Fleisher Superior Knitted Worsteds... Hank 50c

For making Afghans, men's sweaters, skating socks and many other items for which you need a heavy yarn.

Reg. 65c Highland Wonder Crepe... 2 oz. 50c

Vele Flaks and Zephyr Nubb. All 3 yards are used for making dresses, blouses, sport jackets and skirts.

35c Fleisher Scotch Sport Yarn... ball 19c

All the new colors! Yarns for making sweaters, shawls, children's wear, Boudoir Afghans, etc.

20c Bucilla Tapestry Yarn... 17c

The best known of tapestry weaves—in all colors. Moth proof. Fast colors. 40 yards per hank.

Consult Blanche De Joge, our knitting instructor who has just returned from New York with New Ideas!

69c Highland ANGORA... 1/2 oz. 59c

Now being used for mittens, scarfs, hoods, trimmings, and for baby wear. Plenty of all colors.

69c Fleisher 2-ply French ANGORA... Hank 59c

Widely used at present for sweaters, blouses, scarfs and trimmings. White and colors.

BAR HARBOR SETS and MANY-WAY PILLOWS

1.98 Values, ca. 1.19

Full size 2-pc. Bar Harbor Sets of fast color chintz and cretonnes.

Reg. \$1 Pr. Stamped Pillow Cases... 57c

Another unbelievable price in this January Sale. Beautiful stamped pillow cases you'll be proud to put on your bed.

29c Stamped Linen Tea Towels... ea. 19c

Equally stamped in simple design. For your best china! Colored toweling or plain white.

Fancy Boudoir Pillows... ca. 39c

Made from fast-color bedspread materials... Kapok filled—bound with cord.

REG. \$1 IMPORTED NEEDLEPOINT REG. 1.00... 79c REG. 1.98... 1.50 REG. 2.75... 1.98 REG. 3.98... 2.98

JANUARY Clearance SALE 500 prs. Walk-Over and Foot-Rest SHOES FORMERLY 6.75 and 7.50 3.85

Shoe values in step with your budget. Marvelous savings in quality shoes that shatter another popular belief—that you can't be in the height of shoe style and expect foot comfort and health! These nationally famous shoes are Edward-Exclusives.

SUEDE — GABARDINES — KIDS PUMPS — TIES — OXFORDS — STRAPS BLACK — BROWN — BLUE — WINE ALL SIZES BUT NOT IN EVERY STYLE EDWARDS, New Shoe Shop, Third Floor



SAVE \$10 Edwards Exclusive Super Scot-tex Fleece CASUAL COATS 14.95



Warm, sturdy SUPER SCOT-TEX FLEECE laughs at wrinkles, defies moisture, say's "no" to dust. Yet, is so light, soft and pliable it lends itself perfectly to the slim lines and soft details of the season's coat mode. Five grand styles... many with new dropped armholes that slide with ease over bulky suit jackets. WOMEN'S SIZES 38-46 MISSES' SIZES 12-20 NOTE THESE FEATURES: Moisture, Dust and Wrinkle-proof. Warm yet Light in Weight. Bulklessly Interlined. Perfect Fitting Sizes.

SAVE \$23 on a NEW 1939 PHILCO RADIO REGULAR PRICE \$103 NOW 79.95 ONLY INCLUDING PHILCO TRIPLE SAFETY AERIAL CHECK THESE BIG PHILCO FEATURES: 10 Tube Performance, Balance Field Cathedral Speaker, Eight Electric Push Buttons, Foreign Station Names on Dial, Variable Bass and Treble Control, Noise Excluding Signal Amplifier, Robot Tuner, American and Foreign, Philco Safety Aerial, Beautiful Spinnet Cabinet, Inclined Sounding Board, Big Philco High Efficiency Tubes, Police Short Wave, Guaranteed by Philco & Edwards. \$5 DOWN EASY TERMS FREE On Balance Delivery Within 100 Miles of Rochester. DON'T BUY ANY RADIO UNTIL YOU SEE THIS BIG BARGAIN AT Edwards RADI0 SHOP TELEPHONE STONE 2300

Say you saw it in the Sun.

BINGO
EVERY SUNDAY NIGHT
BETH JOSEPH
1150 St. Paul St.
ALL CASH PRIZES
20 Games—25c 8:30 P. M.

HIGH QUALITY GUARANTEED!
Miller's SPECIAL Long-Burning Hard
COAL Per Ton \$10.65
EGG STOVE NUT
• Pea \$8.75—Bkwt. \$7.75—Rice \$6.75 •
H. G. & E. **COKE** None \$9.05
DRY AND DUSTLESS Better
GEN. 20 Quality and Finest Service Since 1912
Yards and Office at 500 West Ave.

ARDEAN R. MILLER

**FOR COMPLETE SATISFACTION
TRY CLARK'S**
Famous for fresh meats, poultry and nationally advertised
Groceries at the lowest prices in the city.

CHICKEN'S
Buy What You Want Of The Cuts You Prefer
Breasts lb. 39c Giblets lb. 19c
Legs lb. 37c Necks lb. 15c
Wings lb. 23c Livers lb. 45c

OYSTERS 35c qt.
Direct from the
oyster beds.
BEEF ROASTS 16c lb.
Cut from U.S.
Inspected
young steers.
FOWL 19c lb.
2 1/2 to 3 lb. average.
For Thanksgiving or
Xmas.

PORK 15c lb.
Fresh Corn Fed
PORK
PICNICS 15c
Tenderized Short Shank
Smoked ARPEAKO
Hot or cold.
Without par-boiling.

CLARK'S MARKETS
600 Jefferson Ave.
Cor. Bartlett St.
Gen. 1417
FREE PARKING
At Both
Stores
906 N. Goodman St.
Cal. 4878

Monroe Ave.
At The
Twelve
Corners



Rochester's
Favorite
Dining Room

SUNDAY DINNER at THE CHATEAU

Is more than just the finest meal you ever ate... it is a de luxe dining experience you'll long remember. Every bit of food you eat is personally selected from the market's choicest offerings and expertly prepared by Rochester's most famous master chefs. Such a wide variety of fine foods, your choice is made extra easy.

A Fine Orchestra... A Gorgeous Floor Show Add To Your Entertainment

MAKE NEXT SUNDAY YOUR SUNDAY AT THE CHATEAU

Delicious Full
Course
Steak Dinners
\$1.50

\$1.00 Per Person



Home Bureau Institute

BY MARIETTA Z. DICKERSON
Rochester Home Bureau clubs are awaiting the annual mid-winter institute at the headquarters, 150 North Plymouth

Thursday, January 26, and Friday, January 27. At that time there will be exhibits of the various activities which are studied throughout the year on the unit club program.

Thursday at 1:30 p. m. Miss Irene Muntz, of the Rochester Gas and Electric Company, will give a cookery demonstration at bureau headquarters. At 7:30 p. m. Miss Florence Wright, extension professor from Cornell University, will give a lecture demonstration on the "Selection and Care of Upholstered Furniture." The lecture will be repeated Friday at 1:30 p. m.

Miss Wright will demonstrate two room schemes showing how to combine colors and patterns. Other points she will cover include the combination of different styles of furniture, interior construction shown through actual pieces of furniture, and selecting furniture for comfort, or fitting the chair to the body.

Mercy Students To Give Drama

"Anne of Green Gables," a three-act play, will be presented by senior thespians of Our Lady of Mercy High School January 30-31 at Aquinas Auditorium.

The title role will be played by Rosemary Tierney. Jane O'Brien will be cast as Marilla Cuthbert. The Aquinas graduates, Earl Kinsella and Arthur Prince, will play Gilbert Blythe and Matthew Cuthbert, respectively.

Preceding the play, a dance will be staged under the direction of Miss Nan Heinrich, in which thirty-two members of the senior thespian group will participate. At the close of the dance routine, Anne Shirley will render a solo.

POLICEMEN CELEBRATE

Policemen appointed to the force in January, 1931, held their "Eighth year party" in the Locust Club last week. Officers elected were: President, Milton Curtis; secretary, Elmer Clar; and treasurer, John Foubister.

The Way To A Man's Heart

BY IRENE MUNTZ

Dates just seem to hit the spot as a winter confection. We stuff them and serve them on the plate along with our Christmas candies. They are delicious ingredients for four favorite nut bread recipe and appear frequently as brown islands on our steaming bowls of morning cereal.

There are endless uses for them in the dessert line. Chopped and arranged in a baked pie shell and then topped with a creamy filling and a meringue they are served as date cream pie. Cranberry tarts just can't appear at their best without them and date cakes and tarts are famous ways to a man's heart.

Next time you want a quickly prepared and delicious dessert try this date crumble.

DATE CRUMBLER
Temperature 350 Degrees F
Time 45 minutes.

2 eggs
1 c granulated sugar
1 c chopped nuts
1 c baking powder
1 c chopped dates
Beat eggs until thick and light. Beat in sugar and when dissolved add remaining ingredients. Spread on a pie plate or shallow square pan and bake in a preheated oven. Serve with plain cream, whipped cream or custard sauce.

You'll like these cookies to serve at your next tea party or bridge. Men like them as well as women, so if you're planning on saving any for a party, perhaps you'd better make an extra pan for the family to enjoy.

NUT AND DATE STICKS
Temperature 350 Degrees F
Time 25 minutes.
1 c shortening
1 c confectionery sugar
1 c salt
1 c sugar
1 c walnuts, chopped
1 c all-purpose flour
1 c dates, chopped
1 c vanilla

Combine shortening, sugar and nut butter in a bowl. Add the flour, salt and vanilla. Mix thoroughly. Roll into sticks and bake in a preheated oven. Serve with plain or whipped cream.

This is a grand dessert to use in an oven meal combination. If your menu should require an hour's cooking it won't hurt the pudding a bit to stay in the oven the extra 15 minutes. Or if your meal requires a hotter temperature, this dessert will adapt itself nicely to any degree up to 425 degrees F.

Anyhow try these desserts with dates and enjoy good eating.

New Repellent Finish Prolongs Fabric Freshness

A marked advancement in prolonging the freshness of fabrics has been accomplished with the development of a durable repellent finish which the du Pont Company has just made available to textile manufacturers.

Announced briefly last year it is now on the market under the name "Zelan," and its value to the consumer was recently demonstrated at an exhibition in New York City, where actual tests of its properties were conducted by technical representatives of the Fine Chemicals Division of the du Pont Company.

KEEPS CLOTHES YOUNG
This "Fountain of Youth" treatment for fabrics, which was discovered in the laboratory of the Imperial Chemical Industries at Manchester, England, has been developed in America after years of laboratory research by du Pont chemists in collaboration with English chemists.

As described at the New York demonstration by Dr. Samuel Lenher, technical manager of the Fine Chemicals Division of the du Pont Company, the new finish is far more than a water-repellent finish. "Dresses, coats, hosiery and draperies treated with 'Zelan,'" he said, "not only resist spotting by mud, drinks, ink and common stains, but retain their original freshness longer and are more easily cleaned."

Previously the durability of water-repellent finishes and their degree of repellency have been limited. Dr. Lenher pointed out, as garments made up from fabrics treated by the older processes would lose their effectiveness when laundered or dry cleaned. "Zelan," it was demonstrated, maintains its effect through repeated laundering and dry cleaning.

VARIED PROPERTIES
In its application, the weave, color and draping qualities of the fabric are not impaired. In

addition to being highly water-repellent, the finished fabrics are very soft and porous to air. Hence the finish is especially valuable for wearing apparel of all kinds, from intimate garments to outer clothing, since the fabrics can breathe and give proper ventilation to the body.

This new finish is applied equally well to cotton, rayon and silk fabrics. Tests have shown that it is not only resistant to repeated washings and dry cleaning, but also has remarkable resistance to weathering and exposure on cotton fabrics. It is said to impart to viscose rayon fabrics some of the wet strength characteristic of acetate rayon.

FINISHING PROCESS
Materials treated with "Zelan" can be advantageously used in such garments as women's afternoon and evening dresses of silk and rayon, cotton house dresses, children's play suits, raincoats, golf and skiing jackets, hunting and riding clothes, uniforms and men's summer suitings.

House furnishings mentioned include curtains and draperies, slip covers, upholstery and shower curtains. The finish is best applied to fabrics by the textile manufacturer as a finishing process. It is not suitable for use on finished garments as its proper application requires equipment which is available only in well equipped textile plants.

A marketing plan has been worked out to assure the buyer of "Zelan" treated fabrics that the treatment has been correctly applied. Labels have been designed to identify such fabrics and garments and the use of these labels by the finisher will require a preliminary testing and approval of the effectiveness and durability of the finish by the Better Fabrics Testing Bureau of the National Retail Dry Goods Association.

'Big Shots' Aid Police Ball

"Pull over to the curb! Where's the fire? Now don't tell me; let me guess; you were only going thirty, weren't you?"

If you've ever heard these remarks—and who hasn't?—you won't remember 'em, come Valentine's Day, for all the city's officers will lay aside their blue coats and become the regular guys that they are when the Policemen's Benevolent Association stages its first police ball in the last eight years.

Tommy Dorsey, who lives a mean groove, and Charley Silverstein, who can swing a hot sax himself, will play alike for jitterbugs and those who prefer the more sedate dances.

Tickets? Of course you know where to get 'em. Committees? Well, Bill Miller, deputy chief, is chairman of the Association and these well known and upstanding "big shots" are working with him:

Carl S. Hallauer, chairman. Herbert J. Winn, Sol Heumann, Herbert W. Bramley, Frederick Lindner, Harry Hoeghn, John P. Boylan, George C. Donahue, Frank J. Smith, Harry B. Crowley, Lester A. Casler, Edward J. Doyle, L. R. Blanchard, William Haggard, David E. Kessler, William Fay, Gunnar O. Wieg, Gordon Brown.

John Burns, William Cadoret, Jay Golden, Lester Pollock, Chester Fennessy, Howard Carroll, Charles Freeman, Louis Levitch, Harold Niebuhr, Edward Stahlbrodt, Joseph P. MacSweeney, John F. Uffert, Christopher D'Amanda, Thomas Grierson, Donald A. Dalley, John W. Jar-dine, R. Leighton Ordley, James E. Gleason, Herman J. Norton, Arthur Lochte and Bernard E. Finucane.

Bank Employees, Students To Debate Pump Priming

Should the government quit spending money? Well, it's a cinch that the debate tonight twice the Rochester Chapter of the American Institute of Banking and U. S. students will go to town on that one. The subject is "Resolved: That the Federal Government Should Cease Spending Public Funds for the Stimulation of Private Business."

Naturally, the bank employees are taking the affirmative, which leaves Alan Valentine's boys nothing to do but take the negative. P. S. The arguments will be heard in lower Strong Hall, River Campus.

DAILEY RENOMINATED

Donald A. Dailey, Monroe County Democratic chairman, has been renominated by Governor Lehman to the state hospital board of directors.

Charles L. Warbur, 281 Avila Street, when you finish your job at Kodak Park, come to The Sun for a great ticket to "The Duke of West Point," starring Louis Hayward, Joan Fontaine, Alan Curtis and Tom Brown, and "Home Sweet Home" with Bruce Cabot and Rita Hayworth, both playing at Low's Rochester Theater.

MOHICAN
WEEK-END SPECIALS
RED RIPE DELICIOUS
STRAWBERRIES
Rushed To The Mohican Direct From Florida's Sunny Climate
14c PT.
A REAL LOW MOHICAN PRICE!
Mohican Pineapple, Raspberry and Cinnamon
BUNS LOTS OF ICING EXTRA RICH doz. **12c**
TANGY SEA FRESH
OYSTERS qt. **29c** Solid meals and fresh from inspected beds.
Another Typical Mohican Bargain

DRASTIC MARK-DOWNS
IN OUR ANNUAL
MID - WINTER CLEARANCE
SAVINGS TO 50%
A FEW OF THE MANY VALUES
Boys' and Girls' All Wool Camps **COATS** Values to \$7.95 **\$3.84**
Ladies' Suede Leather **JACKETS** Reg. to \$7.00 **\$4.74** All Colors
MEN'S ROBES Wool Values to \$6.00 **\$3.84**
BOYS' TOWELS Reg. 79c **39c**
Ladies' Wool **SWEATERS** Val. to \$5 **\$2.19**
Men's Wool **SWEATERS** McGregor and Melgram Values to \$3.50 **\$1.64**
Ladies' and Men's **SKI JACKETS** Values to \$7.95 **\$3.84**
Ladies' Wool **SKIPPANTS** Values to \$3.50 **\$2.34**
Men's Wool **SWEATERS** McGregor and Melgram Values to \$3.50 **\$1.64**
Ladies' and Men's **SKI JACKETS** Values to \$7.95 **\$3.84**

THE SPORT SHOP
OPEN 126-128 SOUTH CLINTON AVE.
NEXT TO LOEW'S THEATRE—FREE PARKING

WHY PAY MORE - BUY THE BEST For LESS
HARD COAL SURE FIRE
EGG STOVE NUT **\$9.70**
PEA COAL \$8.25
DOMESTIC DUSTLESS COKE **\$8.50**
HARD COAL Pennsylvania's Finest
EGG STOVE NUT **\$10.65**
Pea Coal \$8.75
Buckwheat \$7.75
Rice \$6.75
LAKE COAL & COKE CO. 255 LYLELL AVENUE
CALL GLEN 538-537

**FINEST BUTTER
MONEY CAN BUY!**
CERTIFICATE OF QUALITY
United States Department of Agriculture
Land O' Lakes Butter
EVERY PACKAGE OF
LAND O' LAKES
BUTTER CONTAINS
U.S. GOVT. CERTIFICATE OF QUALITY!
One Pound Roll
29c lb.
Wegmans

DRASTIC CLEARANCE - ALL ODDS AND ENDS
To Be Sold Regardless Of Cost Or Former Selling Prices. — Thurs., Fri., Sat., — OPEN EVENINGS TO 9 P. M. Hurry! Save!
INNER SPRING MATTRESSES
All Sizes Genuine \$12.95 Value **\$6.95**
USE YOUR CREDIT
4 POSTER WALNUT BEDS
Regular \$7.85 Save Almost Half. **\$4.00**
SAVE UP TO 50%
OCCASIONAL CHAIRS
Reg. \$6.95! Yes, that's right! **\$2.75**
NO MISTAKE
In this advertisement. These are actually the reductions we have made.
COTTON MATTRESSES
All Sizes. Almost Half price. Reg. \$9.95. **\$3.95**
CONGOLEUM 9x12 RUGS
Nationally Famous. Reg. \$4.75. Patterns for every room. **\$2.89**
EASY TERMS
5-Pc. UNPAINTED BREAKFAST SETS **\$5.95**
Table & chairs. Formerly \$9.95.
BUY NOW & SAVE!
3-Pc. WALNUT BEDROOM SUITE
Reg. \$69.50 **\$33**
2-Pc. TAPESTRY Living Room SUITE
Reg. \$69 **\$30**
MAJESTIC FURN. CO.—204 COURT ST.

Friendship Class Elects New Staff

Friendship Class of First Church of Christ, Disciples, Monroe and Amherst at the church. Mrs. George H. Smith, teacher, will be in charge.

The following officers have been elected for the 1939: Mrs. Harriet Walker, president; Mrs. Sara Dowson, vice-president; Mrs. Clara Cross, secretary; Miss Clara Pickering, treasurer.

COAL Pennsylv. \$8.95
Egg-Stove-Nut
ACE COAL CO.—COKE \$8.50 Stone 3338
133 Hudson Ave.
ACE HI—SHINY HARD COAL 9.70

FOR 3 DAYS ONLY
PHOTO SPECIAL
4 Lovely Portraits For Only \$1.95

3 Large 8 x 10 Size Portraits and A Beautiful Miniature Photo Included
A Genuine \$3.00 Value
This offer for Thursday, Friday and Saturday Only. Price returns to \$3.00 on Monday morning.

Neisner's PHOTO STUDIO
MAIN FLOOR
200 MAIN ST. E.

SPORTS

By JOHN BURNS

Baseball has given Oscar Roettger, coach of the Red Wings through the last two seasons, a new deal. Oscar has been appointed manager of the Durham club of the Piedmont League and his many friends in Rochester wish him success.

As boss of the Durham outfit, which is a link in the Cincinnati farm system, Roettger will be working for and with two of the game's really likeable personalities — Warren Giles, general manager of the Cincinnati club, and Paul Florence, president of the Durham organization.

Always easy on the temper and disposition of his associates, Roettger should go to town in the Piedmont loop, because, in addition to his natural affability, he owns real baseball ability.

When Roettger was manager of the Montreal Royals, he had a series of experiences that should fit him for such hardships as are incidental to bossing a team in a circuit where some of the bus jumps are more than 400 miles. And Oscar has the faculty of turning hardships into jokes, especially if he happens to remember the spring when he was compelled to serve as manager, groundskeeper, ball shagger and trainer for the Royals, as well as press correspondent for half a dozen English and French newspapers.

Roettger's major league career might have been prolonged if the late Wilbert Robinson had been able to spell his name. It happened when Oscar was a young outfielder with the Brooklyn Dodgers, then in the height of their daffy days.

Robby had planned to start Roettger in the outfield, but when the official scorer came around to get the Brooklyn lineup Uncle Wilbert's limitations as an orthographer sentenced our Oscar to a place on the bench.

"We'll go the same as yesterday," Robby told the scorer, "except Vance will pitch and Rot—Rot—that new outfielder—will play right field."

"How do you spell that outfielder's name?" asked the scorer.

"It's R-o-t, hell, I can't spell it," sputtered Robby. "Put Jones in right field."

There had been talk that Roettger would follow Ray Blades to St. Louis as a coach for the Cardinals, but the front office at St. Louis apparently voted for the retention of Buzzy Wares, whom Oscar would have replaced.

Mrs. C. W. Beckman, 610 Thurston Road, sec. "The Duke of West Point," starring Louis Hayward, Joan Fontaine and Tom Brown, and "Homicide Bureau" with Bruce Cabot and Rita Hayworth, at Low's Rochester Theater Friday. Call at The Sun for guest ticket.

MAIN NEAR CLINTON **Go first to Neisner's** 5c to \$1.00 Stores

DOLLAR DAY SHOE VALUES!

WOMEN'S SMART \$2.00 AND \$3.00 FOOTWEAR
ALL SACRIFICED AT THIS GIVE AWAY PRICE
BLACKS - BLUES - BROWNS - GREYS - TANS

ALL STYLE HEELS SALE
WIDTHS AA to D SALE
PUMPS STRAPS OXFORDS SALE
ALL SIZES BUT NOT IN EVERY STYLE SALE

PLENTY OF PATENTS KIDS - SUEDES
TAN SADDLE OXFORDS - WITH SPORT SOLES
BETTER HURRY FOR BEST SELECTION FRIDAY, SATURDAY
SPORT OXFORDS \$2.00 Value!

HIGH HEELS SALE
CUBAN HEELS SALE
LOW HEELS SALE
COLLEGE HEELS SALE
FRIDAY SATURDAY

BOY'S AND GIRL'S SCHOOL OXFORDS With Leather Or Crepe Rubber Soles
Long Wear Leather Soles
SALE PRICE \$1.00
SIZES TO LARGE 3
MEN'S Good Solid LONG WEAR WORK SHOES With Compo Soles - Heels
ON SALE FRIDAY AND SATURDAY ONLY! \$1.00
SIZES 6 to 11

THE MIRACLE MARKET

694 LAKE AVENUE

LIFEBUOY SOAP
5 BARS FOR 19c
WHAT A PRICE!

Compare These Prices On Coffee With What You're Paying Now!
MAXWELL HOUSE
2 LBS. 47c
CHASE & SANBORN 22c lb.

SNIDER'S PEAS
Large No. 2 Can
10c
Midget Sifted—Reg. 19c
Save 9c a Can

Bring This Coupon!
SWIFT'S OR VAN CAMP
EVAPORATED MILK
4 TALL CANS 19c

Everything In Fresh FRUITS & VEGETABLES
U. S. No. 1—Reg. 35c
Potatoes, pk. 29c
Sno-White Mushrooms, lb. 21c
Fresh Crisp Green Beans lb. 10c
Fancy No. 1 MacIntosh Apples, 6 lbs. 25c
Fresh Strawberries 2 Pts. 29c

APPRECIATION Sale

When we opened the Miracle Market not quite two months ago... we promised values such as you'd never seen before. We knew you'd like us... but your enthusiasm has far exceeded our fondest hopes. In just this short time, Miracle has become the headquarters for thousands of shoppers... and this sale of super-values is to express our appreciation and good will.

Quality **BEER and ALE** Full 12 Oz. Bottle 5c Plus Deposit
DIAMOND CRYSTAL SALT Large Box Reg. 10c Each 2 for 11c

Delmonte GRAPEFRUIT 3 Large No. 2 Cans 25c
WAX PAPER 125 Ft. Roll 11c
Domino **SUGAR** 41c 10 LB. BAG 15c
Large **RINSO** 13c French's Black Pepper, 4 oz. Can 10c
Combination 56c Combination 23c Combination 38c

KRAFT'S MACARONI DINNER Come In And Taste It! 2 for 25c
HERSHEY'S COCOA 2 lbs. 19c
BAKING CHOCOLATE 1-2 lb. 9c
CLUB CRACKERS 2 Pkgs. 25c
BISQUICK 2 Large Boxes 49c

We Carry Full Line of CANADA DRY PRODUCTS Large Bottle 15c, Plus Dep.
ALL FLAVORS GENESEE SODAS 3 FOR 25c Plus Deposit
GRADE "C" EGGS... Doz. 21c
Pure Whole Milk CHEESE Lb. 19c
REAL SHARP CHEESE Lb. 31c
IMPORTED ROQUEFORT Lb. 39c

NO LOWER PRICES ANYWHERE
Because We Will Meet Or Beat Any Advertised Prices In The City!
FREE DELIVERY ON ORDERS OF \$3.00 OR MORE
OPEN UNTIL 9 P. M. FRIDAY AND SATURDAY EVENING

Nothing But the Best MEATS
Fresh Cherrystone **CLAMS** 90c DOZEN 1c EACH
Pure Pork **COUNTRY SAUSAGE** Pound 19c
MILK FATTED YOUNG—4 POUND AVERAGE 22c
ROASTING CHICKENS 17c
ARPEAKO TENDERIZED SHORT SHANK SMOKED PICNICS 17c
Boil or Bake Without Parboiling
FRESH CORN FED—RIB END PORK LOIN ROASTS 15c
CHUCK AND SHOULDER BEEF ROASTS 16c
Cut From U. S. Inspected Young Steers
All You Want of Fresh Chicken Cuts
Chicken Legs... lb. 37c Chicken Wings... lb. 23c
Chicken Breasts... lb. 39c Chicken Necks... lb. 15c
Chicken Livers... lb. 45c Chicken Giblets... lb. 19c
Fresh Strawberry **PIES** Made From Luscious Blue Berries 24c each
Crisp, Golden Brown **CORNTOP BREAD** 5c loaf
Almond Danish **BUNS** Also Peach, Orange, Coconut and Others 23c doz.

FIVE STORES IN ONE

Mrs. John Redmond, 419 Lake Ave. Avenue, call at The Sun for guest ticket to "The Duke of West Point," starring Louis Hayward, Joan Fontaine and Alan Curtis, playing at Loew's Rochester Theater Friday. Call at 419 Burke Building for guest ticket.

Miss Shirley R. Jacobs, 1 Regent Street, Loew's wants to see you, Loew's Rochester Theater playing (beginning Friday) "The Duke of West Point," starring Louis Hayward, Joan Fontaine, Alan Curtis and Tom Brown. Just drop around to The Sun and receive your guest ticket.



ESCAPE WINTER AUTO WORRIES

- TIRES
- HEATERS
- PRESTONE
- BATTERIES
- SKID CHAINS

At Unit Parts you can get all the winter driving accessories and services you need... right away... on Rochester's easiest credit terms.

UNIT ROCHESTER PARTS CORPORATION
1185-1223 MAIN ST. E. CULVER 250

MEN'S CLASS TO MEET

The Men's Class of Salem Evangelical and Reformed Church will celebrate its 20th anniversary with a banquet, January 25, at 8:30 p. m. The Rev. F. Frankenfeld, former pastor and founder of the class, will speak.

Say you saw it in the Sun

Nazareth Guild To Have Tea

Outstanding event of the year for members of the Nazareth College Guild will be a tea to be given Sunday afternoon, January 29, at the college. Guest of honor at the affair will be Bishop James E. Kearney.

Mrs. Frank J. G. O'Connor will serve as general chairman of the event, assisted by Mrs. Louis C.

Hock, president of the guild.

Serving on the various committees will be: Reception, Mrs. Frank S. Gottry; refreshments, Mrs. John H. Odenbach and Mrs. Frank S. Burgett; decorations, Mrs. Frederick H. Lintz; music, Mrs. Anthony W. Fromen and Mrs. Donald A. Byrne, and tickets, Mrs. William M. Molloy.

JOB ON COLLEGE PAPER

Raymond G. Okolowicz, son of Mr. and Mrs. Dominick Okolowicz, 214 Weaver Street, is one of 39 Syracuse University freshmen retained on the editorial staff of The Daily Orange, undergraduate daily newspaper.

Mrs. Lorraine Anderson Angeline, 9 Superior Street, The Rochester Sun wants you to be its guest at Loew's Rochester Theater to see "The Duke of West Point." Just call at 419 Burke Building for guest ticket.

Playgrounds Directors Set Date for Shindig

"Old Home Week" will be celebrated by Rochester playgrounds directors Friday, January 27, 8 p. m., at Trinity Hall. Members from Albany, Buffalo, Cold Water and way points are expected to attend.

Chief gladhanders will include Robert Bernhardt, Jim Fowle, Chester Leake, Raymond Satterly, Pat Slavin and Gertrude Hartnett. Urban Schneider and Mary Manning will direct the floor show. Norman Up and Rock Pagnella will join the throng for this 'n' that. Tickets can be had from Margaret McCann, City Parks Department.

LOW WINTER PRICES ON BIRD ROOFING & SIDING

Spring Is Just Around The Corner. — Place Your Order Now and Save

PHONE FOR
FREE
ESTIMATE
MAIN 1786

**KEMP ROOFING
COMPANY**

331 MAIN ST. W.

TERMS
\$5 A MONTH
NO DOWN
PAYMENT



PIONEER

PENNSYLVANIA HARD

COAL

STOVE-
NUT-
EGG-
\$970
TON

PHONE MAIN 815

PIONEER COAL CO.

Office & Yard, 302 Exchange St.

A FUEL

You'll Agree
That Is Unequalled
In VALUE

PEA COAL \$8.25
RICE COAL \$6.55
BUCKWHEAT \$7.60

COKE Store or Nut \$8.50

SUN ADVERTISERS

GIVE YOU
MORE
FOR YOUR MONEY

That is why more than 74,000 able-to-buy Rochester families look for the SUN at their door every Thursday afternoon... and because they do... leading Rochester merchants expect (yes, and get) consistently outstanding results from SUN advertising.

Tealks
LAUREL
STERLING RANGE CORP.
CLARK'S SHOES
GENESEE VALLEY TRUST COMPANY
Neisner's
Burke's Furniture Factory
WEBBER'S MEN'S SHOPS
DAW'S CUT-RATE DRUG STORES
KEMP
ARDEAN R. MILLER
L. ITKIN DR. GOODS
THE MIRACLES
LOVE'S BURKE'S
UNIT ROCHESTER PARTS CORPORATION
INDEPENDENT GAS AND OIL CO.
ROCHESTER JOBBING HOUSE
MAJESTIC FURNITURE COMPANY
PIERCE CITY DELIVERY
ROCHESTER CURTAIN SHOP
HOWE & ROGERS
MESELTIRE
KIENER'S
SCHUDT'S MARKET
BERGHASH
CLARK'S MARKETS
STEPHENS
ROCHESTER DIVIDENDS
STANDARD BREWING CO., Inc.
GOODRICH FURNITURE CO.
M. G. SILK STORE
CLINTON COATS, DRESSES, GOWNS
LIVADAS BROS.
MOHICAN FOOD MARKETS
CHATEAU
CHAMPION KNITWEAR CO.
CUTALI RESTAURANTS
STRAND
C. W. CLAUS Inc.
McFarlin Clothing Co.
ROEBUCK and Co.
GRANT CO.
OUTFITTING CO.
PEOPLE'S STORES
DRUG STORE
KEY
LAKE COAL & COKE CO.
RINSO
KLASS FURNITURE CO.
CHARTER'S
EDWARDS
WEGMAN'S
HUNTER
CHENECA
INEN GIFT SHOP
CHASE GARDEN STORE
CITY TYPEWRITER
J. & THOMPSON
BOND CLOTHES
SIEBERTS
BATTY & DUHAM
PAINE & LINDSAY
WELLS
WELLS & FISHER'S
INCOLN'S
SAGAMORE HOTEL
SUMMIT OPTICAL CO.
ROCHESTER GAS & ELECTRIC CORP.
PAULS CURTAIN SHOP
JORDAN
FRANK A. RIVERS CO.
MURRAY'S BEAUTY SALON
ROSE FORTUNA
BRIGHTON PLACE DAIRY
DAW'S CUT-RATE DRUG STORES
SCOTT'S MEN'S SHOPS
SHAFER CO.
LIBERTY COAL CO.
WHAM CO.
ROCHESTER DIVIDENDS
STANDARD BREWING CO., Inc.
GOODRICH FURNITURE CO.
M. G. SILK STORE
CLINTON COATS, DRESSES, GOWNS
LIVADAS BROS.
MOHICAN FOOD MARKETS
CHATEAU
CHAMPION KNITWEAR CO.
CUTALI RESTAURANTS
STRAND
C. W. CLAUS Inc.
McFarlin Clothing Co.
ROEBUCK and Co.
GRANT CO.
OUTFITTING CO.
PEOPLE'S STORES
DRUG STORE
KEY
LAKE COAL & COKE CO.
RINSO
KLASS FURNITURE CO.
CHARTER'S
EDWARDS
WEGMAN'S
HUNTER
CHENECA
INEN GIFT SHOP
CHASE GARDEN STORE
CITY TYPEWRITER
J. & THOMPSON
BOND CLOTHES
SIEBERTS
BATTY & DUHAM
PAINE & LINDSAY
WELLS
WELLS & FISHER'S
INCOLN'S
SAGAMORE HOTEL
SUMMIT OPTICAL CO.
ROCHESTER GAS & ELECTRIC CORP.
PAULS CURTAIN SHOP
JORDAN
FRANK A. RIVERS CO.
MURRAY'S BEAUTY SALON
ROSE FORTUNA
BRIGHTON PLACE DAIRY
DAW'S CUT-RATE DRUG STORES
SCOTT'S MEN'S SHOPS
SHAFER CO.
LIBERTY COAL CO.
WHAM CO.
ROCHESTER DIVIDENDS
STANDARD BREWING CO., Inc.
GOODRICH FURNITURE CO.
M. G. SILK STORE
CLINTON COATS, DRESSES, GOWNS
LIVADAS BROS.
MOHICAN FOOD MARKETS
CHATEAU
CHAMPION KNITWEAR CO.
CUTALI RESTAURANTS
STRAND
C. W. CLAUS Inc.
McFarlin Clothing Co.
ROEBUCK and Co.
GRANT CO.
OUTFITTING CO.
PEOPLE'S STORES
DRUG STORE
KEY
LAKE COAL & COKE CO.
RINSO
KLASS FURNITURE CO.
CHARTER'S
EDWARDS
WEGMAN'S
HUNTER
CHENECA
INEN GIFT SHOP
CHASE GARDEN STORE
CITY TYPEWRITER
J. & THOMPSON
BOND CLOTHES
SIEBERTS
BATTY & DUHAM
PAINE & LINDSAY
WELLS
WELLS & FISHER'S
INCOLN'S
SAGAMORE HOTEL
SUMMIT OPTICAL CO.
ROCHESTER GAS & ELECTRIC CORP.
PAULS CURTAIN SHOP
JORDAN
FRANK A. RIVERS CO.
MURRAY'S BEAUTY SALON
ROSE FORTUNA
BRIGHTON PLACE DAIRY
DAW'S CUT-RATE DRUG STORES
SCOTT'S MEN'S SHOPS
SHAFER CO.
LIBERTY COAL CO.
WHAM CO.
ROCHESTER DIVIDENDS
STANDARD BREWING CO., Inc.
GOODRICH FURNITURE CO.
M. G. SILK STORE
CLINTON COATS, DRESSES, GOWNS
LIVADAS BROS.
MOHICAN FOOD MARKETS
CHATEAU
CHAMPION KNITWEAR CO.
CUTALI RESTAURANTS
STRAND
C. W. CLAUS Inc.
McFarlin Clothing Co.
ROEBUCK and Co.
GRANT CO.
OUTFITTING CO.
PEOPLE'S STORES
DRUG STORE
KEY
LAKE COAL & COKE CO.
RINSO
KLASS FURNITURE CO.
CHARTER'S
EDWARDS
WEGMAN'S
HUNTER
CHENECA
INEN GIFT SHOP
CHASE GARDEN STORE
CITY TYPEWRITER
J. & THOMPSON
BOND CLOTHES
SIEBERTS
BATTY & DUHAM
PAINE & LINDSAY
WELLS
WELLS & FISHER'S
INCOLN'S
SAGAMORE HOTEL
SUMMIT OPTICAL CO.
ROCHESTER GAS & ELECTRIC CORP.
PAULS CURTAIN SHOP
JORDAN
FRANK A. RIVERS CO.
MURRAY'S BEAUTY SALON
ROSE FORTUNA
BRIGHTON PLACE DAIRY
DAW'S CUT-RATE DRUG STORES
SCOTT'S MEN'S SHOPS
SHAFER CO.
LIBERTY COAL CO.
WHAM CO.
ROCHESTER DIVIDENDS
STANDARD BREWING CO., Inc.
GOODRICH FURNITURE CO.
M. G. SILK STORE
CLINTON COATS, DRESSES, GOWNS
LIVADAS BROS.
MOHICAN FOOD MARKETS
CHATEAU
CHAMPION KNITWEAR CO.
CUTALI RESTAURANTS
STRAND
C. W. CLAUS Inc.
McFarlin Clothing Co.
ROEBUCK and Co.
GRANT CO.
OUTFITTING CO.
PEOPLE'S STORES
DRUG STORE
KEY
LAKE COAL & COKE CO.
RINSO
KLASS FURNITURE CO.
CHARTER'S
EDWARDS
WEGMAN'S
HUNTER
CHENECA
INEN GIFT SHOP
CHASE GARDEN STORE
CITY TYPEWRITER
J. & THOMPSON
BOND CLOTHES
SIEBERTS
BATTY & DUHAM
PAINE & LINDSAY
WELLS
WELLS & FISHER'S
INCOLN'S
SAGAMORE HOTEL
SUMMIT OPTICAL CO.
ROCHESTER GAS & ELECTRIC CORP.
PAULS CURTAIN SHOP
JORDAN
FRANK A. RIVERS CO.
MURRAY'S BEAUTY SALON
ROSE FORTUNA
BRIGHTON PLACE DAIRY
DAW'S CUT-RATE DRUG STORES
SCOTT'S MEN'S SHOPS
SHAFER CO.
LIBERTY COAL CO.
WHAM CO.
ROCHESTER DIVIDENDS
STANDARD BREWING CO., Inc.
GOODRICH FURNITURE CO.
M. G. SILK STORE
CLINTON COATS, DRESSES, GOWNS
LIVADAS BROS.
MOHICAN FOOD MARKETS
CHATEAU
CHAMPION KNITWEAR CO.
CUTALI RESTAURANTS
STRAND
C. W. CLAUS Inc.
McFarlin Clothing Co.
ROEBUCK and Co.
GRANT CO.
OUTFITTING CO.
PEOPLE'S STORES
DRUG STORE
KEY
LAKE COAL & COKE CO.
RINSO
KLASS FURNITURE CO.
CHARTER'S
EDWARDS
WEGMAN'S
HUNTER
CHENECA
INEN GIFT SHOP
CHASE GARDEN STORE
CITY TYPEWRITER
J. & THOMPSON
BOND CLOTHES
SIEBERTS
BATTY & DUHAM
PAINE & LINDSAY
WELLS
WELLS & FISHER'S
INCOLN'S
SAGAMORE HOTEL
SUMMIT OPTICAL CO.
ROCHESTER GAS & ELECTRIC CORP.
PAULS CURTAIN SHOP
JORDAN
FRANK A. RIVERS CO.
MURRAY'S BEAUTY SALON
ROSE FORTUNA
BRIGHTON PLACE DAIRY
DAW'S CUT-RATE DRUG STORES
SCOTT'S MEN'S SHOPS
SHAFER CO.
LIBERTY COAL CO.
WHAM CO.
ROCHESTER DIVIDENDS
STANDARD BREWING CO., Inc.
GOODRICH FURNITURE CO.
M. G. SILK STORE
CLINTON COATS, DRESSES, GOWNS
LIVADAS BROS.
MOHICAN FOOD MARKETS
CHATEAU
CHAMPION KNITWEAR CO.
CUTALI RESTAURANTS
STRAND
C. W. CLAUS Inc.
McFarlin Clothing Co.
ROEBUCK and Co.
GRANT CO.
OUTFITTING CO.
PEOPLE'S STORES
DRUG STORE
KEY
LAKE COAL & COKE CO.
RINSO
KLASS FURNITURE CO.
CHARTER'S
EDWARDS
WEGMAN'S
HUNTER
CHENECA
INEN GIFT SHOP
CHASE GARDEN STORE
CITY TYPEWRITER
J. & THOMPSON
BOND CLOTHES
SIEBERTS
BATTY & DUHAM
PAINE & LINDSAY
WELLS
WELLS & FISHER'S
INCOLN'S
SAGAMORE HOTEL
SUMMIT OPTICAL CO.
ROCHESTER GAS & ELECTRIC CORP.
PAULS CURTAIN SHOP
JORDAN
FRANK A. RIVERS CO.
MURRAY'S BEAUTY SALON
ROSE FORTUNA
BRIGHTON PLACE DAIRY
DAW'S CUT-RATE DRUG STORES
SCOTT'S MEN'S SHOPS
SHAFER CO.
LIBERTY COAL CO.
WHAM CO.
ROCHESTER DIVIDENDS
STANDARD BREWING CO., Inc.
GOODRICH FURNITURE CO.
M. G. SILK STORE
CLINTON COATS, DRESSES, GOWNS
LIVADAS BROS.
MOHICAN FOOD MARKETS
CHATEAU
CHAMPION KNITWEAR CO.
CUTALI RESTAURANTS
STRAND
C. W. CLAUS Inc.
McFarlin Clothing Co.
ROEBUCK and Co.
GRANT CO.
OUTFITTING CO.
PEOPLE'S STORES
DRUG STORE
KEY
LAKE COAL & COKE CO.
RINSO
KLASS FURNITURE CO.
CHARTER'S
EDWARDS
WEGMAN'S
HUNTER
CHENECA
INEN GIFT SHOP
CHASE GARDEN STORE
CITY TYPEWRITER
J. & THOMPSON
BOND CLOTHES
SIEBERTS
BATTY & DUHAM
PAINE & LINDSAY
WELLS
WELLS & FISHER'S
INCOLN'S
SAGAMORE HOTEL
SUMMIT OPTICAL CO.
ROCHESTER GAS & ELECTRIC CORP.
PAULS CURTAIN SHOP
JORDAN
FRANK A. RIVERS CO.
MURRAY'S BEAUTY SALON
ROSE FORTUNA
BRIGHTON PLACE DAIRY
DAW'S CUT-RATE DRUG STORES
SCOTT'S MEN'S SHOPS
SHAFER CO.
LIBERTY COAL CO.
WHAM CO.
ROCHESTER DIVIDENDS
STANDARD BREWING CO., Inc.
GOODRICH FURNITURE CO.
M. G. SILK STORE
CLINTON COATS, DRESSES, GOWNS
LIVADAS BROS.
MOHICAN FOOD MARKETS
CHATEAU
CHAMPION KNITWEAR CO.
CUTALI RESTAURANTS
STRAND
C. W. CLAUS Inc.
McFarlin Clothing Co.
ROEBUCK and Co.
GRANT CO.
OUTFITTING CO.
PEOPLE'S STORES
DRUG STORE
KEY
LAKE COAL & COKE CO.
RINSO
KLASS FURNITURE CO.
CHARTER'S
EDWARDS
WEGMAN'S
HUNTER
CHENECA
INEN GIFT SHOP
CHASE GARDEN STORE
CITY TYPEWRITER
J. & THOMPSON
BOND CLOTHES
SIEBERTS
BATTY & DUHAM
PAINE & LINDSAY
WELLS
WELLS & FISHER'S
INCOLN'S
SAGAMORE HOTEL
SUMMIT OPTICAL CO.
ROCHESTER GAS & ELECTRIC CORP.
PAULS CURTAIN SHOP
JORDAN
FRANK A. RIVERS CO.
MURRAY'S BEAUTY SALON
ROSE FORTUNA
BRIGHTON PLACE DAIRY
DAW'S CUT-RATE DRUG STORES
SCOTT'S MEN'S SHOPS
SHAFER CO.
LIBERTY COAL CO.
WHAM CO.
ROCHESTER DIVIDENDS
STANDARD BREWING CO., Inc.
GOODRICH FURNITURE CO.
M. G. SILK STORE
CLINTON COATS, DRESSES, GOWNS
LIVADAS BROS.
MOHICAN FOOD MARKETS
CHATEAU
CHAMPION KNITWEAR CO.
CUTALI RESTAURANTS
STRAND
C. W. CLAUS Inc.
McFarlin Clothing Co.
ROEBUCK and Co.
GRANT CO.
OUTFITTING CO.
PEOPLE'S STORES
DRUG STORE
KEY
LAKE COAL & COKE CO.
RINSO
KLASS FURNITURE CO.
CHARTER'S
EDWARDS
WEGMAN'S
HUNTER
CHENECA
INEN GIFT SHOP
CHASE GARDEN STORE
CITY TYPEWRITER
J. & THOMPSON
BOND CLOTHES
SIEBERTS
BATTY & DUHAM
PAINE & LINDSAY
WELLS
WELLS & FISHER'S
INCOLN'S
SAGAMORE HOTEL
SUMMIT OPTICAL CO.
ROCHESTER GAS & ELECTRIC CORP.
PAULS CURTAIN SHOP
JORDAN
FRANK A. RIVERS CO.
MURRAY'S BEAUTY SALON
ROSE FORTUNA
BRIGHTON PLACE DAIRY
DAW'S CUT-RATE DRUG STORES
SCOTT'S MEN'S SHOPS
SHAFER CO.
LIBERTY COAL CO.
WHAM CO.
ROCHESTER DIVIDENDS
STANDARD BREWING CO., Inc.
GOODRICH FURNITURE CO.
M. G. SILK STORE
CLINTON COATS, DRESSES, GOWNS
LIVADAS BROS.
MOHICAN FOOD MARKETS
CHATEAU
CHAMPION KNITWEAR CO.
CUTALI RESTAURANTS
STRAND
C. W. CLAUS Inc.
McFarlin Clothing Co.
ROEBUCK and Co.
GRANT CO.
OUTFITTING CO.
PEOPLE'S STORES
DRUG STORE
KEY
LAKE COAL & COKE CO.
RINSO
KLASS FURNITURE CO.
CHARTER'S
EDWARDS
WEGMAN'S
HUNTER
CHENECA
INEN GIFT SHOP
CHASE GARDEN STORE
CITY TYPEWRITER
J. & THOMPSON
BOND CLOTHES
SIEBERTS
BATTY & DUHAM
PAINE & LINDSAY
WELLS
WELLS & FISHER'S
INCOLN'S
SAGAMORE HOTEL
SUMMIT OPTICAL CO.
ROCHESTER GAS & ELECTRIC CORP.
PAULS CURTAIN SHOP
JORDAN
FRANK A. RIVERS CO.
MURRAY'S BEAUTY SALON
ROSE FORTUNA
BRIGHTON PLACE DAIRY
DAW'S CUT-RATE DRUG STORES
SCOTT'S MEN'S SHOPS
SHAFER CO.
LIBERTY COAL CO.
WHAM CO.
ROCHESTER DIVIDENDS
STANDARD BREWING CO., Inc.
GOODRICH FURNITURE CO.
M. G. SILK STORE
CLINTON COATS, DRESSES, GOWNS
LIVADAS BROS.
MOHICAN FOOD MARKETS
CHATEAU
CHAMPION KNITWEAR CO.
CUTALI RESTAURANTS
STRAND
C. W. CLAUS Inc.
McFarlin Clothing Co.
ROEBUCK and Co.
GRANT CO.
OUTFITTING CO.
PEOPLE'S STORES
DRUG STORE
KEY
LAKE COAL & COKE CO.
RINSO
KLASS FURNITURE CO.
CHARTER'S
EDWARDS
WEGMAN'S
HUNTER
CHENECA
INEN GIFT SHOP
CHASE GARDEN STORE
CITY TYPEWRITER
J. & THOMPSON
BOND CLOTHES
SIEBERTS
BATTY & DUHAM
PAINE & LINDSAY
WELLS
WELLS & FISHER'S
INCOLN'S
SAGAMORE HOTEL
SUMMIT OPTICAL CO.
ROCHESTER GAS & ELECTRIC CORP.
PAULS CURTAIN SHOP
JORDAN
FRANK A. RIVERS CO.
MURRAY'S BEAUTY SALON
ROSE FORTUNA
BRIGHTON PLACE DAIRY
DAW'S CUT-RATE DRUG STORES
SCOTT'S MEN'S SHOPS
SHAFER CO.
LIBERTY COAL CO.
WHAM CO.
ROCHESTER DIVIDENDS
STANDARD BREWING CO., Inc.
GOODRICH FURNITURE CO.
M. G. SILK STORE
CLINTON COATS, DRESSES, GOWNS
LIVADAS BROS.
MOHICAN FOOD MARKETS
CHATEAU
CHAMPION KNITWEAR CO.
CUTALI RESTAURANTS
STRAND
C. W. CLAUS Inc.
McFarlin Clothing Co.
ROEBUCK and Co.
GRANT CO.
OUTFITTING CO.
PEOPLE'S STORES
DRUG STORE
KEY
LAKE COAL & COKE CO.
RINSO
KLASS FURNITURE CO.
CHARTER'S
EDWARDS
WEGMAN'S
HUNTER
CHENECA
INEN GIFT SHOP
CHASE GARDEN STORE
CITY TYPEWRITER
J. & THOMPSON
BOND CLOTHES
SIEBERTS
BATTY & DUHAM
PAINE & LINDSAY
WELLS
WELLS & FISHER'S
INCOLN'S
SAGAMORE HOTEL
SUMMIT OPTICAL CO.
ROCHESTER GAS & ELECTRIC CORP.
PAULS CURTAIN SHOP
JORDAN
FRANK A. RIVERS CO.
MURRAY'S BEAUTY SALON
ROSE FORTUNA
BRIGHTON PLACE DAIRY
DAW'S CUT-RATE DRUG STORES
SCOTT'S MEN'S SHOPS
SHAFER CO.
LIBERTY COAL CO.
WHAM CO.
ROCHESTER DIVIDENDS
STANDARD BREWING CO., Inc.
GOODRICH FURNITURE CO.
M. G. SILK STORE
CLINTON COATS, DRESSES, GOWNS
LIVADAS BROS.
MOHICAN FOOD MARKETS
CHATEAU
CHAMPION KNITWEAR CO.
CUTALI RESTAURANTS
STRAND
C. W. CLAUS Inc.
McFarlin Clothing Co.
ROEBUCK and Co.
GRANT CO.
OUTFITTING CO.
PEOPLE'S STORES
DRUG STORE
KEY
LAKE COAL & COKE CO.
RINSO
KLASS FURNITURE CO.
CHARTER'S
EDWARDS
WEGMAN'S
HUNTER
CHENECA
INEN GIFT SHOP
CHASE GARDEN STORE
CITY TYPEWRITER
J. & THOMPSON
BOND CLOTHES
SIEBERTS
BATTY & DUHAM
PAINE & LINDSAY
WELLS
WELLS & FISHER'S
INCOLN'S
SAGAMORE HOTEL
SUMMIT OPTICAL CO.
ROCHESTER GAS & ELECTRIC CORP.
PAULS CURTAIN SHOP
JORDAN
FRANK A. RIVERS CO.
MURRAY'S BEAUTY SALON
ROSE FORTUNA
BRIGHTON PLACE DAIRY
DAW'S CUT-RATE DRUG STORES
SCOTT'S MEN'S SHOPS
SHAFER CO.
LIBERTY COAL CO.
WHAM CO.
ROCHESTER DIVIDENDS
STANDARD BREWING CO., Inc.
GOODRICH FURNITURE CO.
M. G. SILK STORE
CLINTON COATS, DRESSES, GOWNS
LIVADAS BROS.
MOHICAN FOOD MARKETS
CHATEAU
CHAMPION KNITWEAR CO.
CUTALI RESTAURANTS
STRAND
C. W. CLAUS Inc.
McFarlin Clothing Co.
ROEBUCK and Co.
GRANT CO.
OUTFITTING CO.
PEOPLE'S STORES
DRUG STORE
KEY
LAKE COAL & COKE CO.
RINSO
KLASS FURNITURE CO.
CHARTER'S
EDWARDS
WEGMAN'S
HUNTER
CHENECA
INEN GIFT SHOP</

Chief gladhanders will include
Robert Bernhardt, Jim Fowle,
Leake, Raymond Salt-
y, Pat Slavin and Gertrude
Trnett. Urban Schneider and
Manning will direct the
show. Norman Up and
Pagnella will join the
long for this 'n' that. Tickets
be had from Margaret Mc-
n. City Parks Department.

A FUEL
You'll Agree
That Is Unequalled
In VALUE

PEA COAL \$8.25
RICE COAL \$6.55
BUCKWHEAT \$7.60
COKE \$8.50

ner's
oo Stores

WOMEN
Loh's

SALE IN CUBA
GIBBS STREET
COAL CO.
T's

ANY
MARKETS
COMPAN
ASH

REALLY FINE FOODS COST
LESS IN WEGMANS...

BARGAIN CARNIVAL

Heres' the food opportunity of the Winter!
Wegman quality at the biggest savings of the sea-
son in the big Bargain Carnival! We list but a few
of the hundreds of items you'll find on sale at
every Wegman store.

Wegman Quality
TENDER, JUICY GOV'T. INSPECTED PRIME

BEEF

SHOULDER ROASTS

Another big beef sale
this week-end... at the
same low price that
produced a record sell-
out last week! Choose
your Sunday roast at
Wegman's... for satis-
faction and savings!

19^c lb.

Combination Special!
ONE POUND CAN NEW

CRISCO

When Purchased With
Wegmans Brand Coffees
Buy one pound of any of
Wegman's own brands of
fresh-roasted coffee, and
you get a pound of Crisco at
this record low price!

14^c oz.

"SMAC" CREME OF

MARSH- MALLOW

19^c 12 oz. can

EMPIRE STATE BRAND

ALE & BEER

5^c bot.

Combination Special!
RED BOX FOR WASHING DISHES

SUPER SUDS

When Purchased With
Wegmans Brand Coffees
Buy one pound of any of
Wegman's own brands of
fresh-daily coffees, and you
get a medium size Super
Suds for only 5c!

5^c pkg.

8-OUNCE DEL MONTE

YELLOW PEACHES

5^c can

QT. GREEN GABLES

SALAD DRESSING

25^c jar

Combination Special!
BREAKFAST OF CHAMPIONS

WHEATIES

When Purchased With
Wegmans Brand Coffees
Purchase one pound of any
of Wegman's own brands of
fresh coffees, and get a
package of Wheaties for
only 5c!

5^c pkg.

Wegmans

HOME-TOWN FOOD MARKETS

Water Taxes Ruling Waited

On a decision of the Court of
Appeals now pending depends
whether or not Rochester shall
continue to pay thousands of
dollars in taxes annually to
towns and other municipalities
through which run the Hemlock
Lake conduits.

Argument was heard by the
court last week but no decision
is expected for several weeks.
Corporation Counsel William H.
Emerson appeared for the city,
and former County Attorney
Marvin R. Dye for the towns of
Livonia and Rush and Livonia's
School District.

The city brought the action in
1936, during the Democratic ad-
ministration, under terms of a
1935 law which, former Corpora-
tion Counsel Edelstein contend-
ed, relieved the city of paying
taxes on "municipal undertak-
ings" not within city borders.

Anthony De Telle, 69 Mohr Street,
be the guest of The Sun and Low's
Rochester Theater at "The Duke of
West Point," starring Louis Hayward,
Joan Fontaine, Tom Brown, Richard
Carson and Alan Curtis. Call at 419
Burke Building for guest ticket.

NOTICE SELLING OUT

DRY GOOD STORE
1100
ATLANTIC AVE.
MR. L. A. STRUB
Est. Over 11 Years
EVERYTHING
MUST GO

25% TO 50% OFF

Stock and Fixtures Also

APRONS 59c Now 40c

Men's, Ladies', Children's
GLOVES 10c

PIPES \$1.00 Now 50c

PIPES 39c Now 29c

Men's SCARFS \$1.00 Now 49c

Men's SCARFS 50c Now 29c

Ladies' and Men's
Hosiery 79c Now 49c

Hundreds of Other Items Not
Mentioned With The Same
Discount

1100 ATLANTIC AVE.

Catholic Tea Set Sunday

One of the high lights of the
social events of Court Rochester,
Catholic Daughters of America,
will be the annual tea Sunday
from 4 to 7 p. m., at Columbus
Civic Center.

Mrs. Nell J. Mahoney is chair-
man, Mrs. Walter B. O'Neill co-
chairman, assisted by Mrs.
Frank Meyerling, grand regent,
and the following committees:
Arrangements: Miss Elizabeth
Coughlin, chairman; Miss Ella
O'Neill and Mrs. Walter B. O'-
Neill; hostesses: Mrs. Frank
Meyerling, Mrs. Joseph Murphy,
Miss Alice Gargan, Miss Nan
Donahue, Mrs. George Tibbels,
Mrs. Thomas O'Brien, Miss Ella
O'Neill and Miss Elizabeth
Coughlin; program: Miss Esther
Schonleber and Miss Celia Kolb;
publicity: Mrs. Frank Meyerling.

Reception: Mrs. Frank Meyer-
ling, Mrs. Joseph Murphy, Mrs.
Nell J. Mahoney, Mrs. George
Tibbels, Miss Elizabeth Roby,
Miss Nan Donahue, Miss Alice
Gargan, Miss Irene Martin, Mrs.
Alfred Burkhardt, Miss Alene
Gross, Mrs. Annette Wickham,
Miss Agnes Johnson, Miss Mar-
garet Wickham, Miss Mary Cole-
man, Miss Eleanor McLaughlin,
Mrs. Louis Bowlin, Miss Anna
Mann, Miss Francis Cross, Mrs.
Lillian Kehoe, Mrs. Catherine
Kallit, Miss Catherine Meyerling,
Miss Irene Culliton, Miss Eliza-
beth McGraw and Miss Louise
McGraw; tickets: Miss Elizabeth
Roby, chairman; Miss Loretta
Leonard and Mrs. William Mc-
Allister.

WHAM To Air Louis-Lewis Go

"Louis lands a hard right to
jaw; Lewis retaliates with a left
to the ribs; there they go into
a clinch. Bong! Bong! That's
the end of Round Two."

Wednesday, next, at 10 p. m.
Clara McCarthy will be, hur-
ling the adjectives and verbs at
Louis and John Henry Lewis en-
gage in the art of fist-cuffs over
the entire NBC network. WHAM
will carry the match locally.

Between rounds Edwin C.
Hill, the "Human Side of the
News," will describe the au-
dience, the battling boxers, and
anything else that comes with-
in the range of his eyes. Also
between rounds will come ad-
jectives in vast array as the merits
of Bulck, the sponsor, are aired
over the loudspeakers.

LIBRARY GAINS

Public Library book-circula-
tion increased almost a quarter
of a million in 1938, John Adams
Lowe, director of the Rochester
Public Library has announced.

Casino Shorting, 315 Campbell Street,
call at The Sun for tickets to
"The Duke of West Point," and "Honi-
cus Rurum" at Low's Rochester
Theater.

SEMET SOLVAY COKE
THE NUMBER TO CALL
GEN. 586
FOR THAT BETTER COKE
ALWAYS KEPT UNDER COVER
9.05
CASH
SHOVELED
OFF
PAYNE & DUNHAM
Established For Over 25 Years

\$10,000 STOCK
DRAPERY—SLIP COVER FABRICS
**30% to 50%
REDUCTIONS**

● DENIMS
Best quality
30 in. wide... fast colors... 50c
● Herringbones
30 in. wide... all
colors... 50c
● Printed Crashes
Linen... 50c
● Homespun
30 in. wide... 50c
● Damask
30 in. wide... 50c
49c Yd.
Formerly 89c Yd.

THE NEW RUFF-TEX
(50 in. Wide Worth 1.69)
69c Yd.
SPECIAL!
CUSTOM MADE
3 Pc. SLIP COVERS
Large Ass't.
of Fabrics **\$21.50** Complete

CRASH TOWELING
4c Yd.

**U.S. Navy 81x90
SHEETS**
98c
Formerly \$1.29

**Percale Pillow
CASES**
23c size
81x10

MILL END SHOP
71 CLINTON AVE. SO. Opposite J. E. Thompson Co.

ACHTER'S STORE-WIDE WINTER CLEARANCE

387 EAST MAIN ST., NEAR GIBBS ST.

OFFERS YOU SMASHING VALUES YOU CAN'T AFFORD TO MISS.

Our entire stock of winter merchandise DRASTICALLY REDUCED
FOR QUICK CLEARANCE In most cases quantities are limited... so buy now and save money.

Specials For Friday & Saturday Only

Men's Genuine Briar PIPES 25c Value! 16c	Men's DRESS SHIRTS \$1.00 Value! 47c	Educator's GRAHAM Crackers Made with milk and honey. 1-lb. box 15c Value. 10c	9 oz. WATER GLASSES 5c Value! 2c
ANKLE SOCKS Sizes 8 1/2 to 10 1/2. Over 25% Wool. 25c Value 7c	Boys' and Girls' Hockey Caps Irregulars of 59c 11c	"JOCUR" Wave Set 16c Value. 5c	All Metal FRYING PANS 10c Value! 6c
Ladies' X-Size RAYON PANTIES 25c Value! 11c	Men's Fancy RAYON HOSE 15c Value! 9c	SOAP PALMOLIVE 4c	Solo HAIR CURLERS 5c Value! 2 For 3c
Ladies' Rayon Taffeta Princess SLIPS 49c Value! 22c	42-Inch Wide Pepperell TUBING 29c Value! 14c	With This COUPON FRIDAY AND SATURDAY Gold Band WASHING POWDER 2 boxes for 3c	Shoe POLISH Black and Brown. 5c Value! 2c
WASH CLOTHS 5c Value! 2 For 5c			Assorted Shell Novelties 10c Value! 2 For 3c
			Fiesta Ware BOWLS 10c Value! 4c

SENSATIONAL VALUES FOR EVERY DAY NEXT WEEK

SPECIALS FOR MONDAY JANUARY 23rd	SPECIALS FOR TUESDAY JANUARY 24th	SPECIALS FOR WEDNESDAY JANUARY 25th	SPECIALS FOR THURSDAY JANUARY 26th
Men's Flannel SHIRTS with upper front. \$1.00 value... 69c	Men's Sweat SHIRTS 60c value... 39c	Men's Fancy DRESS SHIRTS 70c value... 34c	Boys' 100% Wool MELTON JACKETS \$2.98 value... \$1.37
Men's Rayon Plaided SHORTS 10c value... 5c	Men's Fleece Lined JERSEY OVERTOPS 25c value... 15c	Men's Quality SUSPENDERS 25c value... 11c	Men's Quarter's Cotton HOSE... 7c
Boys' Broadcloth SHORTS 15c value... 8c	Men's 100% Wool MELTON JACKETS \$3.49 value... \$1.67	Men's White HANDKER- CHIEFS 2 for 5c value... 3c	Men's Quarter's Cotton HOSE... 7c
Lifebuoy SHAVING CREAM 25c value... 14c	17 1/2 x 7 1/2, Shell LINING PAPER 10c value... 6c	Guaranteed ALARM CLOCKS \$1.00 value... 57c	30 ft. WAX PAPER in Cutter Box 5c value... 2 for 5c
Petroleum JELLY 10c value... 3c	Needle BOOKS 10c value... 2c	Hard Rubber DRESSING COMBS 15c value... 7c	2"x10" Gauze BANDAGE 10c value... 2 for 7c
ADHESIVE TAPE 1/2 x 5, 10c value... 4c	Assorted "Gayla" FALCUM POWDER 15c value... 6c	Sleebing First Quality HOT WATER BOTTLES 25c value... 26c	COMBS in Leather Case... 6c
PIN CUSHIONS... 3c	Ladies' Pure Linen HANKIES 10c value... 3c	Ladies' Full-Fashioned Heavy HOSE 50c value... 34c	Button AND BUCKLES 10c value... 2c
Ladies' Brushed Wool GLOVES 30c value... 14c	Ladies' Past Color HOCKEYWEAR 50c value... 29c	Assorted Jergens' TOILET SOAP 3 for 10c value... 5c	Women's Rayon PANTIES 25c value... 11c
Ladies' APRONS 15c value... 7c	Children's Flannel SLEEPERS 49c value... 27c	Ladies' Satin & Bemberg SLIPS \$1.00 value... 53c	Women's Tuck Stitch PAJAMAS \$1.00 value... 49c
Children's SKI- PANTS, \$1.00 value... 49c	Hand Embroidered PURE LINEN DOILIES 15c value... 8c	Ladies' Tuck Stitch SNOOGIES... 10c	27 Inch Outing FLANNEL 12 1/2c value... 7c
35"x35" Box Weave TABLE CLOTHS 29c value... 14c	Flirt Lace SCARFS 10c value... 14c	Infants' Rubber PANTS... 3c	Rayon Ben SPREADS \$1.19 value... 57c
26" Wide Outing FLANNEL... 2 for 17c	36 Inch Fast Color PERCALE 15c value... 8c	61 Inch Wide SHEETING 25c value... 17c	42x36 Pequot PILLOW CASES 25c value... 22c
Rayon Taffeta REMNANTS 15c value... 10c	81x90 Seamless BED SHEETS 89c value... 44c	Turkish TOWELS 12 1/2c value... 8c	DISH CLOTHS... 2 for 3c
42"x36" PILLOW CASES... 2 for 15c	Glass Water GOBLET 10c value... 2 for 7c	ROLLING PINS 25c value... 8c	IRONING BOARDS with Cover \$1.19 value... 71c
7 1/2 Inch Handled GLASS BOWLS... 7c	Household MATCHES... 2 for 5c	Household PAPER TOWELS 10c value... 3c	Blue Glass on Chrome Stand ASH TRAYS... 7c
What-Not CORNERS 29c value... 17c	3 Cup Aluminum PERCOLATORS 29c value... 18c	Wooden SPOON & FORK SET... 6c	Large Can MACHINE OIL 15c value... 5c
Sturdy Built END TABLES \$1.00 value... 77c	TEA STRAINERS 5c value... 3c	Aluminum SAUCE PAN with cover... 27c	
Pillsbury Best PANCAKE FLOUR... 8c			

**ACHTER'S BARGAIN
ARCADE**

FREE PARKING
Gibbs St. Station
Opposite
Y. M. C. A.

387 EAST MAIN ST., NEAR GIBBS ST.
AND 35 GIBBS ST. OPPOSITE EASTMAN THEATER
PHONE STONE 1880-1881-1882
~ ROCHESTER'S BUSIEST NEW DEPARTMENT STORE

COUPON FOR
MONDAY
KRE-MEL
DESSERT **2c**

COUPON FOR
TUESDAY
Med. Size
IVORY SOAP
2 for **7c**

COUPON FOR
WEDNESDAY
PORK &
BEANS **4c**

COUPON FOR
THURSDAY
30 Count
Embossed
PAPER
NAPKINS **3c**

OPEN
Every Night
Until
Opens Every Day at 9 A.M.

INVENTORY

Sale!

Check The
Prices
On These
Favorite
Famous
Brands

If Your Choice Is
Not Listed Here We
Probably Have It
At This Store...
And At a Lower
Price, Too.

ROYAL PIPER
80 PROOF SPECIAL RESERVE

SCOTCH WHISKEY **2¹⁹**
Fifth

ROCK & RYE **89c**
Pt. **DRY GIN** **\$1.45**
F. II Qt.

3 YEAR OLD STRAIGHT RYE
89c **\$1.75**
Pt. 90 Proof Qt.

MONTORO SWEET WINES **39c**
Fifth **PORT SHERRY TORAY** **79c**
Half Gal. **MUSCATEL DRY SHERRY** **\$1.39**
Gal.

KENTUCKY Straight Bourbon
75c **\$1.45**
Pt. 3 Years Old Qt.

OPEN UNTIL MIDNIGHT
MANHATTAN WINE & LIQUOR CO.
960 GENESEE ST. cor. BROOKS
FREE DELIVERY Within 2 Miles GENESEE 4928

THEATER GUIDE

LOEW'S ROCHESTER — Now playing: "Stand Up and Fight," starring Robert Taylor, Charles Hickford, Barton MacLane, Wallace Berry and Florence Rice, and "The Girl Downstairs," with Franchot Tone and Franciska Gaal; Friday, "The Duke of West Point," starring Louis Hayward, Joan Fontaine, Tom Brown, Richard Carlson and Alan Curtis, and "Homicide Bureau," with Bruce Cabot and Rita Hayworth.
PALACE — Now playing: "Zaza," starring Claudette Colbert, Herbert Marshall, Helen Westley, Genevieve Tobin, Bert Lahr and Constance Collier, and "Charlie Chan in Honolulu," Friday, "Paris Honeymoon," starring Harry Lyle, "Rings," Crosby, Francisca Gaal, Akim Tamiroff, Shirley Ross and Edward Everett Horton, and "Diablero," with Gail Patrick.
CENTURY — Now playing: "There's That Woman Again," starring Melvyn Douglas, Margaret Lindsay, Jonathan Hale, Gordon Oliver and Virginia Bruce, and "Arizona Wildcat," with Jane Withers.
CAPITOL — Now playing: "The Dawn Patrol," starring Errol Flynn, Basil Rathbone, Donald Crisp, Donald Niven and Melville Cooper, and "Hard to Get," with Olivia De Havilland and Dick Powell.
TEMPLE — Now playing: "Ganster's Boy," starring Jackie Cooper, Robert Warwick and "The Last Warning," with Preston Foster, Frank Jenks and Kay Linaker; Friday, "Shadows Over Banquo," starring James Dunn, Ralph Morgan and Linda Gray, and "Secrets of a Nurse," with Edmund Lowe, Helen Mack and Dick Foran.
LITTLE — Now playing: "Further Adventures of the Scarlet Pimpernel," starring Barry Barne and Sophie Stewart; Saturday, "Count of Monte Cristo," starring Robert Donat and Rina Lani.
REGENT — Now playing: "Kentucky," starring Loretta Young, Richard Greene, Karen Morley and Walter Brennan, and "Little Orphan Annie," Friday, "Zaza," starring Claudette Colbert, Herbert Marshall, Helen Westley, Genevieve Tobin, Bert Lahr and Constance Collier, and "Charlie Chan in Honolulu."
MADISON & MONROE — Now playing: "His Excellency," starring Charles Ruggles and Gus Kilmartin, and "Himal Trail," with Mary Carlisle and J. Carroll Nash; Friday and Saturday, "Touchdown Army," starring John Howard and Mary Carlisle, and "The Mad Miss Manton," with Barbara Stanwyck and Henry Fonda; Sunday through Tuesday, "The Sisters," starring Errol Flynn, Bette Davis and Anita Louise, and "The Arkansaw Traveler," with Bob ("Bancroft") Burns and Jean Parker; Wednesday and Thursday, January 25-26, First Film to Be Announced; "Waited by the Police," with Frankie Darro and Evelyn Knapp.
WEST END — Now playing: "Campus Confessions," starring Betty Grable

Does Bladder Irritation
WAKE YOU UP! It's not normal. Its nature's warning "Danger Ahead!" Your 25c back if this 1-day treatment does not help nature flush excess acid and other wastes from the kidneys. Excess acids can cause the irritation resulting in getting up nights, frequent or scanty flow, burning, backache or leg pains. Just say Bette's (25c) to any druggist. Locally at J. K. Post Drug Co.

BRONCHIAL ASTHMA

Just a Few Sips and—Like a Flash—Relief!
Spend a few cents today at any drug store for a bottle of Bette's MIXTURE (single setting)—for the largest relief cough medicine in all of cold Canada. Take a couple doses at bedtime and enjoy a good night's rest. One little sip and the ordinary cough is "let away." Combine for two or three days and you'll hear little more from that tough old hound-cough that nothing seems to help—It's not fully satisfied—money back.

ASTHMA
NEOSOL VAPORIZER
GUARANTEES
SATISFACTION
OR YOUR
MONEY REFUNDED
FREDERICK B. LOUK
DISTRIBUTOR
196 DARTMOUTH ST.
ROCHESTER, N. Y.
Office Phone Residence
Monroe 712 Monroe 1363-W

"I was pleasantly surprised at the convenience and comfort of B-ettes"

Internal Sanitary Protection... No Odor, No Belts, Pads or Pins
Local women who recently tried Bettes at our expense, are now delighted to buy this modern sanitary protection, as sales by retailers prove. These women have found new comfort, new convenience, new peace of mind at a trying time—complete protection without pins, pads or belts—no bulge, no chafing—most important, no odor problem, because internal absorption prevents odor. Try B-ettes and you'll never want to go back to "old ways"—25c for 12 (a month's supply)—10c for trial package of 4 at drug or dept. stores. Say "Bee-etts".

KOTEX
Sanitary Napkins
ECONOMY PACKAGE
48 Napkins
75c
CAN'T CHAFE or FAIL or SHOW
Accepted For
Advertisement
by Journal of
National
Association

and William Henry, and "Romance of the Limberlost," with Jean Parker and Eric Linden; Friday and Saturday, "Lester Drilling," starring Freddie Bartholomew and Judy Garland, and "Romance of the Limberlost," with Jean Parker and Eric Linden; Sunday through Tuesday, "That Certain Age," starring Deanna Durbin, Melvyn Douglas and Irene Rich, and "I Am the Law," with Edward G. Robinson and Wendy Barrie; Wednesday and Thursday, January 25-26, to be announced.
RIVIERA — Now playing: "Service de Luxe," starring Constance Bennett and Charles Ruggles, and "Swing That Cheer," with Andy Devine and Constance Moore; Friday and Saturday, "The Young in Heart," starring Janet Gaynor and Douglas Fairbanks, Jr., and "Pirating With Fate," with Joe E. Brown and Leo Carrillo; Sunday through Tuesday, "Out West With the Hardys," starring Mickey Rooney and Lewis Stone, and "Thanks for the Memory," with Bob Hope and Shirley Ross; Wednesday and Thursday, Jan. 25-26, "Girls' School," starring Ann Shirley and Ralph Bellamy, and "Storm Over Bengal," with Patrick Knowles and Richard Cromwell.
SCOUT MOTIERS TO MEET
Mothers' Auxiliary, Scout Troop 114, will meet Monday, 8 p. m. at the home of Mrs. Herbert J. Slager, 495 Westfield Street.

GUARANTEED Savings On Every Purchase At . . .

TODDY lb. **24c**
Regular 45c

Luden's Horehound DROPS lb. **12c**
Regular 25c

MIDOL TABLETS **18c**
Regular 50c

POND'S Face POWDER **4c**
Regular 10c

SWEET-HEART SOAP **4 15c**
FOR

TASTY YEAST Box of **24 33c**
Regular 5c BARS 1.20 Value

GILLETTE RAZOR And 50 Double Edge **BLADES** **49c**
Regular \$1.00

Heavy American or Russian MINERAL OIL
Pt. 25c
Qt. 45c
1/2 Gal. . . . 85c
Gal. . . . \$1.49

KOTEX
Sanitary Napkins
ECONOMY PACKAGE
48 Napkins
75c
CAN'T CHAFE or FAIL or SHOW
Accepted For
Advertisement
by Journal of
National
Association

AT BRAUN'S ONLY
YOU CAN SAVE UP TO \$70.00
On Brand New
Philco - RCA - Zenith
Greatest Radio Values
Ever Offered In Rochester!
+ DON'T Come Early For
WAIT! The Best Selections! +
TERMS LOW AS \$1.00 A WEEK
Stone 122 **BRAUN'S** Stone 122
900 PORTLAND—OPEN EVENINGS

THURSDAY, FRIDAY & SATURDAY
KEY DRUG STORES
Every Item At Lowest Cut Rate Price
470 N. GOODMAN Near Main
92 EAST MAIN Near Water
546 MONROE AVE. Near Goodman

SODIUM SALICYLATE TABS . . . 100's . . . 29c
SOLO HAIR CURLERS, reg. 5c 3 for 10c
WATKINS MULSIFIED SHAMPOO, reg. 50c . . . 29c
CORN WHISK BROOMS, reg. 25c 14c
SHOE LACES (mercerized, black or brown) 3 pr. 5c
SQUIBB'S ADEX TABS, reg. \$1.00 79c
PALMOLIVE SHAMPOO 23c
WOODBURY'S FACE POWDER, reg. 50c . . . 39c
BROWN MIXTURE TABS, reg. 25c 13c

Milk of Magnesia
Quart Size
29c
U. S. P.

PAPER TOWELS
3 for 11c

HERSHEY CHOCOLATE SYRUP
Reg. 5c **2 for 5c**

PETERMAN'S DISCOVERY
qt. size **31c**
Reg. 60c

CASCARA SAGRADA TABS, 100's 13c
SACHARINE TABS, 1/4 or 1/2 grain, 100's . . . 11c
SCOTT TISSUE, reg. 10c, 3 for 19c
SQUIBB'S ASPIRIN TABS (bot. of 200) 59c
BABY GAY Q TIPS, reg. 50c 33c
PARKE DAVIS ALOPHEN PILLS, bot. of 100 . . 49c
LYSOL, reg. \$1.00 83c
PARKE DAVIS MEDICATED THROAT DISCS . 15c

1c SALE
CASHMERE BOUQUET HAND LOTION
LARGE SIZE 16
GIANT SIZE 35c
BOTH FOR 36c

HERSHEY AERO BARS
Reg. 5c **2 for 5c**
EPSOM SALT
In can **7c**
Regular 15c

WOODBURY SHAVING CREAM
13c
Regular 25c

McKESSON COD LIVER OIL
Reg. 75c a Pint **2 for 76c**

Alka-Seltzer
For Quick Relief Of
HEADACHES, COLDS,
SOUR STOMACH,
ACID INDIGESTION
AND MORNING MISERY
49c
12c. 12c.

WITCH HAZEL
pt. **9c**
Double Distilled

BAYER'S ASPIRIN TABS.
Reg. 75c
bot. of 100 **59c**

SEGAL BLADES
pkgs. of 10 **11c**

90c VALUE Only 59c
LISTERINE TOOTH PASTE
40c tube
50c brush
Both for 59c

Cashmere Bouquet SOAP
2 for 17c

Zinc Stearate POWDER
with talc top
Reg. 25c **11c**

MUSTEROLE
75c **39c**

OXYDOL
Large Size **17c**

LIVER OIL CAPSULES
100's **69c**

A. B. D. G. CAPSULES
100's **\$1.39**

Sodium PERBORATE
lb. can **33c**

ZINC OXIDE OINTMENT
1 oz. tube **9c**

PSYLLIUM SEED
lb. box **23c**

We Reserve the Right To Limit Quantities

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. 13 ROCHESTER, N. Y., THURSDAY, JANUARY 26, 1939 74,300 COPIES DELIVERED

Here, There and Yonder

By CRAY REMINGTON

The young men, carrying musical instruments, who stopped at Silverman's, Dewey and Ridge Road West, for cigarettes, complained bitterly of the times. "The boys today have no chance to get anywhere or to do anything worth while," one said.

Charles Silverman, the elder, smiled, and it seemed to be a patronizing one.

"Laugh, if you want to," the young man resumed, "but you don't know what hard times are today."

Again Silverman, the elder, smiled. "Listen," he said, "just sit down, just a moment, and allow me to tell you something. You say, earnestly enough, that I don't know hard times. Now, I can retaliate by saying that you boys don't know what hard times are, but I won't. But, please, listen to me, for a moment, and judge for yourself."

Whereupon Mr. Silverman related of his own manhood in Russia, and when he finished the young men agreed that they were fortunate after all. "You win," they cried, waving hands, as they left the store.

When Silverman was twenty, Russia's Little Father, the Czar, didn't ask him if he cared to serve in the army. He just dragged him into it to fight



Cray Remington

PLEADS NEED FOR APARTMENTS

Furniture Prices at New Low for February Sales

When optimism unleashes a flood of millions of dollars from merchants who spend their money to make money, such optimism must be based upon something more than a blind belief that business is definitely on the upgrade.

That is exactly what happened at the January furniture markets in Chicago and Grand Rapids, where buyers for furniture houses from all sections of the United States made the heaviest purchases recorded in years at these famous furniture marts.

Leading Rochester furniture dealers, without exception, had their buyers at either Chicago or Grand Rapids, with the result that February sales, opening today, will offer not only exceptional variety, but also quality furniture at prices which may never be duplicated for savings.

Dealers believe that a more optimistic feeling for the future, plus an improvement in employment and more home building and buying mean a marked increase in furniture buying this year. And they backed their judgment by making record purchases at the big furniture marts to be prepared for the expected rush of buyers.

HIGHER PRICES FORECAST

Manufacturers whose products were on display at Chicago and Grand Rapids gave furniture dealers something to think about when they refused to accept orders for future delivery at current prices. Furniture makers feel that prices are

Alhambra Auxiliary Gives Party Monday

Alhambra Ladies' Auxiliary will give a dinner and card party Monday, 8 p.m. in the Hotel Seneca. Mrs. Emmett J. O'Neill, chairman, is assisted by Mrs. Patrick A. Dwyer, Mrs. George Schroeder, Mrs. Francis J. Torney, Mrs. Ralph F. Murphy, Mrs. Richard S. Torpey, Mrs. Otto A. Shults, Mrs. Frank M. Beauchamp, Mrs. Clarence M. Lofink, Mrs. Florentine Stephany, Mrs. William H. Senz and Mrs. Otto A. Shults.

Rochester on Parade ★ ★ ★ By W. L. James



LADIES' BAND TO PLAY

Resplendent in new uniforms of cadet blue and gold, the Ladies Civic Band will give a community concert in the J. Y. M. A. and W. A. auditorium on Sunday, February 5, at 8:15 p. m.

P T A CARD PARTY

A card party will be held by the Parent-Teacher Association of Henry Longfellow School 36 in O. K. Hall, 538 Portland Avenue, Friday, Feb. 3, at 8 p. m.

AUXILIARY SETS DATE

Frank E. Robertshaw Auxiliary will meet at the Armory February 1st, at 8 p. m. Miss Gertrude Trotti will preside. Mrs. Leona Springer will report on the Americanism and national defense meeting to be held with the Post.

Union Spokesman Petitions Change In Zoning Code

A modern version of the old truism that you can't have your cake and eat it too, is to be seen in current controversies aroused by proposals to erect new apartment buildings in the East and Park Avenue sections.

Sections of East and Park avenues retain the charm and exclusiveness that have been associated with these avenues for many years, but other sections of the same thoroughfares have taken on an air of shabby gentility.

At a hearing before the City Council Planning and Zoning Committee, proponents and opponents of a proposed 72-apartment house at 1084-1100 Park Avenue were heard. It would be a six-story building with a frontage of 340 feet on Park Avenue and a depth of 260 feet.

In applying for a change from "E" to "A" zoning, representatives of Mrs. J. Howard Kidd, owner of the site, pointed out that apartment dwellings have been built in Park Avenue less than 400 feet west of the proposed building.

Rochester building is at a low ebb, declared John J. Scully, representing building trades unions. He contended that a demand for apartments in the Park Avenue section must exist or builders would not consider such construction.

If the city continues to refuse to allow apartments in the East Avenue section, Scully asserted, the section finally will deteriorate from its present fine residential status. Rooming houses and the like will spring up, he warned, and ultimately builders will no longer desire to build apartments there.

Members and friends of the Rochester branch, American Association of University Women, are awaiting "The Dark Tower," fourth annual play given by the club. It will be held in Strong Auditorium tomorrow and Saturday. Proceeds will swell the scholarship funds.

Mable Perdue, vice president of the local branch, is chairman of arrangements, assisted by these committee heads: Tickets, Mrs. R. Theron Robinson, chairman; Mrs. Lynn Blittner, captain; patronesses, Mrs. G. Alfred Sproat; programs, Mrs. Paul Fredericks; stage set, Miss Ruth Wickens; stage furnishings, Miss Carolyn Weston; hand props, Miss Harriet Rippey; costumes, Mrs. Albert Asa Houck; makeup, Miss Hazel Parker; publicity, Miss Vera Wilson; production, Miss Vivian Evans.

BETH SHOLON BAZAAR

Beth Sholon will hold its annual bazaar, January 29, 30 and 31, at the Synagogue, 30 Field Street. Bingo will be played on the opening night.

Florence Darling, 197 Electric Avenue, call at The Sun for guest ticket to Loew's Rochester Theatre.

weis & fisher's

**Store-Wide
February Clearance**

of Fashion Furniture Begins Tomorrow!

FIVE FLOORS OF RECORD BARGAINS LIKE THESE EXAMPLES

\$139.00 GEORGIAN SOFA Magnificent solid mahogany frame, with loose, down-filled cushion. An incomparable value!	\$89⁵⁰
1-PILLOW BACK LOUNGE CHAIR A deep-sprung chair of enduring comfort. All webb construction. Formerly \$47.50!	\$29⁵⁰
\$44.50 FAN BACK CHAIR A value typical of the dozens of chairs in this sweeping clearance! Down cushion.	\$29⁷⁵
\$28.75 BARREL CHAIR The kind of a chair to fit perfectly into that vacant corner. A showpiece fashion!	\$22⁰⁰
\$35.00 WING BACK CHAIR Another unusual sale feature...this beautiful wing-back showpiece. Save \$15.50!	\$19⁷⁵

Similar Savings On
**RUGS - LINOLEUM - LAMPS
STUDIO COUCHES - TABLES
MATTRESSES**

10% DOWN

LONDON CLUB SUITE Two pieces in fine Friezelette. Full lounging length... and full webb construction throughout.	\$75.00 Value \$59⁵⁰
KIDNEY-STYLE DAVENPORT Just one! Resilient down cushions, and handsome lifetime cover in rich Boucle.	\$149.50 Value \$89⁵⁰
2-Pc. KID MOHAIR SUITE Two piece living room suite with loose pillows. Regular Weis & Fisher webb construction.	\$290.00 Value \$190⁰⁰
WALNUT BEDROOM SUITE A beautiful modern style. Four pieces complete...full-size bed, vanity, chest and bench.	\$190.00 Value \$98⁵⁰
9x12 Ft. Axminster Rugs \$29.75	

Factory Re-built CLEANERS Guaranteed For a Year

Sweeper - Vac: Eureka; Regina; Premier - Duplex; Bee - Vac: Etc.	\$11⁹⁵ to \$19⁹⁵
G-E REFRIGERATOR	\$109⁵⁰
\$89.95 ABC WASHER	\$69⁹⁵
\$89.50 NORGE RANGE	\$69⁵⁰
\$44.95 ROYAL CLEANER	\$29⁵⁰

FLOOR MODEL RADIOS

Philco, Zenith, RCA and Stromberg-Carlson } **Savings to 1/2**

BRAND NEW RADIOS

As low as **\$9⁹⁵**

10% DOWN

weis & fisher's

30 Clinton Ave. South
Rochester, N. Y.

10% DOWN

DELIVERS

F THE TOWN

THEATRE

GO

WEEKLY

-SAT. at 2:30

WEEKLY

i. at 8:30

TURDAY

RUG

DRES

price

5 MONROE AVE.

Near Goodman

Cashmere Bouquet SOAP 2 for 17c

Zinc Stearate POWDER with after top Reg. 25c 11c

75c

MUSTEROLE 39c

Large Size OXYDOL 17c

Halibut LIVER OIL CAPSULES 100's 69c

A. B. D. G. CAPSULES 100's \$1³⁹

Sodium ERBORATE 1b. can 33c

ZINC OXIDE OINTMENT 1 oz. tube 9c

PSYLLIUM SEED 1lb. 23c

Reserve the Right To Limit Quantities

BOY WANTED
For
SUNDAY PAPER ROUTE
Apply
Syracuse-American Office
339 NO. CLINTON ST.
MAIN 4883

BLACKPRIARS
PRESENT
NINO MARTINI
Metropolitan Tenor
AUDITORIUM—JAN. 31
\$2.50, \$2. Mail Orders Now!
BOX OFFICE SALE FRIDAY

EASTMAN THEATRE
OF THE UNIVERSITY OF ROCHESTER

Friday Evening, January 27, at 8:20
MARIAN ANDERSON
Seals at \$2 and \$2.50

Fri. and Sat. Evns., Feb. 3 and 4
"MADAME BUTTERFLY"
(Sung in English)
METROPOLITAN STARS
CIVIC ORCHESTRA
Seals at \$1, \$1.50, \$2 and \$2.50

Roselee
DRESS SHOP
after-Inventory
CLEARANCE
Making room for our new spring merchandise which is arriving daily. Every sale garment is from regular stock, and of standard Roselee quality... now drastically reduced. No C.O.D.'s, no exchanges, all sales final.

A Special Group Of
Dresses
For Street and Evening Wear.
Regularly to \$16.95
Some Slightly Soiled
\$1

Just 9 Untrimmed
Sport & Casual Coats \$8.00
Values to \$19.95

Just 49 Untrimmed
Sport & Casual Coats \$11.00
Values to \$19.95
Nubby Boucles, Tweeds, Camel Hair and Fleece.
Sizes 11 to 20.

Just 11
Fur Trimmed Coats \$24.95
Values to \$45

Just 27
FORMAL GOWNS \$5.00
For Parties and Dinner
Values to \$16.95

Just 57
WINTER HATS 99c
Values to \$5.00

Just 44 "Gossard" & "Miss Simplicity"
CORSETS \$2.49
Formerly \$5.00. Sizes 37 to 44

Arriving Daily.
NEW SPRING DRESSES \$6.95
Values to \$9.00. SALE PRICE!

Open
Eves.
Til
9 P. M.
Roselee
654 CLINTON AVE. NORTH
Main 8026

WOMEN'S AID TO MEET
Women's Aid Society of St. Paul's Evangelical Lutheran Church will have supper in the Sunday School rooms February 1. Mrs. Peter Bogart is general chairman. Final plans will be mapped for the cooking school demonstration by Mrs. Clara Brady. Mrs. Irene Stephany, Mrs. Alice Seaback and Mrs. Ruth Brethaupt are members of the committee.

Mrs. Mahle You, 28 Gertrude Street, call at The Sun for guest ticket to Low's Rochester Theater.
Miss Bernice N. Yerger, 183 Cady St., call at The Sun for guest ticket to Low's Rochester Theater.

U. R. Juniors Sponsor Fete

Janet McCord is chairman of the "Streets of Paris" dance sponsored by the junior class of the University of Rochester, in Cutler Union, February 10. The auditorium will be transformed into a make-believe Parisienne boulevard, carrying out the French theme in sidewalk cafes, flower booths, apple stands and street singers. Mary Burlingame is chairman of the committee arranging the novel decorations. During the intermission, a special exhibition of adagio dancing will be presented. Aldes on the committee are Elizabeth Lanning, Mary Sutton, Ann Olsen and Janet Phillips. Faculty members who have been invited to act as patrons of the affair include Dr. and Mrs. Delos L. Canfield, Dr. and Mrs. Carl K. Hersey, Dr. and Mrs. Alfred H. Jones, Dr. and Mrs. Howard G. Harvey and Dr. and Mrs. Hugh MacKenzie.

Remington:

(Continued from Page 1)
against the Japanese in the w. of 1900. Silverman served three years and eight months in the infancy and prospects were that he must forever be an army slave. On top of this, his company was ordered to Japan, and Silverman asked himself: "Shall I submit to being a target for a Japanese gun, for reasons I do not know?" He answered in the negative by quietly slipping away from his barracks and hiding. From September 6, 1903, to April, 1904, he dodged, as a wild animal, from town to town, from basement to basement, and survived, he knows not how, on the most meager sustenance. "I drank muddy water from the ditches," he said, "and yet, miraculously enough, kept in good health."

With another army deserter, he bought a forged passport, for man and wife, and Silverman, attired in woman's clothing, managed, at last, to get across the border into Germany in a box car. "Sure, I shaved of my mustache," Silverman explained, and perhaps we didn't fool the border officers, but in those times most Russian officials were dishonest. A little money would accomplish most anything. In Germany, Silverman has sufficient cash left to buy a new suit and hat, and he waited in Berlin until he received more money from his mother. Then, engaging passage for New York, via Hamburg, was easy.

On the boat he met an Americanized Russian whose home was in Rochester and he kindly loaned Silverman \$3.50 so that he could pass through Ellis Island. At New York's Battery he returned the loan, the identical five spot, to his good and new found pal, and together they boarded a train for Rochester. The year was 1904. In 1908 the boy who landed penniless at the Battery was worth a fortune estimated at a million cool, or warm, as one prefers, good American dollars. Next, following the 1929-33 vacuum cleaning process, in which values melted as butter on a hot griddle, Silverman found himself practically stony broke. He had to make a new business start, but this was America, and not Russia, and he made no complaint. "Why should persons, with fair health, complain in the United States?" he asks.

The young Americans, to whom the interrogation was put, had no ready answer.

William Eber, 82 Kames Street, call at The Sun for guest ticket to Low's Rochester Theater.

The Way To A Man's Heart

BY IRENE MUNTZ
As we go through the markets to select the foods to serve our family, it seems as though we have served the things they like so often that they must be tired of them and that the man who could invent a new flavored meat or a new vegetable or two would quickly become the nations most popular hero. However, if we can give the familiar, well-liked foods a new touch or combine them attractively with others, we soon find that the meal (and incidentally the family) takes on new interest.

When it comes to spinach, cheese and bacon are grand props to witting appetites. In fact, the result is so good that we called this recipe "Spinach Supreme."

SPINACH SUPREME
Temperature: 350 Degrees F
Time: 20 Minutes
1 c milk
1 c diced cheese
1 c butter
1 lb. spinach
1 lb. bread crumbs
1/2 c salt
2 slices bacon
Heat milk. Add diced cheese and stir until cheese is melted. Drain spinach thoroughly and chop. Drain again. Combine with milk and cheese and pour into a buttered casserole. Cover with bread crumbs, diced bacon and a few additional bits of cheese. Bake in a preheated oven. This celery casserole offers a delicious way to use up the tougher outside stalks of celery, leaving the hearts to serve crisp and fresh at another meal. We've given you this recipe to fill a good-sized casserole, as you'll find that everyone is going to pass for seconds.

CELERY CASSEROLE
Temperature: 350 Degrees F
Time: 20 Minutes
3 c diced celery
1 c milk
1 c diced cheese
1 c butter
1 lb. celery
1/2 c salt
2 T flour
2 slices toast
Cook celery and onion in boil-

ing, salted water until tender. Melt butter, add flour and cook until frothy. Add milk and cook until thickened, stirring constantly. Add cheese and when melted stir in tomatoes and seasonings. Pour over celery in a buttered casserole and top with the toast cut in cubes. Bake in a preheated oven.

SPANISH BEANS
1 c dried lima beans
1 lb. beef
1 lb. tomatoes
1 lb. onion
1 lb. bell pepper
1 lb. sugar
1 green pepper
1 c grated Parmesan cheese
Wash and soak beans overnight. Cover with boiling water and cook until tender. Cook bacon until crisp, drain off all but 2 T fat and cook gently in this. Add to beans with tomato, bay leaf and seasonings. Simmer 45 minutes. Serve on a hot platter, garnish with bacon and top with grated cheese.

Cheese and bacon, tomatoes and onion are grand ingredients to vary the flavors of your vegetables. Try pepping up your mashed squash with bacon cooked until crisp, diced finely and added along with the bacon fat. Green beans are delicious cooked with bacon, too. Mashed potatoes may be whipped until light and fluffy with a little grated onion or grated cheese. Serve boiled onions or whole kernel corn in a tomato sauce.

Well, there are some suggestions for a starter. From now on use your own ingenuity and turn out a delicious variety in vegetables for your meals.

THEATRE GUIDE

LOW'S ROCHESTER — Now playing: "The Duke of West Point," starring Louis Hayward, Joan Fontaine, Tom Brown, Richard Carlson and Alan Curtis, and "Homicide Bureau," with Bruce Cabot and Rita Hayworth. Friday, "Trade Winds," starring Fredric March, Joan Bennett, Ann Southern and Sidney Blackmer. Saturday, "Trade Winds," starring Fredric March, Joan Bennett, Ann Southern and Sidney Blackmer. Sunday, "Trade Winds," starring Fredric March, Joan Bennett, Ann Southern and Sidney Blackmer.

TEMPLE — Now playing: "The Great Man Vote," starring John Barrymore, Virginia Weidler, Catherine Alexander, Clarence Kolb and Louis Alberici, and "The Lady Vanishes," with Margaret Lockwood and Paul Lukas. CAPTAIN — Now playing: "Artists and Models," starring Jack Benny and Joan Bennett, and "Pacific Liner" with Monte Belmont, Chester Morris and Wendy Barrie.

PHARMACISTS ELECT
Fred Schutt President
Fred Schutt is new president of the Rochester Pharmaceutical Association.

INSTITUTE DANCE
The Management Conference Association of the Mechanics Institute will sponsor their fourth annual minstrel show and dance, Friday, evening at Turn Vernet Hall. Committee in charge is composed of Joseph Gray, Thomas Burns, Ben Relin and Calvin Thomason.

CHURCH LECTURES
"Democracy in Crisis" is the theme of six lectures to be given at the First Universalist Church each Tuesday at 8:15 p. m., the first of which was given January 24. Speakers include Dr. Joseph Selman, Dr. Frederico Bach, The Rev. John Paul Jones, Ludwig Lore and Norman Thomas.

Temple Sisterhood To Fete Rabbi
Sisterhood of Temple Beth El will entertain at a reception from 8 to 10 p. m. Saturday in the Temple in honor of Rabbi and Mrs. Jeremiah J. Berman. Rabbi and Mrs. Berman will leave shortly for New York where Rabbi Berman will continue his Talmudic studies. They plan to reside there.

ESCAPE
WINTER AUTO WORRIES

At Unit Parts you can get all the winter driving accessories and services you need... right away... on Rochester's easiest credit terms.

You Can Even Budget Payments On Needed Repairs.
UNIT
ROCHESTER
1185-1223 MAIN ST. E.
CULVER 250

Peter J. Weitzler, 138 Tryon Park, see "Trade Winds" at Low's Rochester Theater. In it are stars: Fredric March, Joan Bennett, Ann Southern, Sidney Blackmer. Call at The Sun for guest ticket.

Miss Doris M. Foster, 25 Mason Street, see "Trade Winds" at Low's Rochester Theater. In it are stars: Fredric March, Joan Bennett, Ann Southern and Sidney Blackmer. Call at The Sun for guest ticket.

Guild Closes Drive Monday

Good Shepherd Guild will end its membership drive Monday, January 30th. Mrs. Francis S. Maloney is chairman and Mrs. Delos Waddell and Mrs. Charles R. Hohman are captains. Assisting committee includes Mrs. Francis J. Bauer, Mrs. Leo J. Brown, Mrs. George A. Conway, Miss Helen Costello, Miss Dorothy Drum, Mrs. C. Edward Diring, Mrs. Charles J. Eagle, Mrs. Justin Flanagan, Mrs. Jos. Flynn, Mrs. James P. Gleason, Mrs. Frank Hawkins, Mrs. A. W. Hehr, Mrs. George Kannan, Mrs. Harry J. Kolb, Miss Frances LeVeque, Miss Honora Miller, Mrs. Leonard A. O'Connell, Mrs. Thomas P. O'Leary, Mrs. A. J. Piehler, Mrs. Arthur Ritzenthaler and Mrs. Lee Woods.

John D. Stewart, 317 Culver Parkway, see "Trade Winds" at Low's Rochester Theater. In it are stars: Fredric March, Joan Bennett, Ann Southern and Sidney Blackmer. Call at The Sun for guest ticket.

Helen T. Coe, 31 Somerset Street, when you're off official duty, call at The Sun for guest ticket to Low's Rochester Theater. In it are stars: Fredric March, Joan Bennett, Ann Southern and Sidney Blackmer. Call at The Sun for guest ticket.

MURRAY'S
For the Month of January Only:
Makes Beauty Inexpensive
with These Big-Value SPECIALS

COUPON SPECIAL
With this coupon only:
• Ultra Violet Ray Soap
• Medicated Shampoo
• Personality Hair Style
• Revin Manicure
All For \$1.35
Regularly \$2.35

WAVE NOW ONLY \$1.95
Vapor Oil
WAVE NOW ONLY \$2.95
Super-Curtains
WAVE NOW ONLY \$3.95

MURRAY'S 43 Stone St. 1405

Burke's January Sale!

357 Pairs WOMEN'S FALL and WINTER SHOES

REDUCED For Quick CLEARANCE \$3.00

All Regular Burke Quality \$6.50-\$5 Values

Every Pair A MONEY-SAVER!

No Exchanges! No Refunds! No Returns!

17 Clinton Ave. North Directly Opposite Sibley's

Never Before At This LOW PRICE

All These FEATURES FOUND Only in EXPENSIVE PENS:

Visible Inch Supply

Instant-Touch Writing!

Hold More Ink

Name Stamped in Gold

With a 5 Yr. Guarantee

MOSAIC Pin STRIPE SHADOW STRIPE

Regular Selling Price \$1

79c with the attached coupon

Every one of these famous Majestic Pens and Pencils has the features found only in more expensive sets.

THIS COUPON IS WORTH 21c

Present this coupon to Edwards Stationery Goods Department on the Street Floor and get a regular \$1.00 famous Majestic Pen and Pencil Set with your name stamped in gold for only **79c**

BEFORE YOU BUY FURNITURE OF ANY KIND

See What **Goodrich** Has To Offer

Drive down to Rochester's newest and most beautiful furniture display rooms. It may be a little out of your way... but it will be well worth your time and effort as our complete stocks and lower prices will truly amaze you. You will find only finest quality furniture by the nation's leading makers. We also stock many exclusive pieces you will find nowhere else in town. Throughout the store you will see furniture at prices 20% to 30% LOWER than elsewhere and now, during our February Sale, prices have been lowered still further. You owe it to yourself to come down and see for yourself that we always do sell for less.

Convenient Terms

GOODRICH FURNITURE CO. 1683 DEWEY AVENUE
Open Evenings — GLEN 4064

ESCAPE
WINTER AUTO WORRIES

At Unit Parts you can get all the winter driving accessories and services you need... right away... on Rochester's easiest credit terms.

You Can Even Budget Payments On Needed Repairs.

UNIT
ROCHESTER
1185-1223 MAIN ST. E.
CULVER 250

Peter J. Weitzler, 138 Tryon Park, see "Trade Winds" at Low's Rochester Theater. In it are stars: Fredric March, Joan Bennett, Ann Southern, Sidney Blackmer. Call at The Sun for guest ticket.

Miss Doris M. Foster, 25 Mason Street, see "Trade Winds" at Low's Rochester Theater. In it are stars: Fredric March, Joan Bennett, Ann Southern and Sidney Blackmer. Call at The Sun for guest ticket.

Edwards
The Famous Majestic PEN and PENCIL SET

Visible Inch Supply

Instant-Touch Writing!

Hold More Ink

Name Stamped in Gold

With a 5 Yr. Guarantee

MOSAIC Pin STRIPE SHADOW STRIPE

Regular Selling Price \$1

79c with the attached coupon

Every one of these famous Majestic Pens and Pencils has the features found only in more expensive sets.

THIS COUPON IS WORTH 21c

Present this coupon to Edwards Stationery Goods Department on the Street Floor and get a regular \$1.00 famous Majestic Pen and Pencil Set with your name stamped in gold for only **79c**

Zonta Directors Meet Friday

Directors and committee chairmen of the Rochester Zonta Club will meet tomorrow at 8:30 p. m. in the Rochester Gas & Electric offices. Dr. Dora Neun, chairman of the international relations committee, will announce her plans and appoint committees for the February dinner meeting when Miss Katherine Sears of Glens Falls, past president of Zonta International, will speak on world affairs.

Saturday, at the Association of the Blind Party, at the Blind headquarters, a play "The Life of Stephen Foster", sponsored by Zonta will be presented by Girl Scout Troup 78. Other entertainment will be group singing by members of the Blind Association and dancing and refreshments. Mrs. Carolyn Grove is chairman. The following new members have been appointed to the service committee, The Misses Marietta Lechleiter, Louise Westmiller and Mrs. Irene Rankin. Other members assisting Mrs. Grove are: Mrs. Margaret Leach, Miss Flora Armbruster, Miss Mercedes Brayer, Miss Jeannine Davis, Miss Margaret Erhardt, Miss Jane Hagadorn, Miss Esther Toomey, Miss Evelyn McDowell, Miss Ruth Merling, Miss Jessie Haskins, Miss Flora Vogel and Dr. Florence Kemmler.

Mrs. J. H. Quinlan, 29 Culver Road, call at the Sun for guest ticket to Loew's Rochester Theater.

Harold Imeson, 122 Sanford Street, see "Trade Winds" starring Fredric March, Joan Bennett, Ann Sothern and Sidney Blackmer, and "Burn 'Em Up O'Connor", with Dennis O'Keefe and Nat Pendleton at Loew's Rochester Theater. Just call at The Sun for guest ticket.

Mercy High Girls To Present Play

Mercy High School pupils are preparing to present a three-act play, "Anne of Green Gables," at Aquinas Auditorium on January 30 and 31. The prologue will be an original dance, created and staged by Nan Heinrich, in which thirty-two Mercians will take part.

Seniors on the Property Committee are Bernice Lawton, Jane Hasbrouck, Rita Rockenbrock, Catherine Martin, Dorothy Ridley, Mary Krupp and Frances McVinnie. Patrons and patronesses include: Mr. and Mrs. R. Kien, Mr. and Mrs. Arthur J. Sireb, Mr. and Mrs. T. J. McGarraghy, Mr. and Mrs. Charles Gargon, Mr. and Mrs. H. A. Gruntler, Mr. and Mrs. James R. Creary, Mr. and Mrs. Charles Prothero, Mr. and Mrs. Joseph Singer, Mr. and Mrs. Arthur Morton, Mr. and Mrs. Charles A. Kenning, Mr. and Mrs. A. N. Masucci, Mr. and Mrs. W. Wolf, Mr. and Mrs. Norbert Thibault, William L. Hall, Mr. and Mrs. Leo A. Lewis, Mr. and Mrs. W. Mulcahy, Mr. and Mrs. John L. Sullivan, Miss Mary Huddy, Mr. and Mrs. Thomas J. Moroney, Mrs. E. Klechhammer, Mr. and Mrs. Edward Haubner, Mr. and Mrs. E. Boles, Mr. and Mrs. Frank Doyle, Mr. and Mrs. J. H. Butler, Mr. and Mrs. L. M. Schifferl.

Jack Louis, 342 Knickerbocker Avenue, call at The Sun for guest ticket to "Trade Winds" at Loew's Rochester Theater, starring Joan Bennett, Fredric March, Ann Sothern and Sidney Blackmer.

Mrs. Florence Mayhew, 313 Titus Avenue, call at The Sun for guest ticket to Loew's Rochester Theater.

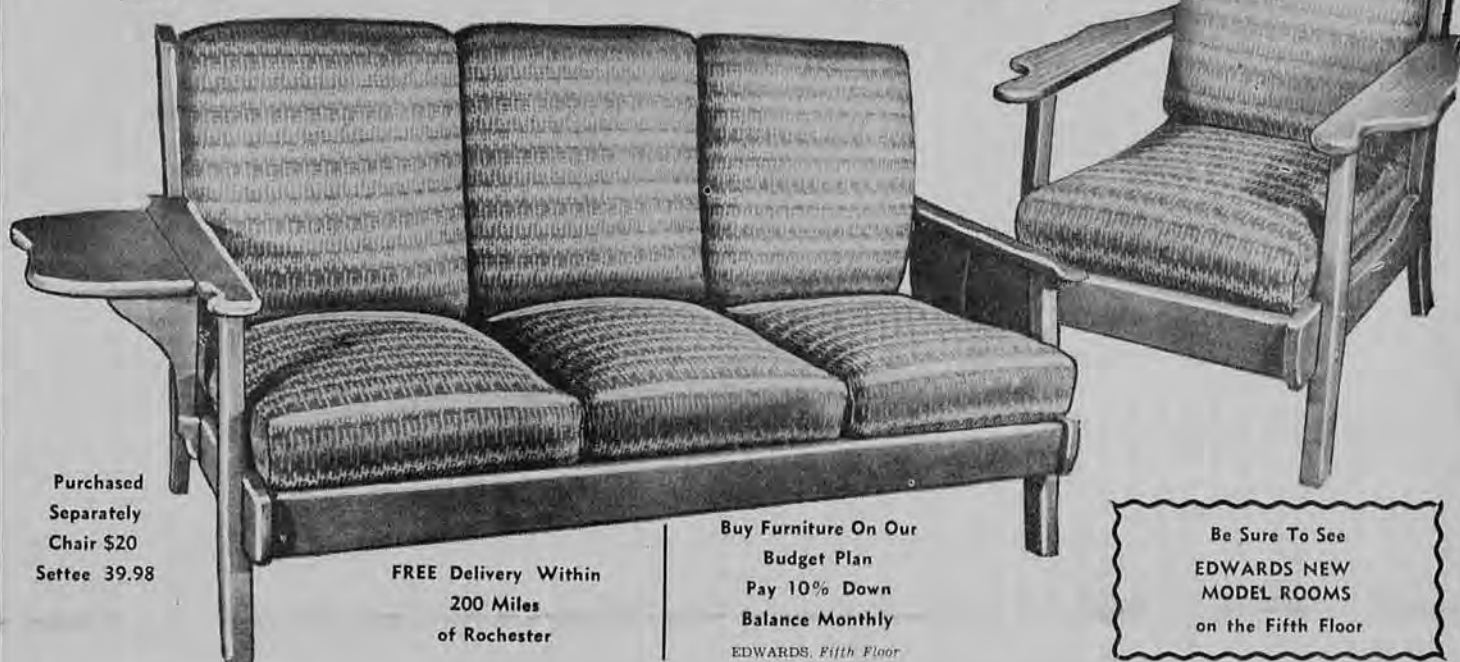


February SALE FURNITURE

MAPLE Is Always in Perfect Taste! Here's Your Chance to Save Real Money! 2 Piece Solid Maple LIVING ROOM SUITE

Specially Priced for Our February Furniture Sale

Rochester's most complete furniture department again brings you one of the February values that has made it famous! A handsome living room suite made of solid Hard-Rock Northern Maple with pegged joints; spring filled seat cushions; hand rubbed to a rich amber tone—lacquer-like smoothness. Choice of covers.



Purchased Separately
Chair \$20
Settee 39.98

FREE Delivery Within
200 Miles
of Rochester

Buy Furniture On Our
Budget Plan
Pay 10% Down
Balance Monthly
EDWARDS, Fifth Floor

Be Sure To See
EDWARDS NEW
MODEL ROOMS
on the Fifth Floor

WEEKEND SPECIALS

MOHICAN EGGS
These Mohican Meadowbrook eggs are guaranteed for all purposes.
At our special low price we don't have to tell you that this is a bargain.
25¢ Doz.
OUR BEST GRADE B

OYSTERS
Fresh Shucked, Fine For Frying or Stewing. We Know You Will Enjoy This Special.
15¢ Pint
A Solid Meaty Sea Food Delicacy. Just The Thing for Cold Days.

Increasing the Content of Shopping Dollars

It's the same round silver dollar . . . or rectangular silk-thread bank note.

But it goes ever so much farther and brings back ever so much more when you use the SUN as your shopping guide.

It costs SUN advertisers only a fraction of the cost of any other Rochester newspaper to have their advertisements delivered into your home.

Every Thursday the SUN is delivered into every worth while home in Rochester.

There is nothing to compare with the SUN in complete home coverage . . . nothing to compare with the economic assistance it gives to advertisers . . . nothing in newspaper development to compare with the growth of advertising in the SUN . . . and nothing to compare to the savings customers can pocket by using the SUN as their weekly shopping guide.

Read SUN advertising MORE and you will find that you will be paying LESS for the things that you buy . . . AS THOUSANDS ARE DOING!

Expect MAXIMUM SERVICE in this

GREAT FEBRUARY SALE of 9x12 WILTON RUGS

You can expect maximum service from one of these famous ROYAL WILTON RUGS! Our fourth floor is literally overflowing with quality rugs awaiting your thorough inspection. Persian, Chinese texture and two tone effects in the latest, smartest color schemes. Come in today and see these Wiltons for yourself—note their close, sturdy weaves, their smart style, their low price and then you'll know why discriminating, thrifty shoppers have made Edwards their Rug Headquarters for many generations.

Buy On Our Budget Plan: \$4.75 Down, Balance Monthly
Edward, Fourth Floor

\$47.50
VALUES Up to \$77.50

3 Piece Solid Maple BED OUTFIT

BED: Superb mahel design; attractive two tone finish; fluted trim on head and footboard—twin or full size.

COIL SPRING: Double Deck finished in or child enamel—all standard sizes.

MATTRESS: Filled with white cotton felt; covered in durable striped ticking; finished with roll edge—all standard sizes.

7.98
EACH PIECE

EDWARDS,
Seventh Floor



The Mattress That Has Everything . .



"AMERICAN BEAUTY"
INNER SPRING MATTRESS

Box Spring To Match 39.50

FREE Delivery Within 200 Miles

Sale Priced
39.50

A custom built mattress with genuine, hinged top spring unit covered with high grade imported Damask Rayon! Guaranteed all-wire-tied spring unit that's insulated with stitched sisal insulating pads. Upholstered with layer upon layer of long fibre cotton felt which prevents sagging.

EDWARDS, Bedding, Seventh Floor

ACHTER'S OFFER YOU

Savings

YOU CAN'T AFFORD TO MISS!

Specials For Friday and Saturday Only

46 INCH TABLE
OILCLOTH
25c Value
16c

FULL 800 YARDS
CARPET WARD
25c Value
19c

Fruit of the Loom Coverall
APRONS
25c Value
17c

"BOUT" TOILET
TISSUE
1000 Sheets
2 for 11c

SOUP PLATES
12 1/2c Value
7c

CHEESE CLOTH
5c Value
3c

Package of 12 Boxes
SAFETY MATCHES
10c Value
4c

ASSORTED
TIE RACKS
10c Value
5c

CIGARETTES
All Popular Brands
10c pkg.

MEN'S TIES
15c Value
7c

INFANTS' RECEIVING
BLANKETS
15c Value
9c

COUPON FOR
FRIDAY AND SATURDAY
Lighthouse
CLEANSER 2 for 3c

36 INCH UNBLEACHED
MUSLIN
5c yd.

LEAD PENCILS
2 for 5c Value
5c

EMBROIDERED
GUEST TOWELS
10c Value
6c

HAIR NETS
All Colors
5c Value
2 for 3c

SEAL TOP
CLOTHES HAMPER
\$1.19 Value
71c

WILDROOT
WAVE SET
10c Value
5c

Visit Achter's For Bargains Every Day

SPECIALS FOR MONDAY, JANUARY 30	SPECIALS FOR TUESDAY, JANUARY 31	SPECIALS FOR WEDNESDAY, FEBRUARY 1	SPECIALS FOR THURSDAY, FEBRUARY 2
Boys' Broadcloth SHIRTS 49c value 25c	Men's Ribbed SHIRTS & DRAWERS 49c value 19c	Men's Heavy WORK SHIRTS 15c val. 2 for 15c	Men's Blue Denim OVERALLS \$1.00 value 77c
Men's Heavy Woolen WORK HOSE 39c value 17c pr.	Men's Extra Large White HANDKERCHIEFS 10c value 3c	Men's Broadcloth PAJAMAS \$1.00 value 59c	Men's Canvas GLOVES 10c value 6c pr.
Men's BILLFOLDS 5c	Boys' SWEATERS with Zipper Front, \$1.00 value 44c	Men's Zipper BILLFOLDS 25c value 15c	Men's Colored Border HANDKERCHIEFS 5c value 2c
Common PINS 5c value 2 for 3c	STYPTIC PENCILS in unbreakable case 2c	TABLE TENNIS BALLS 5c value 2c ea.	Pinocchio or Bridge Playing CARDS 25c value 17c pkg.
125 Ft. Heavy WAX PAPER 25c value 10c	1 1/2x2 1/2-yard ADHESIVE TAPE 10c value 4c	Carters' INK 10c value 4c	Colored Dressing COMBS 4c
Antimony SALT & PEPPER SHAKERS 25c value 13c pr.	PIN CUSHION SEWING SETS 10c value 5c	ENVELOPES Pkg. of 25 2c	Gift Safety PINS 40 Count 2 for 5c
Children's PAINT BOX SETS 10c value 6c	Lowie Leaf NOTE BOOK & FILLER PAPER 10c value 8c	Card of 12 SAFETY PINS 5c value 4 for 5c	New Spring Ruffling 10 yds. 3 for 10c
Ladies' ROLL GARTERS 5c value 2c pr.	Vigil Light CANDLES 7c doz.	Women's Heavy HOSE 19c value 11c pr.	Ladies' Rayon ROSE 10c value 9c pr.
Ladies' Extra Size Double Box of 12 SANITARY NAPKINS 12c value 9c	Ladies' ROLL GARTERS 5c value 2c pr.	Close Out Girls' SHOES Values to \$1.00 53c pr.	Children's Rayon PANTIES 10c value 5c
Ladies' Striped Flannel GOWNS 59c value 25c	Box of 12 SANITARY NAPKINS 12c value 9c	Embroidered PILLOW CASES 25c value 11c ea.	36 Inch Striped Outing FLANNEL 15c value 8c
Children's Silk Striped PANTIES & BLOOMERS 25c value 9c ea.	Infants' Cotton GASES 10c value 6c pr.	Black Rock Unbleached MUSLIN 7c yd.	36 Inch Fast Color Percale 15c value 2 for 15c
Rayon NAPKINS 5c value 2c	Velour SCARFS 14c value 5c	J & P Coat's CROCHET COTTON 15c value 9c	31"x31" TABLE COVERS 59c value 34c
32"x52" TABLE CLOTHS 39c value 18c	Stamped Pillow CASES 25c value 12c ea.	47" Wide PILLOW TUBING 10c value 12c	42"x36" PILLOW CASE 19c value 9c
MOP HEADS 10c value 6c	Unbleached SHEETING 10c value 6c yd.	TURKISH TOWELS 10c value 5c	Sheet BLANKETS 59c value 39c
P & Q SOAP 7c value 3c	Rubber STICK-ON SOLES 10c value 5c pr.	18" Rubber SEAM THREADS 10c value 6c	STEEL WOOL Box of 25 balls 6c
20"x42" TURKISH TOWELS 25c value 19c	Dust & Polish MOPS With Handle 25c value 15c	LIQUID WAX 10c value 5c	TOILET TISSUES 100 Sheets for 10c value 2 for 7c
72"x90" SHEETS 49c value 29c	Glass TRAYS 10c value 6c	17 Piece China BREAKFAST SETS \$1.98 Value 81c set	Lux Toilet SOAP 10c value 2 for 9c
5-Inch CHINA BOWL 10c value 4c	70"x90" Extra Heavy Plaid BLANKETS \$1.00 value 64c		Part Linen Toweling 2 yds. 2 for 7c
	Large Box LUX FLAKES 19c		

COUPON For Monday JELLO DESSERT 2 for 7c

COUPON For Tuesday 500 Count CLEANING TISSUES 25c Value **13c**

COUPON For Wednesday LIFEBOUY SOAP 2 for 9c

COUPON 2 Lb. Box DOMINO SUGAR **9c** box

ACHTER'S BARGAIN ARCADE

OPEN Every Night 9 P.M. Until Opens Every Day at 9 A.M.

387 EAST MAIN ST., NEAR GIBBS ST. AND 35 GIBBS ST. OPPOSITE EASTMAN THEATER
PHONE STONE 1880-1881-1882
ROCHESTER'S BUSIEST NEW DEPARTMENT STORE

FREE PARKING Gibbs St. Station Opposite Y. M. C. A.

RIGHTS RESERVED TO LIMIT QUANTITIES NO MAIL OR PHONE ORDERS FILLED

Lomp Circle Meets Friday

Captain Henry Lomp Circle, Ladies of the G. A. R., will meet tomorrow evening in the City Hall Annex, Edith M. Bostwick presiding. Motion pictures will be shown following the meeting. At the meeting last week, the following officers were installed by Department President Marjorie Shafer of Buffalo, with Conductors Hazel Kressman and Helen Stonegraber assisting. President, Edith M. Bostwick; senior vice president, Marguerite Axmacher; junior vice president, Lillian Gransen; treasurer, Rhoda Frear; secretary, Gertrude M. Walbridge; chaplain, Maude Carner; patriotic instructor, Rose Green; registrar, Lillie McClusky; conductor, Florence Lohwater; assistant conductor, Nancy Thompson; guard, Carrie Scherer; assistant guard, Edith Ryan.

Hillman Accepts A.C.W. Bid Here

Sidney Hillman, president of the Amalgamated Clothing Workers of America, has accepted the invitation of the Rochester division to come to this city February 10 for the silver jubilee of the organization here. Other nationally known figures and officers who have accepted invitations are Jacob Potofsky, vice president; Joseph Schlossberg, secretary, and Hyman Blumberg and Mr. and Mrs. August Ballanca, members of the executive board.

Charles H. Zimber, 28 Kern Street, call at The Bus for guest ticket to Loe's Rochester Theater.

GENERAL COUNTY TAXES Payable in 1939 Monroe County Treasury

Rochester, N. Y.—January 2, 1939. The assessment rolls for the general county tax levied in 1938 and payable in 1939 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 13 of Chapter 441 of the laws of 1938.

FEES WILL BE ADDED AS FOLLOWS:

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

In case of default a warrant will be issued for the collection thereof according to law.

On August 1st an additional fee of \$1.50 for advertising will be charged. On the 15th day of August a list of all unpaid taxes will be published.

On the 20th day of August all unpaid taxes will be sold and will be redeemed only by paying advertising and sales charges, with interest.

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 for bill. 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 1st, but should be paid to the Town furnished by the County Treasurer on request.

CLARENCE A. SMITH
Director of Finance.

"One trial won me over to B-ettes for good!"

Internal Sanitary Protection... No Odor, No Belts, Pads or Pins

Recently thousands of women in this community were given an opportunity to try B-ettes at no cost. Now these women are showing their enthusiastic approval of this modern form of sanitary protection by greatly increased purchases from local retailers. They have discovered a glorious new freedom at a trying time—no belts, no pads, no pins, and most important, no fear of odor embarrassment because internal absorption prevents odor. Try B-ettes next time—buy a package at any drug or department store. A month's supply of 12 for 25c, a trial package of 4 for 10c. Say "Bee-etts."



Ward 18 Club Names Oca for 14th Term

Joseph J. Oca has been elected to his 14th term as chairman of the 18th Ward Democratic Club. Thomas Furia was named to his 5th year as president. Other officers elected were:

First vice president, Joseph Minnie; second vice president, Cy Sutteri; secretary-treasurer, Al Papalia; recording secretary, Joseph Ballavio; board of directors' executive committee, Cosmo Ange, Phil Sidore, Joseph Lo-Monaco, Cy Battaglia.

GUARANTEED QUALITY COAL COKE

SPECIAL \$10.65 TON
Store, Egg or Nut
R. G. & E. Dustless and Dry
\$9.05 TON
GEN. 20
PEA \$8.75
Bowl, 87.75
Rice, 96.75

ARDEAN R. MILLER
300 West Ave. • Finest Service Since 1912 • BEST FUEL OIL

FINER FOODS AT Wegman's FOR FRIDAY & SATURDAY

Mild Flavored Fresh Dressed

LEGS O'YOUNG Lamb

22c lb.

No matter how particular you are about meats, you'll be more than pleased with a Wegman roast! And when it's tender, mild-flavored young lamb like this, you make a substantial saving as well... without the slightest sacrifice of quality!

Features In Wegmans Self-Serve Groceries

COMBINATION SPECIAL! LARGE SIZE PACKAGE
RINSO 13c
When Bought With Any Of Wegman's Own Brand Coffees
Buy a pound of any Wegman-brand coffee, and you can buy a package of Rinso for only 13c!

JUICY RIPE PINEAPPLE
FLORIDA ORANGES
2 doz. for **25c**
Juicy, golden ripe oranges of that famous extra-nutritious "pine-apple" variety.

N. Y. STATE GOLDEN
BANTAM CORN
4 No. 2 cans **25c**
Crisp, crunchy kernels. New York State's own corn crop. An extra special week-end value!

SIX DELICIOUS FLAVORS
JELL-O DESSERTS
2 pkgs. for **9c**
Another special feature for this week-end in the big Wegman self-serve groceries.

24 1/2-LB. KITCHEN TEST
GOLD MEDAL FLOUR
87c
You make no experiment with Gold Medal Flour! It's kitchen-tested under the supervision of Betty Crocker.

LAST WEEK! To Redeem Your ALUMINUM TRADE TICKETS

HERE'S YOUR GUARANTEE! **HIGHEST GRADE BUTTER**
U. S. CERTIFICATE OF QUALITY IN EVERY PACKAGE
It's 93 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. Unquestionably America's finest butter for table and cooking.

LAND O' LAKES BUTTER
Sweet & Cream
29c
1 Pound Roll

Wegmans Home Town Markets

HIGH QUALITY COKE
R. G. & E.
Dustless
and Dry
GEN. 20
PRICES
CASH
Show. Off
R. MILLER
since 1912 • BEST FUEL OIL

FOR FRIDAY
& SATURDAY

Fresh
Dressed

**2c
lb.**

PEPINEAPPLE
ORANGE
ANGES
25c

ripe oranges of that
nutritious "pine-
y."

ATE GOLDEN
TAM
ORN
25c

ous flavors

L-O
CERTS
9c

feature for this
the big Wegman
ries.

WEEK!
sem Your
MINUM
TICKETS

BUTTER
EVERY PACKAGE

what's why you can actu-
ally taste the difference
(not your) cream. Un-
der for table and cooking.

1 Pound
Roll

29c

Town
Kits

Mrs. C. H. Ainsworth, 44 Christian Avenue, be the guest of The Sun at Loew's Rochester Theatre. Just call at 419 Burke Building for your ticket to "Trade Winds" starring Fredric March, Joan Bennett, Ann Sothern and Sidney Blackmer.

Irwin H. Goldstein, 918 Monroe Avenue, if you don't see your name here, your friends will. Anyhow, call at The Sun for your guest ticket to Loew's Rochester Theatre.

Say You Saw It In The Sun

**A
SURE
SELL-
OUT**



**Never Before!
FUR TRIMMED
COATS**

AT \$5.00
Also
Many Untrimmed
SPORT and
DRESS COATS
All With Heavy
Interlining
All Sizes
SAVE
1/3
OR
MORE

CLIP THIS COUPON
While They Last!

NEW SPRING
**CHENILLE KNIT
SWEATERS**
• VALUES TO \$1.00 •
39c
• Every New Color •
• Limit, 2 to a Customer •
• Slip-On Styles •
• All Sizes •

Sold With This Coupon Only!
Stephens
210-214 MAIN ST. E.

By Way Of Mention

Mrs. Alexander T. Simpson of East Avenue, will entertain at luncheon and bridge tomorrow at the Century Club in honor of Mrs. Innis P. Allen and Mrs. Morris D. Knapp.

Mrs. Willis E. Bowen of Main Street East, entertained at luncheon and bridge on Wednesday in her home.

Mrs. Adrian G. Devine of Elmwood Avenue, entertained the Thirteenth Twig for luncheon on Friday at her home.

Mrs. Hiram R. Wood of Westminster Road, and Miss Alice Chase of Milburn Street, will leave February 1 for Delray, Fla., where they will pass some time in Mrs. Wood's winter home.

Mrs. Victor J. Chambers of Clover Road, entertained today for luncheon at the Century Club.

Mrs. E. A. Hanover of Barrington Street, will entertain the Wisteria Circle of the Seton Workers for luncheon tomorrow at her home.

Mrs. Adrian L. Spencer of Commonwealth Road, entertained the Strong Chapter of Genevieve Hospital for luncheon on Monday in her home.

Miss Ann Hale, daughter of Mr. and Mrs. Ezra A. Hale of Lake Road, Webster, entertained at luncheon and skiing on Saturday.

Mrs. Joseph W. McGill of Vick Park A. and Mrs. Edward C. Morris of Arnold park, will entertain the Beau Desir Reading Club for tea on Monday at Mrs. Adele P. Bostwick's, Sibley Place.

Mrs. W. E. Dugan will review "Letters of Henry Adams."

Mrs. Winthrop K. Howe of Oxford Street, entertained the Sunshine Circle of Kings Daughters for luncheon on Wednesday in her home.

Miss Marian Scobell of Hurstbourne Road, entertained the Thursday Aid for luncheon today at her home.

Edson C. Foster of Chicago, was the week-end guest of his aunt, Mrs. Walter V. Whitmore, of Barrington Street.

Mrs. Charles Boswell of the Sagamore, entertained the Study Club for luncheon on Monday at the Sagamore.

Mrs. William C. Likly of Arnold Park, entertained at dinner on Saturday in her home.

Mrs. C. J. Van Niel of Trevor Court Road, entertained at luncheon and bridge on Tuesday in her home.

Mrs. Erastus T. Guller of Brunswick Street, will entertain the Tenth Branch of the Children's Convalescent Hospital for luncheon on Friday in her home.

Mrs. Charles W. Dodge of Oxford Street, entertained the History Class for tea on Wednesday in her home.

Mrs. Hamilton Garner of Montclair, N. J., is the guest of her sister, Mrs. Frederick E. McKelvey, and Mrs. McKelvey of Buckingham Street.

Mr. and Mrs. Roy C. Webster of the Sagamore, left today for Atlantic City, where they will spend two weeks.

Mrs. Paul E. Carter of East Boulevard, entertained at a buffet supper on Friday at the Chatterbox Club.

Iroquois DAR Plans Bridge

Iroquois Chapter of the DAR will sponsor a desert bridge at 1:30 p. m. February 4 in the chapter house. Proceeds will be used for the chapter's maintenance fund.

SALES TAX OPPOSED

CIO Industrial Union Council has gone on record against a city tax to meet increased relief costs. It was declared that the levy would affect workers who could least afford it. Allied Building Trades Council also opposes the tax.

PARK SIGN DISCARDED

"Edgerton Park" sign, knocked down by a truck, has been discarded and a new streamlined sign will appear in its place in the Spring, the Department of Commerce has announced.

AT BRAUN'S ONLY!
FINAL REDUCTIONS
Brand New Radios - In Crates
1938—MODELS—1939
\$145 PHILCO **69.50** RCA **59.00**
\$195 PHILCO **89.50** \$49 PHILCO **24.00**
\$160 RCA **109.50** \$109 ZENITH **55.00**
YOUR OLD RADIO INCLUDED IN THIS PRICE
TERMS LOW AS \$1.00 A WEEK
Stone 122 **BRAUN'S** Stone 122
900 PORTLAND—OPEN EVENINGS

EVERYTHING MUST GO!
We Never Carry Merchandise Over From One Season to The Next!
• SNOW SUITS
• SKI PANTS
• SUEDE JACKETS
• MACKINAW
• SWEATERS
• GLOVES
• SKATES
REDUCED 50%
AND MORE
Everything In Winter Wear
For The Entire Family.
The SPORT SHOP
126 CLINTON AVE. SO.
Next to Loew's Theatre
Free Parking Open Evenings

WHAM HIGHLIGHTS

ADDRESS BY FRANK R. Mc-NINCH—Thursday, Jan 26, 8:30 P. M.

MUSIC
SUNDAY MUSICALS—Sundays, 12:30 P. M.
ROCHESTER CIVIC ORCHESTRA—Monday, Jan. 23, 3 P. M.
EASTMAN SCHOOL OF MUSIC ORCHESTRA—Thursday, Feb. 2, 8:30 P. M.
GERMAN HOUR—Tuesdays, 7:30 P. M.
MILESTONES IN MUSIC—Saturdays, 11:30 A. M.
METROPOLITAN OPERA COMPANY—Saturdays, 1:55 P. M.
The opera for Saturday, January 28 will be "Louise".
NBC SYMPHONY—Saturdays at 10:00 P. M.
GILBERT AND SULLIVAN OPERETTAS—Tuesdays, 8 P. M.
For Tuesday, January 31 is "Pantofone" operetta

DRAMA
HOLLYWOOD PLAYHOUSE—Sunday, 9 P. M.
THOSE WE LOVE—Mondays, 8:30 P. M.
ONE MAN'S FAMILY—Wednesdays, 8 P. M.
TRUE STORIES STATE POLICE—Thursdays, 7:30 P. M.
CRIMINAL CASE HISTORIES—Fridays, 8 P. M.
DOG HEROES—Sundays, 5:45 P. M.
THOSE HAPPY GILMANS—Mondays through Fridays, 8:30 A. M.
YOUR FAMILY AND MINE—Mondays through Fridays, 4:45 P. M.
EASY ACES—Tuesdays, Wednesdays, and Thursdays, 7 P. M.
MR. KEEN—Tuesdays, Wednesdays, and Thursdays, 7:15 P. M.

VARIETY
PLANTATION PARTY—Fridays, 9 P. M.

HANK AND HERB—Saturdays, 7:30 P. M.
MAGIC KEY OF RCA—Sundays, 2 P. M.
JACK BENNY—Sundays, 7 P. M.
SETH PARKER—Sundays, 7:30 P. M.
CHARLIE MCCARTHY—Sundays, 7:30 P. M.
THE CIRCLE—Sundays, 10:00 P. M.
FIBBER MCGEE—Tuesdays, 9:30 P. M.
BOB HOPE—Tuesday, 10 P. M.
HOBBY LOBBY—Wednesdays, 8:30 P. M.
KAY KYSER'S MUSICAL CLASS—Wednesday, 10 P. M.
GOOD NEWS OF 1939—Thursdays, 9 P. M.

COMMENTARY
WALTER WINCHELL—Sundays, 9:30 P. M.
FRITZ BROWNELL—Wednesdays and Fridays, 7:45 P. M.

LOWELL THOMAS—Mondays, through Fridays, 6:45 P. M.
AL SIGL—Tuesdays, Wednesdays and Thursdays, 3 P. M.
NATIONAL RADIO FORUM—Mondays, 10:30 P. M.

NEWS
PETER GRANT—Sundays, 6:45 P. M.
FARM NEWS—Mondays through Fridays, 1:15 P. M.
COURIER NEWS—Saturdays, 11:15 P. M.
YOUR ESSO REPORTER—Four times a day, seven days a week.
We Strongly Recommend
INFORMATION PLEASE—Tuesdays, 8:30 P. M.
HARRY MCGUIRE—Mondays through Saturdays, 6:30 P. M.

TOWN HALL OF THE AIR—Saturdays, 8 P. M.
AMERICA KEEPS FAITH—Mondays, 7:30 P. M.

FACTORY TO YOU!
LYONS
FURNITURE
FACTORY
BUY DIRECT AND SAVE
LYONS FEBRUARY SALE
Brings our Factory-to-You Prices Even Lower!
10% DOWN
Delivers This Suite!

3-PIECES COMPLETE \$79.50

FEBRUARY'S GREATEST LIVING ROOM VALUE!

Here's the kind of a furniture sale that comes your way just ONCE in a lifetime! The 10 to 40% savings you regularly make by buying direct from this furniture factory are even greater in this big factory clearance! Here is just one of sixty living room suites... THREE full size pieces... a suite whose retail value is up to DOUBLE this sale price! Genuine hardwood frame, full web construction, 100% hand-tailored... nothing to compare with it in all Rochester! See it tomorrow, and you'll say that HERE is THE buy of the February Sales!

See How You Can Save at LYONS
Factory Before You Buy Furniture

HERE'S A RECORD VALUE!
Hand-Rubbed Matched Walnut
BEDROOM SUITE

\$59.50 FOR THREE PIECES

Heavy 5-ply matched walnut veneers... full-size, modern styled pieces. In the popular waterfall fashion, with large plate-glass round mirror. Solid oak interiors. Bed, chest and choice of dresser or vanity. A suite that comparison will prove to be one of the biggest values in ANY February Sale!

10% DOWN DELIVERS!

LYONS FURNITURE FACTORY
175 NORTH WATER ST.
Just A Step From Andrews

Better Furniture
Costs Less At
Open Tues. & Thurs. Evenings

Factory Savings
in LYONS
SALE of
BREAKFAST SETS
•
STUDIO COUCHES
•
MATTRESSES
•
DINING ROOM SUITES
•
ODD CHAIRS
•
RUGS

PAGE SIX

TRUTHFUL NEWS

THE ROCHESTER SUN, THURSDAY, JANUARY 26, 1939

TRUTHFUL ADVERTISING

Arthur Hirschmann, 23 Flower City Park, sec "Trade Winds" at Loew's Rochester Theater, starring Fredric March, Joan Bennett, Ann Sothern and Sidney Blackmer. Call at The Sun for guest ticket.

Get MORE Heat From Your Coal with

GLO-BRITE
ANTHRACITE

PENNSYLVANIA HARD

COAL

ROCHESTER FUEL
AND FEED COMPANY
OFFICE & YARD - 1525 CLINTON AVENUE NORTH
Fairport Plant, 44 N. Main St.—Brookport Plant, 165 Park Ave.

EGG STOVE or NUT. **\$10.65** TON

PEA.....\$8.75
RICE.....\$6.75
BUCKWHEAT, \$7.75

GLO-BRITE COKE **\$8.75** TON

Frank X. Gores, 610 Hazelwood Terrace, call at The Sun for guest ticket to Loew's Rochester Theater.

TRY THIS FOR URIC ACID

Read Our Offer Do This

Thousands report relief from stiff joints; sore muscles rheumatic pains; neuritis; neuralgia. Bladder weak? 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) For more than 40 years The Williams Treatment has been helping others to more comfortable days and restful nights. YOU try it! We will give uric acid sufferers who send this advertisement, home address and ten cents (stamp or coin) our full size 75c bottle (25 down) of THE WILLIAMS TREATMENT and booklet with diet and other helpful suggestions. No obligation. No C.O.D. Only one bottle given same person, family or address. Sold since 1898. This advt. and 10c. must be sent THE DR. D. A. WILLIAMS CO., OFFICE RE (183), East Hampton, Conn.

PAST PRESIDENTS LUNCH

Past Presidents Association will meet at the Armory February 2, at 2 p. m. Mrs. Louise Schirm will preside. Lunch will be served by the Brighton Unit of which Mrs. Margarette Cobb is chairman, assisted by Gladys Winter and Harriet McGovern.

Mrs. A. Letts, 380 Maple Street, call at The Sun for guest ticket to Loew's Rochester Theater.

"Every Winter had Terrible Colds"

Nurse's Grateful Letter "I want to thank you for the wonderful cough and cold medicine, BUCKLEY'S MIXTURE. I bought the first bottle last winter, for the old gentleman whom I am taking care of, for he had had terrible colds every winter. The first dose helped, and after the third dose cold was gone. It does such a good work. Mrs. C. Davis. Don't take chances, for even the most stubborn, racking cough swiftly yields to the powerful influence of BUCKLEY'S MIXTURE (triple action), the largest selling medicine for coughs, colds and Bronchitis in all of old Canada. Get a small bottle at any drugstore anywhere. Safe and satisfaction guaranteed always."

Locust Hill Club Awaits Sunday Supper

Locust Hill Country Club members and their guests will stage another of the popular supper parties followed by badminton, ping pong, shuffleboard and bridge Sunday evening.

Dr. and Mrs. Theodore C. Blau-tau will be chairman of the affair and will be assisted by Mr. and Mrs. R. W. Staff, Mr. and Mrs. P. J. Barnes, Mr. and Mrs. F. E. Barnard, Mr. and Mrs. P. P. Peirick, Mr. and Mrs. Willett W. Friday.

Mrs. J. W. Marshall, 342 Flint Street, sec "Trade Winds" and "Burn 'Em Up O'Connor" at Loew's Rochester Theater. Call at The Sun for guest ticket.

Does Bladder Irritation WAKE YOU UP IN THE NIGHT? Your 25c back if this 4-day treatment does not help. 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 Bulet's (25c) to any Druggist. Locally at J. K. Post Drug Co.

SUPER SAVINGS

KRUSCHEN SALTS, reg. 70c 59c
THEATRICAL COLD CREAM, reg. \$1.00 lb, 47c
BISODOL TABLETS, bot. of 100 39c
ANALGESIC BALM, reg. 50c 13c
BORAXO 2 for 25c
GLYCERINE (chemically pure) reg. 54c, 8 oz. 21c
BAKER'S CASTOR OIL, reg. 35c 4 oz. 15c
TOILET LANOLINE, reg. 25c, tube 16c
PINE BROS. COUGH DROPS, reg. 10c 6c
GILLETTE RAZOR & 50 BLADES to fit 49c
SAL HEPATICA, reg. 60c 49c
FROSTILLA, reg. 60c 41c
VITALIS, reg. \$1.00 79c
SLOAN'S LINIMENT, reg. 35c 29c
RAY D YEAST, reg. \$1.00 79c
SQUIBB'S YEAST TABS, 100's 43c
SQUIBB'S TOOTH PASTE, lge. size 33c
CALOX TOOTH POWDER, reg. 50c 39c
BAUME BENGAY, reg. 75c 59c
EX-LAX, reg. 25c 19c

1c SALE
WILDROOT with OIL
THE 1 ACTION HAIR TONIC
REGULAR 40c
SIZE ONLY 1c
WITH YOUR PURCHASE
OF ONE BOTTLE
AT REGULAR PRICE
1120
P.O.N.

BORDEN'S
Meadow Brand (Plain)
MALTED MILK
Reg. \$2.00
5 Lb.
Can **\$1.19**

CUTICURA
SOAP
Reg. 25c
16c

FACIAL
TISSUES
Box of 500
14c
2 for 27c

Star-Kleen
CLEANS FALSE TEETH
Without Brushing
Large
Size **49c**

Greene's
VALENTINE HEARTS
Assorted Miniature
CHOCOLATES
8c Box
3 For 23c

PUREX
PIPES
New shapes and sizes.
Reg. \$1.00
69c

LUNCH
BOXES
Metal
Reg. 75c
39c

SMITH BROS.
COUGH DROPS
2 for 5c
Marro
OIL SHAMPOO
Reg. 60c
31c

Mercurochrome
With Applicator
Reg. 15c
3c
SCOTT
PAPER TOWELS
9c
3 for 25c

THURSDAY, FRIDAY & SATURDAY at

KEY DRUG STORES
470 N. GOODMAN Near Main
92 E. MAIN Near Water
546 MONROE Near Goodman
CUT RATE

Complete and scientifically equipped prescription departments, skilled pharmacists, quality Squibbs, Abbott, Parke Davis, Upjohn and Lilly ingredients... all assure you of accurately filled prescriptions at all three Key stores.

Piedmont
STATIONERY
24 Sheets
24 Envelopes
In linen, vellum or ripple.
Reg. 50c Value
21c

McKESSON'S
Cod Liver
OIL
Reg. for 75c
2 for 76c

RINSO
Lge. Size
16c

Blue Ribbon
Playing CARDS
Reg. 50c
31c
Reg. 25c
Q TIPS
14c

MILK of MAGNESIA
Tablets
Reg. \$1.00
Bot. of 200 **49c**
15c Mild and Mellow
HERSHEY BARS
3 for 25c

"A
Mild
Smoke"
LUCKY
STRIKE
CIGARETTES

Edward's
OLIVE
TABS.
Reg. 30c
13c

Electric
IRONING
CORDS
Reg. 25c
11c

JELLY
EASTER
EGGS
In Cellophane Bags
Lb. **10c**

IVORY SOAP
(Medium Size)
3 for 14c
LIFEBUOY
SOAP
3 for 14c

10 GILLETTE BLADES
and GILLETTE
Shaving Cream 75c Value
Both
For **47c**

QUININE
COLD TABS
Reg. 30c
9c
Paper Napkins
(80 Count)
5c

Phillips
MILK OF
MAGNESIA
TOOTH PASTE
and beautiful glass
CANDY DISH
Both
For **14c**

Edward's
OLIVE
TABS.
Reg. 30c
13c

BARBASOL
SHAVING
CREAM
Reg. 50c
18c

HOUSEHOLD
MATCHES
Reg. 5c a Box
2 for 5c
WOODBURY
SHAVING LOTION
Reg. 10c **5c**

WOODBURY
SHAVING CREAM
Reg. 10c **5c**
50c WOODBURY
COLD CREAM
10c WOODBURY SOAP
BOTH FOR **39c**

TOOTH
BRUSHES
Regular 15c
3 For 25c
Woodbury Soap
Reg. 10c
2 for 11c
PALMOLIVE
SOAP
3 for 14c

TOOTH PASTE
401 SIZE **33c**
59c ANTISEPTIC
75c SIZE
TOOTH POWDER
501 SIZE **39c**

We Reserve the Right To
Limit Quantities

SELLING OUT!
3 DAYS LEFT

Entire Stock Must Be Sold
By Saturday Night At 9 P.M.

We received our notice to vacate by Saturday Night caught with a huge stock of linens, laces, Bedspreads, rugs, infant wear and white goods. We are forced to sacrifice entire stock in three days.

SPECIALS
Hand Made
MOZAIC BANQUET
SET
With 12 Dinner
Napkins
Reg. \$15.00
NOW **\$3.95**
7 Left

SPECIALS
Fine Quality
Large Size
Madeira Type
SHEET SET
Only 22 Left
NOW
\$1.59
Reg. \$3.95

Hand Applique Baby Carriage
BLANKET
Only Pink Reg. \$1.45
30 Left **69c**

ALL CHENILLE BED SPREADS
Reduced 40%-60% Off
Large Selection To Choose From.

First Quality
CANNON
TURKISH TOWEL
Regular 19c
10c

Hand Blocked
LUNCHEON
CLOTH
Reg. 98c
Only 53 Left **49c**

Hydro Velvet Chenille
BATH
MAT SET
Reg. \$1.49
Only 43 Left **89c**

SHEET
BLANKETS
Regular 98c
Only 50 Left **39c**

CANNON
SHEET
Reg. 99c
Only 47 Sheets Left **59c**

Only 19 Left!
TOSCANY
LACE CLOTH
Hand Made 2 1/2 Yards
Regular \$6.95
\$2.99

Fine Quality
PILLOW
CASES
10c
COUPON

Pure Linen
DISH
TOWELS
10c
COUPON

Large Asst. of
LADIES'
KDKFS
Regular 10c
1c
COUPON

Large Double Damask
DINNER
NAPKINS
Reg. 25c Each
99c doz.
Only 10 Doz. Left

ALL ORIENTAL TYPE RUGS
Must Go! Less Than Half Price
All Sizes From **69c**

Imported Chenille
Wash Cloths
Reg. 19c—Now
6c

BABY BATH
ROBE SET
With Booties
Regular \$1.49
Only 27 Left **69c**

LINEN GIFT SHOP
NEXT TO NATIONAL
CLOTHING CO. **157 MAIN ST. E.**

CLEARANCE FINAL REDUCTIONS ENDS SATURDAY NITE

On All Brand New Winter Merchandise.
Savings of 30% To 50%. Hurry! Share
these savings!

Sale

"It-Kin Always Be Had
For Less At Itkins"

Famous "Cannon" SHEETS

Reg. \$1.49 Value

73c

Ladies Rayon PANTIES or BLOOMERS

Worth 29c

14c

"COUPON" REG. 10c DISH TOWELS

Sold With This
Coupon Only **3c**

Infants' ROBES

Pink or blue
Checked

Reg. 85c

39c

Men's
Pajamas

Broadcloth or
Flannel

\$1.59
Value

79c

Big "Pequot" SHEETS

Reg. \$1.89

\$1.05

All Wool
Skating
Caps

You save
in One
Half

39c

Plaid or Striped MUFFLERS

Values To 89c

Hurry!
Quantity
Limited

23c

Men's Crew Neck All Wool SWEATERS

Reg. \$2.49

\$1.39

We Deliver
Phone
Main 482
Open All Day and
Every Evening Until
10 P. M.

L. ITKIN DRY GOODS

365 JOSEPH AVE. COR BUCHAN PK.

Entire
Family
Outfitters

CLARK'S Week-End FOOD BUYS

COURTESY—SERVICE—LOW PRICES

TENDER, JUICY

BEEF ROAST lb. **16c**

Cut From U. S. Inspected Young Steers

FRESH, CORN FED

PORK LOINS lb. **15c**

Rib End Roasts

FOWLS Milk Fatted 3 lb. Average For Fricassee lb. **19c**

FRESH OPENED

OYSTERS qt. **35c**

Direct from the beds.

CHERRYSTONE

CLAMS

Fresh dug, 90c a Hundred ea. **1c**

CLARK'S MARKETS

600 JEFFERSON AVE.

Cor. Bartlett St.

Gen. 1417

FREE
PARKING
At Both Stores

906 N. GOODMAN ST.

Cul. 4870

WILSON'S Certified, Tender, Smoked HAMS

Whole
or Shank
End

23c lb.

Skinned, To bake,
boil or broil with-
out parboiling.

CHICKENS

Buy all you want of the
particular cuts you prefer

Breasts, lb. **39c**

Legs, lb. **35c**

Wings, lb. **23c**

Giblets, lb. **19c**

Livers, lb. **45c**

Necks, lb. **15c**

Walker's Delicious

CHICKEN

PIES 2 for **25c**

Gravy
Free

SPORTS

By JOHN BURNS

Here's a tip for the Rochester Convention and Publicity Bureau—Rochester is the only city in the United States successfully supporting box lacrosse. Perhaps the Bureau will not care for this tip, but there is no doubt about the interest of lacrosse fans. More than two thousand rabid followers of the ancient Indian game flock to the Armory every Friday night to cheer the Iroquois.

The Indians have played nine games this season, winning all of them, and they rate an excellent chance of going through the current campaign without dropping a decision. Most of their tough games are behind them, but the Iroquois will have all they can handle when they take on the Fergus Thistles tomorrow night at the East Main Street battle field. Hollywood and New York are prospective future sites for lacrosse activity and the Indians who comprise Rochester's lacrosse squad are wondering what the next few months will have in store for them.

The West Coast movie center already has lured one brave from the Iroquois, but the other stick welders are waiting to see what develops in the way of a proposition to play a season's engagement at the New York World Fair.

Recent samples of the Weather Man's line of blizzards have caused Oliver French, president of the Red Wings, to wonder how he'll get through the seven weeks or so before the Wings assemble at their Florida training camp in Winter Garden.

Baseball business is anything but brisk at the moment, but President French is concentrating on the job of lining up additional exhibition games for his club, especially during the fortnight immediately before the start of the International League season. That is the time when practice games really are valuable as a means of tuning up the athletes, for the serious work ahead of them.

French has been able to arrange two games not on his original schedule and hopes to close for another pair within a few days. The additional games

will bracket the Reds with Kansas City and with the All-Stars at Winter Garden on April 12. Syracuse is to train at Camden, S. C., and French is trying to talk Jack Corbett into a two-game series at Camden on April 15 and 16.

Franklin Wagner of Buffalo, a promising semi-pro pitcher, is the latest addition to the Rochester squad. Wagner, who had been on the inactive list, was recently reinstated.

Dennis Cahill, 314 Mt. Hope Avenue, see "Trade Winds" at Loew's Rochester Theater, starting Fredric March, Joan Bennett, Ann Southern and Sidney Blackmer at Loew's Rochester Theater. Call at The Sun for guest ticket.

Miss Mildred Januch, 228 Clifford Avenue, be the guest of The Sun at Loew's Rochester Theater this week. Call at 419 Burke Building for guest ticket.

Miss Mabel O'Connell, 42 Gregory Street, call at The Sun for guest ticket to Loew's Rochester Theater.

Just 24 Ladies' Sample

FUR TRIMMED COATS

Genuine all wool. Many with
lamb's wool interlining. Must be
sold at

VALUES
UP TO **\$10**

We also have a few fur coats
to be sold way below actual cost.
Sizes 16 to 20.

H. WEINSTEIN

635 CLINTON AVE.

Established 18 Years

THE TALK OF THE TOWN CENTURY THEATRE BINGO PARTIES

4 MATINEES WEEKLY

MON. - WED. - FRI. - SAT. at 2:30

2 NIGHTS WEEKLY

WED. and FRI. at 8:30

PAY ONLY \$1 A WEEK

• YOUR CREDIT IS GOOD AT MAJESTIC • ALL YOU NEED IS AN HONEST FACE •



LIVING ROOM

★ 15 PIECES COMPLETE ★

• Davenport • Occasional Chair

• Easy Chair • Chrome Smoke

• Ottoman • Stand

• 3 Lamps • Knee-hole Desk

• 3 Shades • 3 Tables

\$69

★ FREE DELIVERY ★

15 pc. BEDROOM

• Mattress • Walnut Bed

• 2 Pillows • Dresser or Vanity

• 2 Lamps • Chest of Drawers

• 2 Shades • Boudoir Chair

• Night Table • 2 Scatter Rugs

• Coil Springs

\$69

3 PIECE OUTFITS

BED—SPRINGS **\$11.95**

MATTRESS Complete

SPECIAL

35 new bedroom suites at guaranteed reduced
prices of 40% — 4-pc. suites range from

\$33 to \$279

SPECIAL

35 new living room suites reduced as much as
40%. Prices range from

\$33 to \$225

OPEN EVENINGS TO 9 P. M.

MAJESTIC FURN. CO.—204 COURT ST.

Miss Margaret M. Keenan, 120 Brad-
burn Street, call at the Sun for guest
ticket to Loew's Rochester Theater.
Edward F. Langham, 179 Barton St.,
call at The Sun for guest ticket to
Loew's Rochester Theater.

Guy Nixon, 48 Benion Street, see
"Trade Winds" at Loew's Rochester
Theater, starting Fredric March,
Joan Bennett, Ann Southern and Sidney
Blackmer at Loew's Rochester Theater.
Call at The Sun for guest ticket.

Nick Petrillo, 644 Plymouth Avenue
South, see "Trade Winds" at Loew's
Rochester Theater, starting Fredric
March, Joan Bennett, Ann
Southern and Sidney Blackmer at Loew's
Rochester Theater. Call at The Sun for
guest ticket.

James Joseph Brown, 416 Westfield
Street, be the guest of the Sun at
Loew's Rochester Theater. Call at 419
Burke Building for guest ticket.

BINGO
EVERY SUNDAY NIGHT
BETH JOSEPH
1150 St. Paul St.
ALL CASH PRIZES
20 Games—25c 8:30 P. M.

Rochester's Largest Liquor Store Open Til 12 P. M.

BERGHASH JANUARY CLEARANCE SALE OF • fine • WINES and LIQUORS



EVERY BOTTLE REDUCED! MANY
AS MUCH AS 25% TO 30% OFF!
THIS SALE FOR 3 DAYS ONLY!

BRIARWOOD STRAIGHT RYE WHISKEY

90 PROOF 2 FOR **1.79**

ONLY 25 CASES AT THIS LOW PRICE \$3.45 Quart

Compare! \$2.33 value! A best selling straight rye whiskey — — — marked down
to a special low price for this sale only. Hearty, Robust, Very Mellow.
CASE \$10.75.

(Pinch Bottle) Blended SCOTCH!

100% All Scotch

Regular \$4.29 **\$3.39**

12 Years OLD 25 oz. bott. (Case 12 — \$38.88) FIFTH

Sorry we can't give Distillers name in this ad.

CREAM-O-GRAIN, 2 YEARS OLD GRADE PRICE SALE PRICE
Straight Bourbon Whiskey, Quart \$1.69 **\$1.39**
FOREIGN LEGION STRAIGHT RYE WHISKEY, Quart \$1.62 **\$1.39**

IMPORTED Italian VERMOUTH A BEST BUY	Imported French Wine SAUTERNES, GRAVES, HOLLMAN'S HAUTE SAUTERNE	IMPORTED Scotch Whiskey
98c	Reg. \$1.49 Value \$1.09	\$3.39 VALUE!
Large 20 oz. bottle	25 oz. bottle	8 and 10 Yrs. Old \$2.79
Reg. \$1.12 Value	CASE 12 BOTTLES \$12.00	FIFTH

IRISH WHISKEY 12 YEARS OLD Fifth \$3.18 **\$2.75**
CALIFORNIA BRANDY Fifth \$1.89 **\$1.39**
IMPORTED Porto Rico Rum GOLD LABEL Heavy Bodied Rum Fifth \$2.00 **\$1.64**

RENAULT
Quality Wines!
AT THIS SPECIAL SAVINGS!
REGULAR PRICE \$2.25 A GALLON

Gallon **\$1.68**
1/2 Gallon **94c**

Ready
Mixed Cocktails
YOUR FAVORITE BRANDS
Regular Price \$2.35

Fifth **\$1.99**

Le Jour Cordials REG. \$2.00 VALUE
APRICOT LIQUEUR, 5th \$1.49
CREME DE COCOA, 5th \$1.49

QUEEN VICTORIA Case 12 Bottles \$25.00 **\$2.09** Fifth

100% All Scotch Whiskey, Compare, \$3.00 value. Specially selected full fifth of this mellow imported Scotch.

Reg. Price \$1.29
LONDON INN GIN 90 Proof Fifth **\$1.00**
SEAGRAM'S Superior GIN Fifth **\$1.35**

G & W BONDED STOCK	100 PROOF MONTICELLO	100 PROOF FARM BROOK
100 Proof	Special Reserve	STRAIGHT
Straight Rye Whiskey	Straight Rye Whiskey	Bourbon Whiskey
A Marvelous Whiskey at a Low Price!	BOTTLED IN BOND	BOTTLED IN BOND
Full Quart \$3.09	Full Quart \$2.79	Full Quart \$2.39
	Regularly \$3.39	A Regular \$3.39 Value

BERGHASH

124 CLINTON SO.

NEXT TO LOEW'S THEATRE—PHONE MAIN 786—FREE PARKING OPPOSITE OUR STORE

Established For Over 25 Years

The club, which has 75 members, recently reelected Mrs. Marion Lewis president. Regular meetings are held each week for hikes, winter sports and bowling. Mrs. George Frank is chairman in charge of bowling; Mrs. William Hussey heads the hike committee and Mrs. Waldo Westwater is chairman of winter sports.

Classes will be held in police training, boxing, basketball and wrestling. A basketball league with student teams will play in the final period on Monday nights. Five groups of players have been picked from the adult student rolls of Tuesday and Thursday classes and the final group will be selected from the new registration.

FREE DELIVERY
Within 2 Miles
of Our Store

1 x 25 inches, produced in 6 beautiful water wheels for the farm and garden. With you smaller size, showing average number of plants per day between Spring and Fall (note: includes various water reference tables on germination time, germination temperature and humidity of flower seeds also included; germination time and germination percentage at one year, or vegetable seed. Table includes seed and fertilizer, growing schedule, and other useful information. Years 1981-1982 in connection with the Garden Encyclopedia.

Examine a Copy Free

You may have this great **GARDEN ENCYCLOPEDIA**, with Garden Maps, **free**, at the special pre-season price of \$5.95. It will come to \$4 later. Send the coupon, with no money. The **GARDEN ENCYCLOPEDIA**, with the Gardening Maps, will be shipped prepaid. If not delighted, return it and owe nothing. If you love it make a first payment of \$1.00 and pay balance in 4 installments of \$1.00 per month.

As the first payment I will send 16 maps with month 1's edition. The 16 maps are yours. The 16 maps are yours. Two more editions is paid.

For Cheating Maps: If Gardening Maps are not to be mine then I can return.

(If all such customers are not happy, I will be sent postage free. No return privileges.)

Name _____
Address _____
City _____ State _____

Extra _____
Extra _____
Extra _____

Extra _____ If you want beautiful America, kindly for \$1.00 extra.

★ NO LOWER PRICES ANYWHERE! ★
Because We Will Meet Or Beat Any Advertised Prices In The City.

ALTERATION SALE OF COATS

The carpenters and contractors need more room so we want to clear our racks. The one way to do that quickly is to practically give the coats away! And that is exactly what we are doing. Act quickly and get a genuine "Kiener Quality" coat at about half its regular price.

FUR TRIMMED COATS \$7.95

Not a coat in this group worth less than \$19.50. Many formerly priced at \$24.50. A real "give-away".

SPORT COATS \$9.95-\$14.95

Formerly \$16.50 to \$24.50. All this season's fashions too.

FUR TRIM COATS \$35

Genuine \$65.00 Kiener Coats

KIENER'S COAT SHOP

597 HUDSON AVE. Cor. CLIFFORD
Open Until 10 P. M. Opp. Holy Redeemer Church

Mercy Guild Benefit Tonight

Mercy Guild of the Little Flower will hold a benefit game party tonight in Blessed Sacrament School, Oxford Street. Honorary chairman is Mrs. George A. Conway, with Mrs. Elmer Hohman serving as general chairman and Mrs. Frank L. Doyle, re-chairman.

Aiding in planning the affair are the following committee: Tickets, Mrs. Glenn Coan, chairman; Mrs. Peter J. McCarthy, Mrs. Frank Tierney, Mrs. John J. Carroll, Mrs. Thomas McCarthy, Mrs. Thomas Arok, Mrs. Charles Baker, and Mrs. Frank Sharer.

Reception, Mrs. Frank Dykel, chairman; Mrs. Joseph Lara, Mrs. E. R. Halpin, Mrs. Edward Zimmer, Miss Regina Kennedy, Mrs. Maurice Murphy, Mrs. Joseph Swagler, Mrs. Henry Schleuter, Mrs. Joseph Ritz, Mrs. James, Mrs. J. J. Smith, Mrs. Joseph Coppinger, Mrs. Wallace Wolf, Mrs. Joseph Geogier, Mrs. John Gould, Mrs. Bernard J. Kennedy and Mrs. Houghton Dickson.

Prizes, Mrs. Burt Caley, chairman; Mrs. George Weisenel, Mrs. E. Edward Schlessinger, Mrs. William Mulcahy, Mrs. Arthur Hack, Mrs. Charles Goetz and Mrs. John Garin.

Ushers, Mrs. Frank Esse, chairman; Mrs. Roman Hart, Mrs. Bernard Gross, Mrs. Charles Eberhardt, Mrs. Edward Collins, Mrs. Grace Bettin, Mrs. George Hasselwander, Mrs. Leo Schleuter, Mrs. Charles Schaffer, Mrs. Ben Melenzahl, Mrs. William Riley and Mrs. Lawrence Cleghorn.

Mrs. Lillian A. Nanning, 587 St. Paul Street, call at The Sun for guest ticket to Low's Rochester Theater.

By Way Of Mention

Mrs. L. H. Cary of Arnett Boulevard, entertained at luncheon and bridge on Tuesday in her home.

Miss Angelina W. Oviatt of Harvard Street, left Saturday for Washington, where she will pass the winter at Hotel Dodge.

Mrs. Edward E. Morris of Barrington Street, has returned from Winter Park, Fla., where she passed two weeks as the guest of her parents, Mr. and Mrs. Oscar Bieblinger, at their winter home.

Mrs. Donald G. Clark of Cobbs Hill Drive, entertained her bridge club for luncheon on Friday in her home.

Mr. and Mrs. George C. Lennox of Oakdale Drive, entertained at dinner at Oak Hill County Club on Saturday.

Mrs. Henry S. Hanford of Edgerton Street and her daughter, Mrs. Raymond Annot, of Audubon Street, left Saturday for Washington enroute to Florida, where they will remain for several weeks.

Miss Eva Howe of Buckingham, entertained her bridge club for dinner on Monday in her home.

Mrs. Henry W. Morgan of East Avenue, left Sunday for New York from whence she will sail on a South American cruise.

Mr. and Mrs. Charles R. Millham of East Avenue, entertained at dinner and bridge on Saturday at the Century Club.

Mrs. Erastus I. Guller, of Brunswick Street, left today for Seattle, Wash., where she will be the guest of her son, Capt. Clarence Cobb, and Mrs. Cobb for a few weeks.

Mr. and Mrs. Charles F. Wick of the Seneca, entertained at dinner on Saturday.

Mrs. William R. Hardy of Park Avenue, will entertain the Poetry Society on Monday evening in her home. Professor Clark Wells of Cornell will be the speaker.

Mrs. E. Maurice Trimble of Huntington Hills, will entertain the Study Club for luncheon on Monday, February 13, in her home.

Mrs. Walter J. Riley of Bay Street, entertained the Hollow Twig for luncheon on Friday in her home.

Mrs. Douglas H. Foxall of Monroe Avenue, will entertain the Hollow Twig for luncheon on Friday in her home.

Mrs. Eleanor A. Haverstick of Barrington Street, entertained at tea on Saturday in her home.

John S. Wright of Alexander Street, will entertain at dinner today at the University Club.

Mrs. Leon W. Sage of Pelham Road, entertained informally at luncheon on Friday at the Chatterbox Club.

Mrs. J. Raymond Levis of Yarmouth Road will entertain the Spruce Twig for luncheon on Friday in her home.

George and Ralph Prince, sons of Dr. and Mrs. H. L. Prince of Pelham Road, returned Tuesday from Williams College to pass the midwinter vacation with their parents.

Remington:

(Continued from Page 1)
in a ditch without staying there with him.

Approximately 35,000 persons are on direct relief in Rochester and ready to date, has supported them all.

"What will become of them when the old really cow goes dry, as it will?" asked a business man of a banker the other day.

The banker proved to be a real Yankee by answering an interrogation with another one.

"Did you ever try to employ one of those able-bodied men on relief to work on your lawn or around the house?" he asked.

"They won't work for me," was the instant retort.

"Just so," resumed the banker, "and why they should if taxpayers support them without working? Mind you, there are thousands of needy persons on relief, widows with children and homeless children and the aged and the sick, but there are also many families, with able-bodied heads perfectly able to support them if they were willing to make an effort."

"Also there are young men, able-bodied, who are on relief and have been on relief practically all their lives and who will continue to be until they are kicked soundly in the pants and made to bestir themselves. These persons have lost their most valuable asset, pride in self. Our vaunted American democracy to them is something to make use of to public detriment."

"And," continued the banker, as a final volley, "there are professional welfare workers, on the public payrolls, who actually solicit welfare clients, unknowingly or otherwise. One young man admitted to me, frankly enough, that a welfare worker advised him to marry if he would enjoy public contributions."

"And what did he do?"

"Why he married, as advised by counsel, and now appears perfectly content to live on charity."

"And," continued the banker, as a final volley, "there are professional welfare workers, on the public payrolls, who actually solicit welfare clients, unknowingly or otherwise. One young man admitted to me, frankly enough, that a welfare worker advised him to marry if he would enjoy public contributions."

"And what did he do?"

"Why he married, as advised by counsel, and now appears perfectly content to live on charity."

"And," continued the banker, as a final volley, "there are professional welfare workers, on the public payrolls, who actually solicit welfare clients, unknowingly or otherwise. One young man admitted to me, frankly enough, that a welfare worker advised him to marry if he would enjoy public contributions."

"And what did he do?"

"Why he married, as advised by counsel, and now appears perfectly content to live on charity."

"And," continued the banker, as a final volley, "there are professional welfare workers, on the public payrolls, who actually solicit welfare clients, unknowingly or otherwise. One young man admitted to me, frankly enough, that a welfare worker advised him to marry if he would enjoy public contributions."

"And what did he do?"

"Why he married, as advised by counsel, and now appears perfectly content to live on charity."

"And," continued the banker, as a final volley, "there are professional welfare workers, on the public payrolls, who actually solicit welfare clients, unknowingly or otherwise. One young man admitted to me, frankly enough, that a welfare worker advised him to marry if he would enjoy public contributions."

"And what did he do?"

"Why he married, as advised by counsel, and now appears perfectly content to live on charity."

"And," continued the banker, as a final volley, "there are professional welfare workers, on the public payrolls, who actually solicit welfare clients, unknowingly or otherwise. One young man admitted to me, frankly enough, that a welfare worker advised him to marry if he would enjoy public contributions."

"And what did he do?"

"Why he married, as advised by counsel, and now appears perfectly content to live on charity."

"And," continued the banker, as a final volley, "there are professional welfare workers, on the public payrolls, who actually solicit welfare clients, unknowingly or otherwise. One young man admitted to me, frankly enough, that a welfare worker advised him to marry if he would enjoy public contributions."

"And what did he do?"

"Why he married, as advised by counsel, and now appears perfectly content to live on charity."

Propaganda Distributors Busy Here

The charge that America is now the battle ground of propaganda between the Communist and Fascist nations of Europe was made by Major Earl Smith, attorney and instructor in government at Niagara University School of Business, speaking before the Men's Club of the Church of Our Lady of Good Counsel on Wednesday.

Major Smith spoke as chairman of the Subversive Activities Committee of the Reserve Officers Association.

He claimed that both the Communist and Fascist countries are competing for American favor in an intensive propaganda campaign in an effort to influence the American people on one side or the other before an expected war begins.

Major Smith stated that the principal difference between Communism and Fascism or Nazism is largely one concerning the holding of private property, and that both attempted to suppress religious beliefs in the interests of transferring religious devotion to the figures in control of the government.

He also stated that the methods employed run all the way from international radio broadcasts from Germany to the active distribution of literature and the creation of societies in this country by groups having Communist leanings.

He charged that the greatest offender among these was the so-called League for Peace and Democracy, which he stated actually had definite Communist leanings, although pretending to be for a worthy cause.

Evening School To Present Play

The Dramatic Group at Monroe High Evening School, under the direction of Ed Sharpe is working on "Moon Over Mulberry Street," a three-act romantic comedy by Nicholas Cosentino.

Scheduled for presentation about February 20, the group plans on presenting one more play before the end of the school term.

A production staff and business committee for "Moon over Mulberry Street" is being formed which will meet on Wednesday evenings. All persons interested are invited to come.

Appearing in the cast are: Isabel Karies, Mary Louise Garvin, Norma Lifshutz, Helen Jennings, Rose Muscusi, Annabelle Eppay, Phil Gravino, Manuel Sharpe, Raymond Pallani, Helmut Bourn, Harold Eppay and Anthony DiMuro.

POST TO CELEBRATE

Frank L. Simes, Post No. 146, American Legion will meet Friday, February 10, in City Hall Annex. Wallace C. Ocorr will speak on "If Lincoln Were Here Today."

Charles A. Bart, Jr., 223 Sunset St., call at The Sun for guest ticket to Low's Rochester Theater.

THEATER GROUP

Circle Pines Players meet every Monday and Friday at 8 p. m. in Trinity Church, Post Avenue and Sawyer. This group plans to produce a series of plays dealing with social and economic themes. Persons interested in any phase of the theater are invited to attend the meetings.

Removal Sale Our Entire Stock Of FINE FURS Drastically Reduced

Every Fur Coat, Cape, and Scarf
Priced for Immediate Clearance

Only a Removal Sale of such long established Fashion Furriers could bring about such drastic reductions. Buy where you will find nothing to compare with these Balla quality values.

	WAS	NOW
NORTHERN SEAL	\$ 69.50	\$39.50 up
MINK DYED MUSKRAT	129.50	89.50 up
PERSIAN LAMB	295.00	185.00 up

MANY OTHERS

BALLA and SON

CHARGE 70 East Avenue BUDGET
ACCOUNTS Open Evenings STONE 2517 PAYMENTS

YOUR PHOTO IS THE IDEAL VALENTINE

Hundreds of portraits will be given on Valentine's Day, February 14th, because that is really the ideal gift. Those who come to Neisner's for their pictures will have the advantage of knowing that they are giving the finest portrait produced. Mr. Henry Leichter, who has spent years in producing superior pictures does all work personally in our studio. Stop in today or tomorrow... no appointment is necessary.

Of course, if you have more than one Valentine... we can offer you a very special price on 3 or 5 portraits.

PHOTO STUDIO
Main Floor
200 MAIN ST. E.

3 Days Only
Thurs. - Fri. - Sat.

3 LOVELY
HAND COLORED
PHOTOS
SIZE 8 x 10
For Only \$3.95
Our Regular \$6.00 Value

4 Prints and Proofs To Choose From

Neisner's
5 to 12 Stores

RBI GRADUATE



HURRAH I've Got a JOB

799

RBI Graduates Secured Employment in 1938
Names and Addresses on file in RBI's Placement Department

If you are interested in a paying position (and who isn't?) consider this: RBI offers students thorough business instruction. RBI maintains an active placement department whose services are free to graduates. RBI's Spring Term begins February 6... for which registration should be made NOW!

SPRING
Day School
TERM
starts

FEB. 6th

New Night School Classes Start Feb. 7th Pace Accounting Feb. 6th

Rochester Business Institute

Ernest W. Veigel Jr., President

179 Clinton Ave. So. Phone: Main 3869

JOIN THE SWING TO HEATING BY GAS

For
CLEAN
CARE-FREE
FULLY AUTOMATIC
HEAT

Rochester Gas & Electric Corp.

89 East Avenue

TUNE IN EVERY NIGHT

Monday Through Friday

ROBERTA

Takes You "Around The Town"

STATION WSAY - 7 P. M.

SELLING OUT! ENTIRE REMAINING STOCK OF THE LINEN GIFT SHOP

Formerly Located At 157 Main St. E.
Has Been Purchased And Is

NOW ON SALE AT THE NATIONAL LINEN SHOP 98 MAIN ST. E.

Every Item Now
**SLASHED
40% To 60%**

Fast Color Luncheon Cloths	Chenille Bath Mat Sets	Fine Quality Large Size SHEETS Reg. 98c
15c	84c Regular \$1.50	57c 2 for \$1

Final Clearance! CHILDREN'S
3 Pc. SNOW SUITS \$1.95
ALL WOOL! REG. \$5.95 VALUE

COUPON Hand Made! Tuscan CHAIR BACK SETS Reg. 89c	COUPON Men's Appenzell INITIAL HANDKERCHIEFS 9c
19c Set	9c

COUPON Large Size! TURKISH TOWELS Reg. 19c	COUPON PURE LINEN DISH TOWELS 10c
10c ea.	10c

Moose To Attend Buffalo Meet

Word has been received by Secretary Roy R. Rumpff that the next Supreme Convention of the Moose will be held in Philadelphia during the week beginning August 27, and already plans are being made to have Rochester represented by a large delegation.

The drill team of Rochester Lodge by winning the state championship at the convocation held in Saranac last summer, will be the official New York State entry at Philadelphia.

Many Rochester Moose will journey to Buffalo on Sunday, February 12, to attend the mid-winter conference of the New York State Moose Association. At this meeting the date for the State Conclave will be set.

Social activities continue to hold the interest of members of the local lodge. The Friday evening fish and chicken suppers and the Saturday evening dinner dances are growing in popularity.

Aquinas Bands To Play In Benefit Concert

Aquinas Junior and Senior Bands will play at a benefit concert Thursday evening in the school auditorium in Dewey Avenue.

Proceeds from the concert, sponsored by the fathers of the band members, will go to purchase new uniforms for the boys. Raymond J. Hasenauer is director.

Spectacular Savings

DURING FEBRUARY

YOU WILL QUICKLY RECOGNIZE THE DRASTIC REDUCTIONS THROUGH-OUT OUR STORE... TAKE ADVANTAGE OF THESE GREAT SAVINGS!

NATIONALLY KNOWN INNER-SPRING MATTRESSES

9.95

(Regular \$14.75 Value)

This well made mattress will give you years of comfort... See it in our window!

RUGS 40% OFF

Every rug on sale is of first grade quality and is taken from our regular stock.

8-3x10-6 Axminster 19.95	9x12 Axminster 23.75
SUITABLE TERMS ARRANGED NO INTEREST TO PAY	

FREE PARKING IN REAR OF STORE
ON WASHINGTON STREET SIDE

Prince Furniture Co.

136-146 WEST MAIN ST. cor. N. WASHINGTON

THEATER GROUP
Circle Pines Players meet every Monday and Friday at 8 p. m. in Trinity Church, Post Avenue and Sawyer. This group plans to produce a series of plays dealing with social and economic themes. Persons interested in any phase of the theater are invited to attend the meetings.

Our Entire Stock Of
FURS
Reduced
Hats, Scarf, Coat Clearance
Long established Fashion shop drastic reductions. Nothing to compare with.

WAS \$69.50 NOW \$39.50 up
129.50 89.50 up
295.00 185.00 up

and SON
BUDGET PAYMENTS

YOUR PHOTO
IS THE IDEAL
VALENTINE
Hundreds of portraits will be taken on Valentine's Day, February 14th, because that is the ideal gift. Those who come to Nelsner's for their pictures will have the advantage of knowing that they are giving the finest portrait produced. Mr. Henry Nelsner, who has spent years in producing superior pictures does all work personally in our studio. Stop in today or tomorrow... no appointment is necessary.

PHOTO STUDIO
Main Floor
200 MAIN ST. E.

Wings
FEBRUARY
REDUCTIONS
STAGE
WELL KNOWN
MATTRESSES

95
(\$14.75 Value)
Mattress will give you years of service in our window!

re Co.
HINGTON

City Delivery Group Selects Officers

The annual meeting of the City Delivery Employees Federal Credit Union was held Thursday night at the Moose Club.

Officers elected were William Bestman, President; Martin H. Roessel, Vice-President; Harold P. Keister, Secretary; Harry Burge, Treasurer, and Bert Hughes, member of Board.

Also elected were John Drees, Clarence Chug and Stephen Glass to the Credit Committee and Marshall Burroughs, Charles R. Wood and Charles Short to the Supervisory Committee.

The Credit Union was organized in March, 1936 and since then has loaned to members more than \$30,000 at moderate rates of interest. A 5% dividend for 1938 was declared to all shareholders.

Clothing Union Lists Democracy Playlet

An educational program emphasizing democracy will be given by Amalgamated Clothing Workers Union members tomorrow in connection with an address at 8:15 p. m. by August Classens, director of the Rand School of Social Sciences, New York.

Included in the program will be a playlet stressing the virtues of the democratic system. Talent will be supplied by members interested in the new cultural and educational activities of the union.

Mrs. Ida Todd, 189 Rodney Street, will give "Idiot's Delight," starring Clark Cable, Norma Shearer, Edward Arnold, Charles Coburn, Burgess Meredith, Joseph Schildkraut and Pat Paterson, and "The Strange Case of Dr. Meade," with Beverly Roberts and Jack Hall, playing at Loew's Rochester Theater beginning Friday. Call at The Sun for guest ticket.

Hadassah Joins Knights for Ball

Sunday the Hotel Seneca Ballroom will be the scene of a ball when the Rochester Junior Hadassah and Jay Lodge of the Knights of Pythias will stage a Monte Carlo nite. Games, entertainment, and dancing are planned.

Pupils from the studio of Miss Gladys Bliss will give a floor show. Dancers participating include Doris Petroff, Helen Schiefer, Rose Mary Schubert, Gloria Coon, Alma Mandery, Evelyn Williams, Wilma Klutz, Lorraine Schroeder, Alice Strappe, Betty Greydanus, Bette Collett, Irene Marella, Ceal Voelkl, Kay Andrews, Barbette Searis, Delores Lee, Jack Lee, and S. Alfred Zinnick. They will be accompanied by Miss Miriam Gallant.

Proceeds of the affair will go towards the maintenance of Junior Hadassah's projects in Palestine, which this year will include Youth Aliyah, the agency which seeks to transfer Jewish children of adolescent age from Central Europe to Palestine. This year, Junior Hadassah will maintain in its village of 160 children, 25 boys and girls brought to Palestine from Rumania, under the auspices of this agency.

Joslyn Shacter and the Misses Florence Cohen and Jean Rothstein are general chairmen for the affair, assisted by the Misses Nettie Shacter, Aileen Falkoff, Roslyn Miller, Rose Silverstein, Ida Cramer, Virginia Brooks, Annette Cohan, Leona Cohan, Roslyn Diamond, Gertrude Stillier, Sylvia Gordon, Dorothy Dekster, Sadie Shubin, Mesdames Seymour Bloom, Jack Solomon, Harry Kenner, and Messrs. Ben Cohen, Ben Gold, Sol Cohn, Lou Herzog, Ted Herzog, Lou Eager, Maurice Clifton, Irving LaBaer, and Jonas Reilin.

Ball To Mark Valentine Day

Annual Valentine ball of the Flower City Post, American Legion, will be held at the new home, 221 Dewey Avenue, Saturday evening, February 11.

An elaborate floor show will include songs and dances by Miss Alvin Sarson and Miss Orma Shannon. The Shanonettes with chorus included, will entertain with seventeen dancing acts.

General chairman is V. A. Botash assisted by V. T. Izzo, Joseph LaMark, and Joseph DiPasquale. Other committees are: Reception—Dr. Anthony Bondi, Dr. Charles Maggio, Dr. Joseph Guzzetta, A. V. Cotroneo, Frank Maggio, and Orlando Pasano; entertainment—Joseph Paladino, Leonard Giustino, Steven Campagna; refreshment—Oreste Metildi, George Bartolomeo; ticket and favors—F. A. Suttacchio, Paul Iacona; publicity—Louis Mauro, I. J. Pastorelle, Dick Crook; auxiliary—Mrs. Anna Bufano, Mrs. J. Dessaro, Mrs. Lizio, Mrs. C. Mascari and Mrs. D. Dingerlamo.

Singers To Feature Candlelight Service

Three choirs and carol groups and 73 other singers will combine to feature a candlelight service at 7:30 p. m. Sunday at Church at the Ascension, Lake Avenue and Riverside Street. Clergy and young people of Rochester Deaneys will assemble at the church for supper at 6:15 p. m.

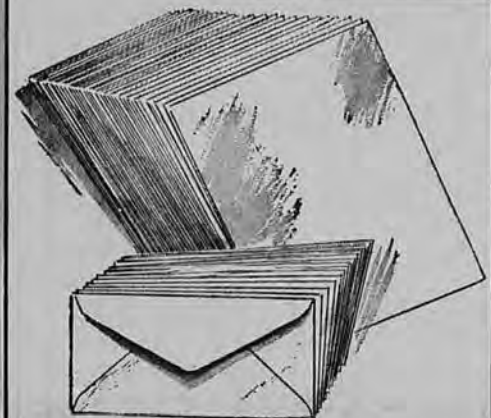
Mrs. Frederick H. Fogarty, 40 Carlisle Street, call at The Sun for guest ticket to Loew's Rochester Theater.

EASTMAN THEATRE
Of The University of Rochester

Fri. and Sat. Even., Feb. 3 and 4
"MADAME BUTTERFLY"
(Sung in English)
METROPOLITAN STARS
CIVIC ORCHESTRA
Seats \$1, \$1.25, \$1.50, \$2 and \$2.50

USE THE ATTACHED COUPON and SAVE!

Edwards
STONE 2300



1000 SHEETS AND 50 ENVELOPES
DELPHINE BOND STATIONERY

REG. 50c WITH THE ATTACHED COUPON
40c

Savings upon savings! This box would usually sell for \$1 but was specially made up for Edwards 3 stores! Now, with this coupon you save still another ten cents.

—THIS COUPON IS WORTH 10c—

Present this coupon to Edwards Stationery Department on the Street Floor and get a Reg. 50c box of DELPHINE BOND STATIONERY for **40c**

Edwards
STONE 2300

Clearance!
\$4 - \$5 and \$6
Women's SHOES

600 pairs of Fashion and Arch shoes, taken from our regular stock and reduced in price only because sizes are broken. Buy two pairs or more for the original price of one!

\$1.97

Not all Sizes in Every Style But All Sizes in The Lot.
Black — Brown
Blue — Wine

EDWARDS—New Shoe Shop Third Floor

Edwards
STONE 2300

BIGGER and BETTER Than Ever . . . SALE
February FURNITURE

2 Piece Kid Mohair LIVING ROOM SUITE

Pay \$11 Down
BALANCE MONTHLY

\$110

Two large, imposing pieces . . . deep seated, lounge and comfortable—dowelled and mortised hardwood inner frames—reversible spring filled cushions—super-elastic web foundation that maintains the original formation of the platform and seat cushions for the life of the furniture, assuring good posture, comfort and appearance—custom tailored throughout—choice of five new shades in Kid Mohair, Wine, Burgundy, Green, Red, Blue.

Purchased Separately:
Chair, \$7.50—Sofa, \$2.50
EDWARDS—Fifth Floor

ONLY \$49.95
FOR THIS New GENERAL ELECTRIC WASHER

NEW! MODEL AW-111 6-Pound Capacity

\$5 DOWN
Balance Monthly

The General Electric Activator washes your clothes clean, rapidly, yet gently and without tangling.

- ★ G-E Activator
- ★ One-Control Wringer
- ★ Quiet Washing Action
- ★ Permadrive Mechanism—Longer Life to Your Washer
- ★ No Oiling
- ★ External Adjustments—Dependable Service
- ★ G-E Guarantee

Be Sure to Visit OUR NEW MODEL ROOMS on the Fifth Floor

Something Unusual!
BOTH (YES EVEN THE HAND-VAC) WITH MOTOR DRIVEN BRUSH

SWEeper-VAC
VACUUM CLEANER and BRUSH-VAC

TWO FOR \$39.95

TERMS AS LOW AS \$1 A WEEK

This offer is unique. You get both cleaners and both have the Motor-Driven Brush so essential to deep cleaning. In both the Floor and Hand Models powerful suction and the vito-sweep action of the brush do more than surface clean. They remove the embedded, destructive grit from rugs, upholstery and furnishings.

EDWARDS—Sixth Floor

February Sale Special . . .

ARMSTRONGS and NAIRNS
INLAID LINOLEUM
The Burlap Back Quality

Priced During The Past Year At 1.79 and 1.89 **\$1.29** sq. yd. All Perfect No Remnants

An assortment so great you should have no difficulty in selecting a pattern to suit your requirements! For your own protection buy your linoleum from a reputable dealer who will guarantee materials. (Our installation is done by skilled union mechanics.)

EDWARDS—Fourth Floor

PAY 10% Down Balance Monthly

FREE DELIVERY Within 200 Miles

Muriel Buck, 245 Avenue D, call at The Sun for guest ticket to see "Idiot's Delight," starring Clark Gable, Norma Shearer, Burgess Meredith, Pat Paterson and Joseph Schildkraut at Lewis Rochester Theater.

John McKechney, 33 Catalpa Road, by the guest of Lewis Rochester Theater, playing "Idiot's Delight," starring Clark Gable, Norma Shearer, Burgess Meredith, Pat Paterson and Joseph Schildkraut at Lewis Rochester Theater. Call at The Sun for guest ticket.

BLACK DIAMOND LEHIGH
PENNSYLVANIA ANTHRACITE HARD COAL

— Gives —
More Comfort
More Heat Satisfaction
More Value
For Your Fuel Dollar

COAL
STOVE - NUT - EGG
\$10.65 TON

PEA \$8.75
RICE \$6.75
Buckwheat \$7.75
Black Diamond COKE \$8.75 TON

Cash Prices Per Ton Shovelled Off
Phone Genesee 7800
BLACK DIAMOND
Office and Yard—190 York St.

Retiring Chief Urges New School for Deaf
Urgent need of a new building to cost approximately \$250,000 was stressed yesterday in the report of J. Arthur Jennings, retiring president of the Rochester School for the Deaf.

Jennings is retiring after four consecutive terms as president of the school, situated at 1845 St. Paul Street.

In his report Jennings explained that the new building planned for some time, should be used as an instruction building to replace older buildings now housing the 240 students.

Gerald Switzer, 17 Copeland Street, see "Idiot's Delight" at Lewis Rochester Theater, starring Clark Gable, Norma Shearer, Burgess Meredith, Pat Paterson and Joseph Schildkraut. Call at The Sun for guest ticket.

M. D. DANKS CO.
FOR PRINTING SINCE 1888
WEDDING INVITATIONS . . . 50 for \$2.50
Double Envelopes to Match
We Print Anything
And Guarantee Everything
Obey That Impulse Order Now!
CALL MAIN 8008

Elks' Welfare Fund Plans Stag Card Party

Elks and their friends are looking forward to a big night on Thursday 16, when the fourth annual stag card party, for the benefit of the Elks' Social and Community Welfare Fund will be held at Elks' Temple, 113 N. Clinton.

Hospitalization, Christmas baskets and an annual outing for crippled and convalescent children are some of the projects for which the Elks use their welfare fund.

All type of cards will be played and refreshments will be served.

Walter Rich, 445 Fernwood Avenue, see "Idiot's Delight" at Lewis Rochester Theater, starring Clark Gable, Norma Shearer, Burgess Meredith and Joseph Schildkraut. Call at The Sun for guest ticket.

Annual Luncheon of Mothers Club

The annual luncheon meeting of the Mothers Club of the Jewish Children's Home will be held Tuesday at the Home in Gorham Street. Following the luncheon, a business meeting will be held and reports made of the club's work. Mrs. Alfred Hart, president of the Home, will speak. Mrs. Ozer Diamond will preside.

Entertainment will be furnished by children of the Home under the direction of Superintendent Jacob S. Hollander.

Mrs. Samuel Senzel and Mrs. Max Wolberg, co-chairmen, will be assisted by these members of the Board of Directors: Mrs. Isadore Applebaum, Mrs. Sol Abramson, Mrs. Meyer Amdouraky, Mrs. Frederick Bieger, Mrs. Morris Blaker, Mrs. George Bolrer, Mrs. Louis Brundo, Mrs. Samuel Cohn, Mrs. Minnie Cohen, Mrs. Henry Daltz, Mrs. Nathan Derman, Mrs. Louis Goldstein, Mrs. Abraham Goldstein, Mrs. Harry Germanow, Mrs. Max Gordon, Mrs. Jacob Hollander, Mrs. Zilliam Kleinberg, Mrs.

Economy Quality HARD COAL

COAL
EGG \$8.95
STOVE \$8.50
NUT \$9.70
PEA COAL \$7.95

COKE
\$8.50 TON

1/2-Ton Orders Promptly Delivered

CASH COAL CO.
GLEN. 80
123 MONROE AVE.

GOODBYE DRUDGERY!

Now Anyone Can Afford To Own A Brand New Automatic Washer On Sieberts Sensational New

PIN MONEY PLAN

For a Limited Time You Can Buy a **GENUINE \$89.95**

ABC AUTOMATIC **ELECTRIC WASHER**

FOR ONLY **\$69.95**

With Your Old Washer

BUY ON SIEBERTS NEW PIN MONEY PLAN

YOU PAY ONLY **75¢** A WEEK

ELECTRIC PUMP INCLUDED

SIEBERTS
ST. PAUL and ANDREWS ST.
FREE PARKING OPPOSITE STORE OPEN EVENINGS

Since 1888

Just think of it! A brand new 1939 full sized ABC washer at such a sensationally low price. Don't be without one another day. Particularly when you can own one so easily on Sieberts new Pin Money Plan. Just put aside a few pennies each week and before you know it . . . the washer will be entirely paid for. See this washer today (or this evening) . . . bid goodbye to washday drudgery.

Our half century reputation for reliability is your guarantee that we mean every word we say . . . in this announcement . . . and in every word we tell you when we come in. Every Siebert promise is backed by performance.

"Meat" Yourself at Wegman's This Week-End!

PORK LOINS
TENDER RIB-END ROASTS
FRESH YOUNG
14¢ lb.

Unquestioned quality, along with this special low price, is a part of your purchase when you buy one of these tender, corn-fed young pork loins! Select yours in the big, clean Wegman meat department Friday or Saturday!

CHATKA FANCY IMPORTED CRAB MEAT
Tender, flaky, flavorful crab meat. Stock-up at this low price! **23¢**

10-POUND SACK PURE GRAN. SUGAR
Another extra value in the big Wegman self-serve groceries this week-end! **45¢** each

24 1/2 POUND SACK, KITCHEN TESTED GOLD MEDAL FLOUR **87¢**

NO. 2 SIZE DR. PHILLIPS FANCY GRAPE FRUIT
3 cans for **25¢**

NO. 2 1/2 SIZE WHITE LILY PEACHES
2 cans for **25¢**

TALL SIZE CAN DEL MONTE CALIFORNIA FRUIT COCKTAIL each **10¢**

COMBINATION SPECIAL! LARGE SIZE PACKAGE OXYDOL
When bought with any Wegman brand coffee. **13¢**
Buy a pound of any of Wegman's own brands of fresh coffee, and get this large Oxydol for only 13¢!

COMBINATION SPECIAL! Chicken of Sea Fancy Red Label TUNA FISH
When bought with any Wegman brand coffee. **9¢**
Fancy Red Label Tuna at a record low price when purchased with a pound of Wegman's Coffee.

Wegman's HOME OWNED FOOD MARKETS

GREATEST PROOF OF BUTTER VALUE WE'VE EVER OFFERED!

EVERY PACKAGE OF LAND O' LAKES BUTTER CONTAINS U. S. CERTIFICATE OF QUALITY!

Land O' Lakes . . . The wonderful sweet cream butter you have read so much about! It's 93 score . . . the top score in butter. Try it! See how much it helps to make every meal taste better.

CERTIFICATE OF QUALITY
United States Department of Agriculture
and the American Butter Manufacturers Association

LAND O' LAKES BUTTER
Sweet Cream

FRIDAY & SATURDAY
One Pound Roll . . . **29¢**

Wegman's
Rochester's Home Town Food Markets

SCRANTON
HARD COAL

EGG
STOVE
NUT
\$9.70

PEA COAL \$6.25

GLEN, 80
123 MONROE AVE.

Week-End!

FRESH
YOUNG

NS

lb.

SACK PURE
SUGAR
45c

87c

WHITE LILY
HES
25c

10c

ON SPECIAL!
FISH
9c

TS

OF
INS
TE

29c

ome Town
Markets

WHAM
STATION
1150 N. W. 1st St.
ROCHESTER, N. Y.

WHAM PRESENTATIONS
MARCH OF TIME -- Fridays,
9:30 p. m.
This popular dramatized
News feature returns to
WHAM for another series
of Friday evening presenta-
tions.

CAMERA CLUB OF THE AIR
-- Fridays, 7:00 p. m.
Birdsall Holley, president of
the Rochester Camera Club,
conducts this weekly feature
for the picture taking novice.
ON WINGS OF MILODY --
Sundays, 1 p. m.

A new series of musical pro-
grams, featuring classical
and popular well known
Italian melodies.
ROCHESTER YOUTH -- ON
WINGS OF SONG -- Fri-
days, 7:15 p. m.
A continuation of the series
that began last year. Musi-
cal organizations of the
public schools of Rochester
are featured.

MUSIC
SUNDAY MUSICALS -- Sun-
days, 12:30 p. m.
ROCHESTER CIVIC ORCHE-
STRA -- Monday, 3 p. m.
ROCHESTER PHILHARMO-
NIC ORCHESTRA -- Thurs-
day, Feb. 9, 8:30 p. m.
GERMAN HOUR -- Tuesdays,
7:30 p. m.

MILESTONES IN MUSIC --
Saturdays, 11:30 a. m.
METROPOLITAN OPERA
COMPANY -- Saturdays,
1:55 p. m.
Opera for Saturday, Febru-
ary 4 will be "Aida".
NBC SYMPHONY -- Saturdays
at 10:00 p. m.
ARMCO BAND -- Fridays, 3
p. m.

DRAMA
HOLLYWOOD PLAYHOUSE --
Sunday, 9 p. m.
THOSE WE LOVE -- Mondays,
8:30 p. m.
ONE MAN'S FAMILY -- Wed-
nesdays, 8 p. m.
TRUE STORIES STATE PO-
LICE -- Thursdays, 7:30 p. m.
TRUE CASE HISTORIES --
Fridays, 8 p. m.

VARIETY
PLANTATION PARTY -- Fri-
days, 9 p. m.
HANK AND HERB -- Satur-
days, 7:30 p. m.
MAGIC KEY OF MOCA -- Sun-
days, 2 p. m.
JACK BENNY -- Sundays, 1
p. m.

WITH PARKER -- Sundays,
7:30 p. m.
CHARLIE MCCARTHY -- Sun-
days, 8 p. m.
THE CIRCLE -- Sundays, 10:00
p. m.
FIBBER MCGEE -- Tuesdays,
9:30 p. m.

BOB HOPE -- Tuesday, 10 p. m.
BOBBY LOBBY -- Wednes-
days, 8:30 p. m.
GOOD NEWS OF 1939 -- Thurs-
days, 9 p. m.
MARN DANCE -- Saturdays,
9 p. m.

CARSON ROBINSON -- Mon-
days, 8 p. m.
INFORMATION PLEASE --
Tuesdays, 8:30 p. m.
GOOD NEWS OF 1939 -- Thurs-
days, 9 p. m.
BING CROSBY -- Thursdays,
10 p. m.

NEWS
PETER GRANT -- Sundays,
8:45 p. m.
FARM NEWS -- Mondays
through Fridays, 1:15 p. m.
COURIER NEWS -- Saturdays,
11:15 a. m.
WESO REPORTER -- Four
times a day, seven days a
week.

COMMENTARY
FATHER COUGLIN -- 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 through Fridays, 8:45
p. m.
HARRY MC TIGUE -- Mon-
days through Saturdays,
8:30 p. m.
AL SIGL -- Tuesdays, Wed-
nesdays and Thursdays, 3
p. m.

RADIO FORUM -- Mondays,
10:30 p. m.
TOWN MEETING OF THE
AIR -- Saturdays, 8 p. m.

KAY KYSER'S MUSICAL
CLASS -- Wednesdays, 10
p. m.
FARM AND HOME HOUR --
Mondays through Saturdays
-- 12:30 p. m.
HOME FOLKS HOUR -- Mon-
days through Fridays, 3:45
p. m.
GILBERT AND SULLIVAN
HOUR -- Tuesdays, 8 p. m.
Opera for Feb. 7, is "Rud-
digore".

SPECIAL FEATURE
WHAM WILL BROADCAST
THE CONVOCAION OF
THE UNIVERSITY OF
ROCHESTER THURSDAY,
FEBRUARY 9th AT 4:15
P. M.

RUNDUNK CLUB DANCE
Two orchestras have been en-
gaged for the annual dance of
the Deutscher Rundfunk Club of
America, Inc. (German Broad-
casting Club) at Powers Hotel on
February 11.

BINGO
EVERY SUNDAY NIGHT
BETH JOSEPH
1150 St. Paul St.
ALL CASH PRIZES
20 Games--25c 8:30 P. M.

ASTHMA
NEOSOL VAPORIZER
GUARANTEES
SATISFACTION
OR YOUR
MONEY REFUNDED
Ask for Free Booklet
FREDERICK B. LOUK
DISTRIBUTOR
196 DARTMOUTH ST.
ROCHESTER, N. Y.
Office Phone Monroe 732
Residence Phone Monroe 1363-W

M. D. DANKS CO.
THE LOWEST PRICES FOR PRINTING SINCE
MOB PARKED HIS AIR
WEDDING INVITATIONS 50 for \$2.50
Double Envelopes To Match
WE PRINT ANYTHING
AND GUARANTEE EVERYTHING
ONE THAT IMPULSE
ORDER NOW
CALL MAIN 8008

WALLPAPER REMOVAL
SALE!
EVERY ROLL IN OUR STORE INCLUDED
.05 -- .07 1/2 -- .10 -- .12 1/2 -- .15c
NONE HIGHER -- BORDERS OPTIONAL
RETAIL VALUES TO \$1.50
Charles P. Ament -- 83 Howell St.

BLACK MAGIC
QUALITY
COAL \$10.65
Egg--Stove--Nut
Buckwheat \$7.75
Pea Coal \$8.75
Established for Over 25 Years
Phone GEN. 586
PAYNE & DUNHAM

THE CHATEAU
• MONROE AVE. AT THE TWELVE CORNERS •
MAKE A DATE NOW FOR
SUNDAY DINNER
In The Chateau Manner

THIS WEEK OUR
FLOOR
SHOW
FEATURES
"MAC" McCOMBER
Master of Ceremonies
"ARTIE" BROOKS
A Most Sensational
Tap Dancer
JONA L'ETEUR
Songs As You Like
Them
SALLY CLARK
Our Personality Dancer
THE SIX BEAUTIFUL
NORTONETTES
—Music by—
"MIKE" FISHER'S
ORCHESTRA

When you realize how much we have to offer,
we know you'll return again and again for
Rochester's finest Sunday Dinner.

\$1.00
EVERYTHING
COMPLETE

Choose delicious golden brown Roast Capon
or Turkey... you'll find our chefs know
how to cook poultry. Or let a tempting fish
dinner show you the way to eating par ex-
cellence. When you dine at the Chateau, you
not only receive the finest food, but you dine
in a real night club atmosphere with grand
music and Rochester's outstanding floor show
entertainment. Our prices are no higher
than elsewhere but we really do offer you
more for your money.

Come out for dinner and stay entire evening.

32

32

32

32

32

32

32

32

32

32

32

Few Workers Ask
Wage Statements
Less than one-seventh of 1
percent of the workers for
whom old-age insurance ac-
counts had been set up by
the Social Security Board at
the close of 1937 have asked
for statements showing the
amount of wages credited to
them, according to Walter
Kruess, manager of the Board's
Rochester field office.

He explained that the Board
had announced last June that
any wage earner could obtain,
for the asking, a statement
showing the wages reported for
him in 1937. He added that, to
facilitate the making of such
requests, postcard forms have
been made available at every
field office.

"Less than 50,000 out of the
38,714,000 workers for whom ac-
counts had been set up by the
end of June have asked for
wage information," said Mrs.
Kruess. In only a few cases,
according to reports from Wash-
ington, has the Bureau received
complaints from workers who
believed that the wages credited
to their accounts were less than
they should be. In those few
instances when a discrepancy is
indicated, the Bureau immedi-
ately begins a search, usually
through the field office, for the
reported missing wage items.

Pop Warner and football have
been synonymous for so long
that many found it hard to be-
lieve that Warner's resignation

as Temple University coach
meant that he was to sever his
connection with the gridiron
game. Apparently it did not
mean any such thing, as stories,
from Palo Alto bring word that
Warner is willing to take a po-
sition on the Stanford coaching
staff, provided Tiny Thornhill
and Stanford authorities want
him.

Warner has been a power in
football for more than forty
years. He turned out famous
teams at Carlisle, Pitt and Stan-
ford before being called to
Temple as the man who could
lift the Owls to big time recog-
nition. During his six years at
Temple, Warner's teams won
thirty-one games, lost eighteen
and tied nine.

Gabriel Paul has done another
swell job in his capacity of pro-
moting manager of the Cincin-
nati Reds. This time it's in con-
nection with the roster and
training schedule of the Reds,
published as a centennial edi-
tion.

Cincinnati had the first pro-
fessional baseball club in Ameri-
ca and Gabriel has interspersed
records of the early days of the
game with information concern-
ing the modern history of the
Reds.

PTA of School No. 35
To Hold Silver Tea
Parent-Teacher Association of
Henry Longfellow School No. 35
will celebrate Founder's Day
with a silver tea on Wednesday
at 2 p. m. in the school. Mrs.
Herman Greydanus, president of
the unit, will preside at a short
business meeting.

Mrs. Walter Pierce will be the
guest speaker. A Founder's Day
program will be presented by
pupils of No. 35.

Mrs. Thomas Gurnett is chair-
man of arrangements. She will
be assisted by Mrs. Sarah Deal
and members of their commit-
tee. Mrs. Willard Russell will
have charge of the entertain-
ment. Parents and interested
friends are invited to attend.

Mrs. Marie Lewis, 211 Geneva Park
Boulevard, is the hostess. Star-
ting at 7:30 p. m. is "Idiot's Delight," star-
ting at 8:30 p. m. is "Idiot's Delight," star-
ting at 9:30 p. m. is "Idiot's Delight," star-
ting at 10:30 p. m. is "Idiot's Delight," star-
ting at 11:30 p. m. is "Idiot's Delight," star-
ting at 12:30 p. m. is "Idiot's Delight," star-
ting at 1:30 p. m. is "Idiot's Delight," star-
ting at 2:30 p. m. is "Idiot's Delight," star-
ting at 3:30 p. m. is "Idiot's Delight," star-
ting at 4:30 p. m. is "Idiot's Delight," star-
ting at 5:30 p. m. is "Idiot's Delight," star-
ting at 6:30 p. m. is "Idiot's Delight," star-
ting at 7:30 p. m. is "Idiot's Delight," star-
ting at 8:30 p. m. is "Idiot's Delight," star-
ting at 9:30 p. m. is "Idiot's Delight," star-
ting at 10:30 p. m. is "Idiot's Delight," star-
ting at 11:30 p. m. is "Idiot's Delight," star-
ting at 12:30 p. m. is "Idiot's Delight," star-
ting at 1:30 p. m. is "Idiot's Delight," star-
ting at 2:30 p. m. is "Idiot's Delight," star-
ting at 3:30 p. m. is "Idiot's Delight," star-
ting at 4:30 p. m. is "Idiot's Delight," star-
ting at 5:30 p. m. is "Idiot's Delight," star-
ting at 6:30 p. m. is "Idiot's Delight," star-
ting at 7:30 p. m. is "Idiot's Delight," star-
ting at 8:30 p. m. is "Idiot's Delight," star-
ting at 9:30 p. m. is "Idiot's Delight," star-
ting at 10:30 p. m. is "Idiot's Delight," star-
ting at 11:30 p. m. is "Idiot's Delight," star-
ting at 12:30 p. m. is "Idiot's Delight," star-
ting at 1:30 p. m. is "Idiot's Delight," star-
ting at 2:30 p. m. is "Idiot's Delight," star-
ting at 3:30 p. m. is "Idiot's Delight," star-
ting at 4:30 p. m. is "Idiot's Delight," star-
ting at 5:30 p. m. is "Idiot's Delight," star-
ting at 6:30 p. m. is "Idiot's Delight," star-
ting at 7:30 p. m. is "Idiot's Delight," star-
ting at 8:30 p. m. is "Idiot's Delight," star-
ting at 9:30 p. m. is "Idiot's Delight," star-
ting at 10:30 p. m. is "Idiot's Delight," star-
ting at 11:30 p. m. is "Idiot's Delight," star-
ting at 12:30 p. m. is "Idiot's Delight," star-
ting at 1:30 p. m. is "Idiot's Delight," star-
ting at 2:30 p. m. is "Idiot's Delight," star-
ting at 3:30 p. m. is "Idiot's Delight," star-
ting at 4:30 p. m. is "Idiot's Delight," star-
ting at 5:30 p. m. is "Idiot's Delight," star-
ting at 6:30 p. m. is "Idiot's Delight," star-
ting at 7:30 p. m. is "Idiot's Delight," star-
ting at 8:30 p. m. is "Idiot's Delight," star-
ting at 9:30 p. m. is "Idiot's Delight," star-
ting at 10:30 p. m. is "Idiot's Delight," star-
ting at 11:30 p. m. is "Idiot's Delight," star-
ting at 12:30 p. m. is "Idiot's Delight," star-
ting at 1:30 p. m. is "Idiot's Delight," star-
ting at 2:30 p. m. is "Idiot's Delight," star-
ting at 3:30 p. m. is "Idiot's Delight," star-
ting at 4:30 p. m. is "Idiot's Delight," star-
ting at 5:30 p. m. is "Idiot's Delight," star-
ting at 6:30 p. m. is "Idiot's Delight," star-
ting at 7:30 p. m. is "Idiot's Delight," star-
ting at 8:30 p. m. is "Idiot's Delight," star-
ting at 9:30 p. m. is "Idiot's Delight," star-
ting at 10:30 p. m. is "Idiot's Delight," star-
ting at 11:30 p. m. is "Idiot's Delight," star-
ting at 12:30 p. m. is "Idiot's Delight," star-
ting at 1:30 p. m. is "Idiot's Delight," star-
ting at 2:30 p. m. is "Idiot's Delight," star-
ting at 3:30 p. m. is "Idiot's Delight," star-
ting at 4:30 p. m. is "Idiot's Delight," star-
ting at 5:30 p. m. is "Idiot's Delight," star-
ting at 6:30 p. m. is "Idiot's Delight," star-
ting at 7:30 p. m. is "Idiot's Delight," star-
ting at 8:30 p. m. is "Idiot's Delight," star-
ting at 9:30 p. m. is "Idiot's Delight," star-
ting at 10:30 p. m. is "Idiot's Delight," star-
ting at 11:30 p. m. is "Idiot's Delight," star-
ting at 12:30 p. m. is "Idiot's Delight," star-
ting at 1:30 p. m. is "Idiot's Delight," star-
ting at 2:30 p. m. is "Idiot's Delight," star-
ting at 3:30 p. m. is "Idiot's Delight," star-
ting at 4:30 p. m. is "Idiot's Delight," star-
ting at 5:30 p. m. is "Idiot's Delight," star-
ting at 6:30 p. m. is "Idiot's Delight," star-
ting at 7:30 p. m. is "Idiot's Delight," star-
ting at 8:30 p. m. is "Idiot's Delight," star-
ting at 9:30 p. m. is "Idiot's Delight," star-
ting at 10:30 p. m. is "Idiot's Delight," star-
ting at 11:30 p. m. is "Idiot's Delight," star-
ting at 12:30 p. m. is "Idiot's Delight," star-
ting at 1:30 p. m. is "Idiot's Delight," star-
ting at 2:30 p. m. is "Idiot's Delight," star-
ting at 3:30 p. m. is "Idiot's Delight," star-
ting at 4:30 p. m. is "Idiot's Delight," star-
ting at 5:30 p. m. is "Idiot's Delight," star-
ting at 6:30 p. m. is "Idiot's Delight," star-
ting at 7:30 p. m. is "Idiot's Delight," star-
ting at 8:30 p. m. is "Idiot's Delight," star-
ting at 9:30 p. m. is "Idiot's Delight," star-
ting at 10:30 p. m. is "Idiot's Delight," star-
ting at 11:30 p. m. is "Idiot's Delight," star-
ting at 12:30 p. m. is "Idiot's Delight," star-
ting at 1:30 p. m. is "Idiot's Delight," star-
ting at 2:30 p. m. is "Idiot's Delight," star-
ting at 3:30 p. m. is "Idiot's Delight," star-
ting at 4:30 p. m. is "Idiot's Delight," star-
ting at 5:30 p. m. is "Idiot's Delight," star-
ting at 6:30 p. m. is "Idiot's Delight," star-
ting at 7:30 p. m. is "Idiot's Delight," star-
ting at 8:30 p. m. is "Idiot's Delight," star-
ting at 9:30 p. m. is "Idiot's Delight," star-
ting at 10:30 p. m. is "Idiot's Delight," star-
ting at 11:30 p. m. is "Idiot's Delight," star-
ting at 12:30 p. m. is "Idiot's Delight," star-
ting at 1:30 p. m. is "Idiot's Delight," star-
ting at 2:30 p. m. is "Idiot's Delight," star-
ting at 3:30 p. m. is "Idiot's Delight," star-
ting at 4:30 p. m. is "Idiot's Delight," star-
ting at 5:30 p. m. is "Idiot's Delight," star-
ting at 6:30 p. m. is "Idiot's Delight," star-
ting at 7:30 p. m. is "Idiot's Delight," star-
ting at 8:30 p. m. is "Idiot's Delight," star-
ting at 9:30 p. m. is "Idiot's Delight," star-
ting at 10:30 p. m. is "Idiot's Delight," star-
ting at 11:30 p. m. is "Idiot's Delight," star-
ting at 12:30 p. m. is "Idiot's Delight," star-
ting at 1:30 p. m. is "Idiot's Delight," star-
ting at 2:30 p. m. is "Idiot's Delight," star-
ting at 3:30 p. m. is "Idiot's Delight," star-
ting at 4:30 p. m. is "Idiot's Delight," star-
ting at 5:30 p. m. is "Idiot's Delight," star-
ting at 6:30 p. m. is "Idiot's Delight," star-
ting at 7:30 p. m. is "Idiot's Delight," star-
ting at 8:30 p. m. is "Idiot's Delight," star-
ting at 9:30 p. m. is "Idiot's Delight," star-
ting at 10:30 p. m. is "Idiot's Delight," star-
ting at 11:30 p. m. is "Idiot's Delight," star-
ting at 12:30 p. m. is "Idiot's Delight," star-
ting at 1:30 p. m. is "Idiot's Delight," star-
ting at 2:30 p. m. is "Idiot's Delight," star-
ting at 3:30 p. m. is "Idiot's Delight," star-
ting at 4:30 p. m. is "Idiot's Delight," star-
ting at 5:30 p. m. is "Idiot's Delight," star-
ting at 6:30 p. m. is "Idiot's Delight," star-
ting at 7:30 p. m. is "Idiot's Delight," star-
ting at 8:30 p. m. is "Idiot's Delight," star-
ting at 9:30 p. m. is "Idiot's Delight," star-
ting at 10:30 p. m. is "Idiot's Delight," star-
ting at 11:30 p. m. is "Idiot's Delight," star-
ting at 12:30 p. m. is "Idiot's Delight," star-
ting at 1:30 p. m. is "Idiot's Delight," star-
ting at 2:30 p. m. is "Idiot's Delight," star-
ting at 3:30 p. m. is "Idiot's Delight," star-
ting at 4:30 p. m. is "Idiot's Delight," star-
ting at 5:30 p. m. is "Idiot's Delight," star-
ting at 6:30 p. m. is "Idiot's Delight," star-
ting at 7:30 p. m. is "Idiot's Delight," star-
ting at 8:30 p. m. is "Idiot's Delight," star-
ting at 9:30 p. m. is "Idiot's Delight," star-
ting at 10:30 p. m. is "Idiot's Delight," star-
ting at 11:30 p. m. is "Idiot's Delight," star-
ting at 12:30 p. m. is "Idiot's Delight," star-
ting at 1:30 p. m. is "Idiot's Delight," star-
ting at 2:30 p. m. is "Idiot's Delight," star-
ting at 3:30 p. m. is "Idiot's Delight," star-
ting at 4:30 p. m. is "Idiot's Delight," star-
ting at 5:30 p. m. is "Idiot's Delight," star-
ting at 6:30 p. m. is "Idiot's Delight," star-
ting at 7:30 p. m. is "Idiot's Delight," star-
ting at 8:30 p. m. is "Idiot's Delight," star-
ting at 9:30 p. m. is "Idiot's Delight," star-
ting at 10:30 p. m. is "Idiot's Delight," star-
ting at 11:30 p. m. is "Idiot's Delight," star-
ting at 12:30 p. m. is "Idiot's Delight," star-
ting at 1:30 p. m. is "Idiot's Delight," star-
ting at 2:30 p. m. is "Idiot's Delight," star-
ting at 3:30 p. m. is "Idiot's Delight," star-
ting at 4:30 p. m. is "Idiot's Delight," star-
ting at 5:30 p. m. is "Idiot's Delight," star-
ting at 6:30 p. m. is "Idiot's Delight," star-
ting at 7:30 p. m. is "Idiot's Delight," star-
ting at 8:30 p. m. is "Idiot's Delight," star-
ting at 9:30 p. m. is "Idiot's Delight," star-
ting at 10:30 p. m. is "Idiot's Delight," star-
ting at 11:30 p. m. is "Idiot's Delight," star-
ting at 12:30 p. m. is "Idiot's Delight," star-
ting at 1:30 p. m. is "Idiot's Delight," star-
ting at 2:30 p. m. is "Idiot's Delight," star-
ting at 3:30 p. m. is "Idiot's Delight," star-
ting at 4:30 p. m. is "Idiot's Delight," star-
ting at 5:30 p. m. is "Idiot's Delight," star-
ting at 6:30 p. m. is "Idiot's Delight," star-
ting at 7:30 p. m. is "Idiot's Delight," star-
ting at 8:30 p. m. is "Idiot's Delight," star-
ting at 9:30 p. m. is "Idiot's Delight," star-
ting at 10:30 p. m. is "Idiot's Delight," star-
ting at 11:30 p. m. is "Idiot's Delight," star-
ting at 12:30 p. m. is "Idiot's Delight," star-
ting at 1:30 p. m. is "Idiot's Delight," star-
ting at 2:30 p. m. is "Idiot's Delight," star-
ting at 3:30 p. m. is "Idiot's Delight," star-
ting at 4:30 p. m. is "Idiot's Delight," star-
ting at 5:30 p. m. is "Idiot's Delight," star-
ting at 6:30 p. m. is "Idiot's Delight," star-
ting at 7:30 p. m. is "Idiot's Delight," star-
ting at 8:30 p. m. is "Idiot's Delight," star-
ting at 9:30 p. m. is "Idiot's Delight," star-
ting at 10:30 p. m. is "Idiot's Delight," star-
ting at 11:30 p. m. is "Idiot's Delight," star-
ting at 12:30 p. m. is "Idiot's Delight," star-
ting at 1:30 p. m. is "Idiot's Delight," star-
ting at 2:30 p. m. is "Idiot's Delight," star-
ting at 3:30 p. m. is "Idiot's Delight," star-
ting at 4:30 p. m. is "Idiot's Delight," star-
ting at 5:30 p. m. is "Idiot's Delight," star-
ting at 6:30 p. m. is "Idiot's Delight," star-
ting at 7:30 p. m. is "Idiot's Delight," star-
ting at 8:30 p. m. is "Idiot's Delight," star-
ting at 9:30 p. m. is "Idiot's Delight," star-
ting at 10:30 p. m. is "Idiot's Delight," star-
ting at 11:30 p. m. is "Idiot's Delight," star-
ting at 12:30 p. m. is "Idiot's Delight," star-
ting at 1:30 p. m. is "Idiot's Delight," star-
ting at 2:30 p. m. is "Idiot's Delight," star-
ting at 3:30 p. m. is "Idiot's Delight," star-
ting at 4:30 p. m. is "Idiot's Delight," star-
ting at 5:30 p. m. is "Idiot's Delight," star-
ting at 6:30 p. m. is "Idiot's Delight," star-
ting at 7:30 p. m. is "Idiot's Delight," star-
ting at 8:30 p. m. is "Idiot's Delight," star-
ting at 9:30 p. m. is "Idiot's Delight," star-
ting at 10:30 p. m. is "Idiot's Delight," star-
ting at 11:30 p. m. is "Idiot's Delight," star-
ting at 12:30 p. m. is "Idiot's Delight," star-
ting at 1:30 p. m. is "Idiot's Delight," star-
ting at 2:30 p. m. is "Idiot's Delight," star-
ting at 3:30 p. m. is "Idiot's Delight," star-
ting at 4:30 p. m. is "Idiot's Delight," star-
ting at 5:30 p. m. is "Idiot's Delight," star-
ting at 6:30 p. m. is "Idiot's Delight," star-
ting at 7:30 p. m. is "Idiot's Delight," star-
ting at 8:30 p. m. is "Idiot's Delight," star-
ting at 9:30 p. m. is "Idiot's Delight," star-
ting at 10:30 p. m. is "Idiot's Delight," star-
ting at 11:30 p. m. is "Idiot's Delight," star-
ting at 12:30 p. m. is "Idiot's Delight," star-
ting at 1:30 p. m. is "Idiot's Delight," star-
ting at 2:30 p. m. is "Idiot's Delight," star-
ting at 3:30 p. m. is "Idiot's Delight," star-
ting at 4:30 p. m. is "Idiot's Delight," star-
ting at 5:30 p. m. is "Idiot's Delight," star-
ting at 6:30 p. m. is "Idiot's Delight," star-
ting at 7:30 p. m. is "Idiot's Delight," star-
ting at 8:30 p. m. is "Idiot's Delight," star-
ting at 9:30 p. m. is "Idiot's Delight," star-
ting at 10:30 p. m. is "Idiot's Delight," star-
ting at 11:30 p. m. is "Idiot's Delight," star-
ting at 12:30 p. m. is "Idiot's Delight," star-
ting at 1:30 p. m. is "Idiot's Delight," star-
ting at 2:30 p. m. is "Idiot's Delight," star-
ting at 3:30 p. m. is "Idiot's Delight," star-
ting at 4:30 p. m. is "Idiot's Delight," star-
ting at 5:30 p. m. is "Idiot's Delight," star-
ting at 6:30 p. m. is "Idiot's Delight," star-
ting at 7:30 p. m. is "Idiot's Delight," star-
ting at 8:30 p. m. is "Idiot's Delight," star-
ting at 9:30 p. m. is "Idiot's Delight," star-
ting at 10:30 p. m. is "Idiot's Delight," star-
ting at 11:30 p. m. is "Idiot's Delight," star-
ting at 12:30 p. m. is "Idiot's Delight," star-
ting at 1:30 p. m. is "Idiot's Delight," star-
ting at 2:30 p. m. is "Idiot's Delight," star-
ting at 3:30 p. m. is "Idiot's Delight," star-
ting at 4:30 p. m. is "Idiot's Delight," star-
ting at 5:30 p. m. is "Idiot's Delight," star-
ting at 6:30 p. m. is "Idiot's Delight," star-
ting at 7:30 p. m. is "Idiot's Delight," star-
ting at 8:30 p. m. is "Idiot's Delight," star-
ting at 9:30 p. m. is "Idiot's Delight," star-
ting at 10:30 p. m. is "Idiot's Delight," star-
ting at 11:30 p. m. is "Idiot's Delight," star-
ting at 12:30 p. m. is "Idiot's Delight," star-
ting at 1:30 p. m. is "Idiot's Delight," star-
ting at 2:30 p. m. is "Idiot's Delight," star-
ting

CARLOAD PURCHASE SALE

Goodyear, Firestone, U. S. And Other Nationally Known



TIRES

Your Choice — All Makes — All Sizes
at Saving of 30% to 40% OFF LIST PRICES
LOOK AT THESE PRICES!

• Fine Quality Tires Guaranteed for One Year.	4.40 x 21	4.49
• Other Sizes Proportionately Low	4.50 x 20	4.83
• Tires Mounted On Your Car Free	4.50 x 21	5.01
• Sale Prices Includes Your Old Tires	4.75 x 19	5.15
	5.00 x 19	5.56
	5.25 x 18	6.10
	5.50 x 17	6.62
	6.00 x 16	7.46

Close Out! Appliances At
Reductions To 45%

REFRIGERATORS

COPELAND, 6 cu. ft.	\$109.50
SPARTON, 6 cu. ft.	\$129.50
EASY WASHERS	\$49.95
CROSLY WASHERS	\$44.95
"GRAND" GAS RANGES	\$44.95

USE YOUR CREDIT
No Interest Or Carrying Charge
On Any Appliances

KOMINZ TIRE CO.

182 MONROE AVE., 417 MONROE AVE.

Sidney Jacobs, 1225 Park Avenue, call at The Sun for guest ticket to "Idiot's Delight" at Low's Rochester Theater.
Margaret M. Burns, 208 Sawyer Street, call at The Sun for guest ticket to Low's Rochester Theater.
Mrs. Alice Wandtke, 1115 Sheridan Street, call at The Sun for guest ticket to Low's Rochester Theater.
Helen Yahn, 95 Weeger Street, call at The Sun for guest ticket to Low's Rochester Theater.
Milton Benz, 330 Brooklawn Drive, see "Idiot's Delight" at Low's Rochester Theater, starring Clark Gable, Norma Shearer, Pat Peterson, Burgess Meredith and Joseph Schildkraut. Call at The Sun for guest ticket.

BUY OUT OF THE HIGH RENT DISTRICT



4 Pc. Moderne BEDROOM

Beautiful walnut veneers in modern waterfall design. Bed, chest of drawers, bench and dresser or vanity included. You get the Springs, Mattress and Pillows free as our February gift to you.

\$89

YOU SAVE \$30

USE YOUR CREDIT

A Complete LIVING ROOM

★ 12 Lovely Pieces ★

\$79

ON EASY TERMS



Merchandise as near photograph as possible

MAJESTIC
FURNITURE COMPANY
204 COURT ST.

OPEN
EVERY
EVENING
UNTIL
9 P. M.

BUY
OUT OF
THE HIGH
RENT
DISTRICT



BY IRENE MUNTZ

When you look over the larder to plan the evening meal and you think of the ravenous appetite to be satisfied and your budget staring you sternly in the face, life seems to offer pretty steep problems. However, perhaps these suggestions may give you some help in planning an inexpensive, delicious and attractive meal.

SHEPHERD'S PIE
Temperature 425 degrees F.
Time: 25-30 minutes.
3 c leftover cooked meat
1 bunch carrots
1 c mashed potatoes
Dice meat and combine with cooked carrots and onions in a buttered 2 quart casserole. Pour gravy over them. If no gravy is left, use two bullion cubes dissolved in 1 1/2 c water, thickened with 3 T flour mixed to a paste with a little water. Pile well-seasoned mashed potatoes on top and brush with melted butter. Bake in a preheated oven until lightly browned.

The tomato aspic makes a colorful and rather tart contrast to help bring out the flavors of the rest of the meal. Unmold it on lettuce or other greens, garnish with the cream cheese balls and serve with a dab of mayonnaise.

The hot muffins are so quickly stirred up and so delicious that you'll find that they are an inspiration for filling up all empty corners. Served with a jar of your best plum conserve or strawberry jam, they are tops for any meal.

MUFFINS
Temperature 425 degrees F.
Time: 25-30 minutes.
2 c flour
1 c baking powder
2 T sugar
1 c melted fat
Sift flour measure and sift with baking powder, sugar and salt. Beat egg, add milk and stir into the dry ingredients until partially blended. Add melted fat and stir only until the dry ingredients are dampened. Fill well-greased muffin pans 2-3 full and bake in a preheated oven.

DELICIOUS BAKED APPLES
Temperature 425 degrees F.
Time: about 30 minutes.
4 medium apples
1 c lemon juice
1 c marshmallows
1 c cherry juice
1 c sugar
1 c water
1 T minute tapioca
Pare apples about half way down the side and remove the cores. Place 2 cherries in the center of each and arrange in a casserole. Combine remaining ingredients except marshmallows and pour over apples. Cover. Bake in a preheated oven until tender. Top each apple with a marshmallow and return to oven until golden brown and puffy.

One of the best features of this meal is the fact that it may all be baked in the oven at one time. First start the meat and get it in the oven. Next stir up the muffins so that they may come out about the same time as the meat. Lastly put the apples in to cook. When you sit down to the table add the marshmallows and by the time you are ready to serve the dessert they will be beautifully browned. Put the muffins on the lower oven rack with the apples and the meat on the upper rack.

Radio Amateurs Plan Hamfest and Dinner

Members of the Rochester Amateur Radio Association will gather for their Hamfest and banquet on Saturday at the Seneca. Hamfest registration will open at 3 p. m. and dinner will be served at 7.

2 Veteran Units To Honor Chiefs

Monday at Hotel Seneca, Monroe County American Legion groups will be host to National Commander Stephen F. Chadwick. He will be guest at dinner at 6:15 p. m. with State Commander Frank C. Lowe of Syracuse.

Disabled American Veterans of the World War are making plans to welcome Owen A. Galvin, Minneapolis, national commander, who will be here February 19.

Arthur F. Taylor, 183 Sylvan Road, call at The Sun for guest ticket to Low's Rochester Theater.

Right Reserved to Limit Quantities. Free Delivery on Orders of \$3 or More. Sorry No Phone Orders
OPEN FRIDAY AND SATURDAY NIGHTS UNTIL 9 O'CLOCK

THE MIRACLE MARKET

694 LAKE AVENUE

LOOK at the Money YOU'LL SAVE!

Already we have a county-wide reputation for lowest prices on finest quality groceries, meats, fresh fruits and vegetables, delicious home-style baked goods and dairy products. You, too, can cut your food budget without sacrificing quality by doing all your food shopping at the giant Miracle Super-Market. You don't have to buy unknown brands, either. We have a complete line of those nationally-famous brands you prefer. Remember... we guarantee to meet or beat any advertised food price in Rochester.

BRING THIS COUPON

MILK Van Camps Tall Can 4 for 19¢

Fancy Plums Large 2 1/2 Can	10c	Grapefruit Dr. Phillips No. 2 Can	25c
Salmon (Red) Fancy Alaska	17c	Catsup Fancy	3 Large Bottle 25c
Hecker's Flour 24 1/2 lb. Sack	77c	Shrimp Fancy Wet Pack	10c
Tomato Paste 3 Cans for	10c	Crackers N.B.C. Premium	13 1/2c
Del-Monte Pears 2 Large No. 2 Cans	25c	BUDGET Orange Pekoe	14 lb. 15c
Del-Monte Corn 3 Large Cans	25c	Tetley Tea 1/2 lb.	29c
		Camay Soap	5c

Save MEATS

By Serving These

FRESH CORN FED	
PORK LOIN ROASTS RIB END lb.	15c
CUT FROM U. S. INSPECTED YOUNG STEERS	
BEEF ROASTS lb.	16c
MILK FATTED	
ROASTING CHICKENS 2 1/2 to 4 Pounds Average	lb. 22c
FANCY SLICED	
RINDLESS BACON lb.	23c
COUNTRY STYLE	
PURE PORK SAUSAGE lb.	19c
CHERRY STONE	
CLAMS 90c Hundred doz.	12c
ROCHESTER MADE	
Large Ham BOLOGNA lb.	15c

Big Savings — In Dairy Dept.

STRICTLY FRESH	
GRADE "A" EGGS, doz.	24c
FRESH CREAMERY	
BUTTER lb.	27c
MILD CREAMERY BRICK	
CHEESE lb.	15c
KRAFT'S VELVET	
CHEESE 2 pkgs.	27c

BAKERY SPECIALS!

LARGE SIZE	
ANGEL FOODS CAKES, each	12 1/2c
VIENNA BREAD loaf	5c
TASTY DINNER ROLLS, doz.	8c

★ NO LOWER PRICES ANYWHERE! ★
Because We Will Meet Or Beat Any Advertised Prices In The City

A New Low on
DOMINO
Pure Cane
SUGAR
10 Lbs.
43¢

RINSO
Large Box
2 for **33¢**
Med. 3 for 25c
Giant 54c
What a Buy!

DEL-MONTE
PEAS
2 for **23¢**

Del Monte
PRUNES
2 Lb. Box
12¢

CRISCO
1 Lb. Can
17¢

Large
IVORY
FLAKES
18¢

Fresh FRUIT & VEGETABLE Specials

LARGE SWEET CALIF.	
CARROTS Bunch	5¢
U. S. NO. 1	
POTATOES Peck	27¢
LARGE—JUICY FLORIDA	
ORANGES Doz.	15¢
EXTRA FANCY SPY	
APPLES 6 lbs.	25¢
DELICIOUS FRESH	
TOMATOES Lb.	10¢

Sorry No Phone Orders
9 O'CLOCK

LE

LAKE
AVENUE

A New Low on
DOMINO
Pure Cane
SUGAR
10 Lbs.

43¢

RINSO

Large Box
2 for 33¢
Med. 3 for 25¢
Giant 54¢
What a Buy!

DEL-MONTE

PEAS
2 for 23¢

Del Monte
PRUNES

2 Lb. Box
12¢

CRISCO

1 Lb. Can
17¢

Large
IVORY
FLAKES
18¢

VEGETABLE
Specials

Bunch 5¢

Peck 27¢

Dox. 15¢

6 lbs. 25¢

Lb. 10¢

HERE! ★
ces In The City

There's only ONE LINCOLN'S .. and only ONE

LINCOLN

DAYS



A record breaking two day event with
greater VALUES than ever before

FRIDAY - SATURDAY

FEBRUARY 3rd and 4th

A sale of HONEST VALUES . . . worthy of it's great name

Man . . . what a bargain

GENUINE SANFORIZED
FANCIES and
DOUBLE LIFE Collar, White

SHIRTS
FOR MEN



DOUBLE
LIFE
COLLARS

THE COLLARS
WILL OUT-
WEAR THE
SHIRTS

\$1

SANFORIZED
MEANS

- Better fitting
- Better wearing
- Will not shrink
- The size you buy is the size you wear
- Fast color throughout

Never before have we been able to offer a genuine sanforized shirt for less than \$1.50. Well, here's the bargain of all times . . . the white shirts have a collar that will outwear the shirt itself. All brand new fancy weaves . . . all 1939 styles and all sizes 14 to 17. Limit 3 shirts to a customer.

COMPARE WITH
\$1.50 to \$2. SHIRTS

A Lincoln Scoop . . . Almost 1/2 price for these new 1939

GENUINE CANNON First Quality and
Slight Irregulars
Big Man Size 22x44 reg. 50c

TURKISH
TOWELS
29¢

Big . . . nearly two feet by four feet

Beautiful . . . checks - pastels - novelties

Colorful . . . pastels - reversibles

The biggest towel value we have ever offered. Great big size, heavy weight, reversible pastels with checked borders . . . first quality and No. 1 seconds (which means a very slight misweave which did not pass their rigid inspection and which even we can't notice). Limit 6 to a customer.



LINCOLN'S

MAIN ST., at ST. PAUL,
ROCHESTER, N. Y.

LINCOLN'S Great Annual "LINCOLN DAY"



Only LINCOLN DAY can bring these \$1.19
Bemberg and Satin lace or tailored

SLIPS at 78¢

Bias cut slips that just mould to your figure . . . no pulling, no sagging but perfectly sized bemberg and satins lavishly trimmed with deep laces or smartly tailored. Tea rose in sizes 34 to 44.



Rayon and Taffeta
rich satin striped
SLIPS

39¢

Regularly 59c

We bought them during the manufacturer's slack season and now we're offering them to you when prices are soaring. Beautiful striped rayon and taffeta tailored in sizes 36 to 44.



Bemberg and SILK
deep lace trimmed

GOWNS \$1

Dainty feminine things with soft, puffed sleeves or wide lace straps. Smooth tailored gowns or beribboned and exquisite lace over bemberg and silk. Tea rose and blue . . . sizes 16 and 17.



Long sweep 54 inch
first quality figured 79c

BATISTE GOWNS

Lovely pastel printed batiste gowns trimmed with colored braid, novelty lace and rick-rack trims. Full 54" sweep. Sizes 16 and 17.

50¢

52" Cotton Crepe Windsor

GOWNS 50¢

Wash-and-ready cotton crepes in white and tea rose. Vee, tie and round necks. Tailored with lapel front. 16 and 17.

Regularly 79c

Because we buy direct from the mills, insist on our own rigid specifications and buy in huge quantities for our chain, Lincoln's gives the best hosiery values.

FIRST QUALITY CHIFFONS
and SERVICE and irregulars of

Ringless CREPES

These same stockings usually sell for 69c to \$1

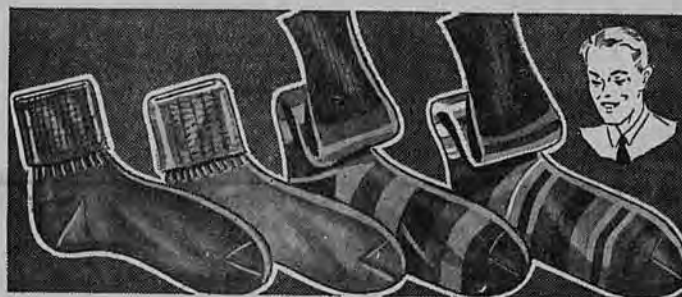
Chiffons and Service

Full-fashioned, of course. Brand new, delightful shades of Apres Midi, Charmant, Brisk in chiffons, Animation and Burnt Tan. Sizes 8½ to 10½.

Ringless Crepes

Smooth crepes in a sheer 3 thread weight but with an extra high twist for longer wear. (WE couldn't even detect the slight imperfections.)

54¢



Men..if you need socks..get in on this one
First quality CREW and mercerized
Blazer Stripe HALF HOSE

"Mercerized Processed" to strengthen the hose as well as bring out the clear, vivid colorings found only in blazers selling at twice this price. Smart contrasting colors in hundreds of different combinations. Sizes 10 to 12.

15¢



Boys' Blazer Stripe
ANKLETS

Regularly 15c

First quality, colorful blazer, fine combed anklets with genuine knit-in elastic tops. (No garters needed.) Sizes 8½ to 11.

9¢



Men's 15c fancy
HALF HOSE

Plenty of checks, plaids and plain colors . . . medium weight rayons and cotton combinations in sizes 10 to 12. Slight irregulars.

9¢



Children's colorful
5/8th HOSE

25c if first quality

Slight irregulars

14¢

Heavy weight, long wearing 3/8 hose worth at least 25c. Heathers, plaids and plain colors with "Comfort Garter" tops. Sizes 8½ to 11.



This isn't the usual hosiery you see in a sale at 39c to 59c but the most unusual ever offered.

First
Come
First
Served

Ringless CHIFFONS

They're worth
59c to 69c

39¢

It's only once a year that Lincoln's is able to bring to you hosiery of this quality at this price! Genuine ringless chiffons . . . clear service weights . . . every single pair full fashioned with dainty curved French heels. All the finer qualities that go into better hose because they ARE better and only because of imperceptible misweaves, etc., were they termed irregular. All sizes and all colors.

SERVICE WEIGHT same price . . 39c

3 thread first quality

Silk CHIFFONS

27¢

Made of a special high twist silk and knit on spiral machines for a smoother, perfect fit. Sheer, 3 threads in brand new Spring shades. Sizes 8½ to 10½.



LINCOLN'S *Great Annual* "LINCOLN DAY"

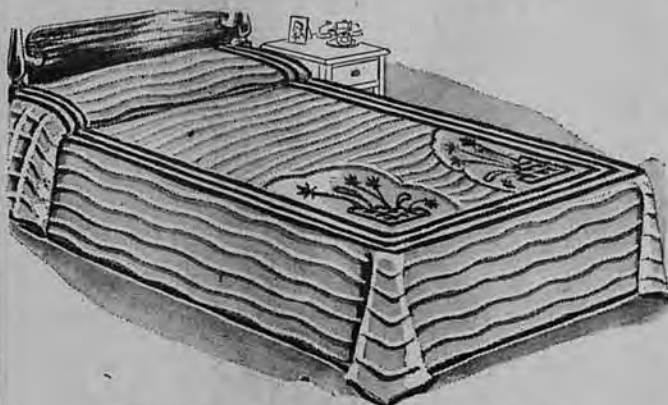


Beautifully Tufted Monotone Color Fast CHENILLE SPREADS

Rose Dust
Rose Blue
Green
Turquoise
Peach
Gold
Hello
Tan

Genuine dip dyed, extra large size, 87-108 solid color and monotone chenilles now at a big savings in our first big sale of 1939.

\$1.98
\$2.98 value



Luxurious Seven Color Floral, Wavy

CHENILLE SPREADS

Beautiful combinations of rust, peach, green, blue, gold, turquoise and rose dust.

There are actually 7 beautiful colors on these spreads... deep tufted chenille borders with all-over white wave design and beautiful floral motifs, multi colored, single bed size 81x114 and full bed size 97x114.

\$2.98
\$4 value

TREMENDOUS SALE SHEETS

EVERY ONE TESTED and
GUARANTEED FOR 4 YEARS

* Made by one of the most famous
mills in the country... NOW at

ABOUT 1/2 REGULAR PRICES

SIZES
54x97
63x97
72x97

69^c

SIZE 81x97 **79^c**

SIZE 90x105 **.89^c**

Actual samples of these sheets have been laundry tested to give the equal of 4 years wear of 108 complete washings. Woven of clean round threads, laboratory tested (see the actual test cards on display). At this sensationally low price because we bought in tremendous quantities for our great annual Lincoln Day Sale. Very Slight Irregulars.



PERCALE - 4 YEAR WEAR
PILLOW CASES 17^c

Size 42x36. Reg. 25c. R. O. M.'s

60 x 70 Plaid BLANKETS

Regularly
59c

39^c



Beautiful block plaids of green, blue, rose, brown, orchid and gold. Stitched edging.

66 X 80 PART WOOL PLAID

BLANKETS

Usually \$1.29

Whoever heard of a 5% wool plaid blanket selling for less than \$1.29... well, here they are in beautiful block plaids of rose, blue, green, hello and gold. Sat-ten bound. Slight Irregulars.

79^c

Manufacturers Closeout of 89c Children's Sturdy Leather OXFORDS



Sizes 8 1/2 to 2

59^c

Every pair perfect and every pair worth at least 80c. Sturdy uppers with long wearing soles. In brown or black.

Famous Manufacturer Sells Entire Group Of These 69c
First Quality, Brand New Slippers, For Quick Cash

Women's Novelty Printed SLIPPERS



39^c

SIZES 4 to 8

BLUE
WINE
BLACK



A Marvelous Value . . . Closeout.

Children's Regular \$1 to \$1.29

SLIPPERS



59^c

All sizes in one style or another. 80% of the lot have genuine kid uppers that would ordinarily sell from \$1 to \$1.29. Sizes 8 1/4 to 2.

HALF PRICE SALE — 600 Pairs
Women's and Children's Regular 39c

SLIPPERS



The most sensational offer we have ever made as far as slippers are concerned. Blue, American Beauty and oxford are the colors. Every pair perfect... all sizes in every color. Children's sizes 7 to 2... Women's sizes 4 to 8.

19^c

Now . . . for the first time a
boy's shoe that can take it.

BOYS (a thousand miles of wear in every pair) PED-O-METER SHOES



\$1.94

Compare with any
\$2.50 shoe.



800 pieces ALUMINUMWARE

The Grade
That Has
Always Sold
For 79c

- 4 qt. Covered pans
- 6 qt. Convex kettles
- 3 pc. Sauce pan sets
- Tea kettles
- Double boilers
- Coffee percolators

50¢ each



Reg. \$1.50 HARDWOOD

Fiddle or panel back

UNFINISHED CHAIRS

77¢

Sturdy, unfinished chairs with fiddle and panel back. Heavily constructed of durable hardwoods.



9" Glassbake
PIE PLATES

15¢

Genuine Glassbake ovenware pie plates... guaranteed to withstand heat, 9" size.



Waste Basket and
Step-on can sets

Full size step-on can and a matching 12 qt. waste basket. Bright kitchen colors in red and green... daintily decorated. **\$1.19 value**
89¢



Crystal glass
BOWL SETS

25¢

Crystal glass mixing or utility bowls in 6", 7 1/2" and 9 inch sizes.



Decorated metal
WASTE BASKETS

15c value

9¢

Oval shape waste baskets with double reinforced metal bottom and rolled top rim.

16 piece regular \$1.98 decorated BREAKFAST SETS

\$1.00

Usually \$1.98 if first quality

- 4 plates
- 4 saucers
- 4 cups
- 4 fruit dishes



1200 pieces ENAMELWARE

The Grade
That Has
Always Sold
For 79c

- Roll rim DISH PANS
- 1 1/2 qt. double boilers
- Coffee Percolators
- 3 qt. Covered sauce pan
- 3 pc. Sauce pan set
- Seamless T kettles

50¢ each



Combination "1776"
LAMPS

Smart maple bases, copper finished bracket and matching parchment shades. The reflector disc can be used as a pin-up or for ash tray if used for table lamp.

\$1

FAMOUS CONGOLEUM-NAIRN

9x12 Ft. Heavy quality

FELT BASE RUGS

CRESCENT
SEAL
SATISFACTION
GUARANTEED

Bathroom and kitchen tiles... floral and modern textures... patterns for every room in the home. (Some seconds.)

\$3.77

\$4.98 value



24x44 Elmrose Reversible CHENILLE RUGS

- Blue
- Green
- Rose
- Orchid
- Black and White

\$1.00

Guaranteed washable, reversible and durable. Large 24x44 size Elmrose chenilles in colorful flower pot patterns.

\$1.59 value

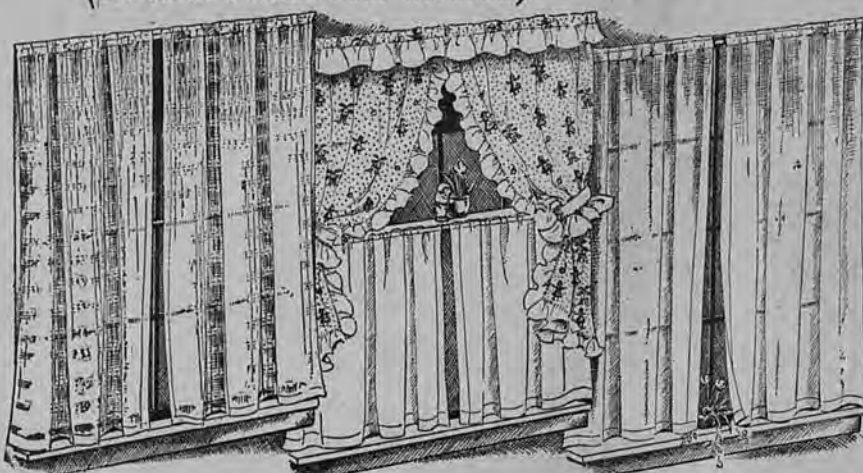
LINCOLN'S Great Annual

We Specialize in Curtains — design and keep several large mills busy — sell at prices that this event offer by far the best curtain values

THE BEST CURTAINS at THE FINEST CURTAINS at

(Lincoln's have ever offered)

50¢



Delustered Rayon

**TAILORED
50¢**

Shier, lustrous rayon and cotton marquisettes with 3-inch hems at sides and bottom. Eggshell, beige.

Flocked Voile Dutch Girl

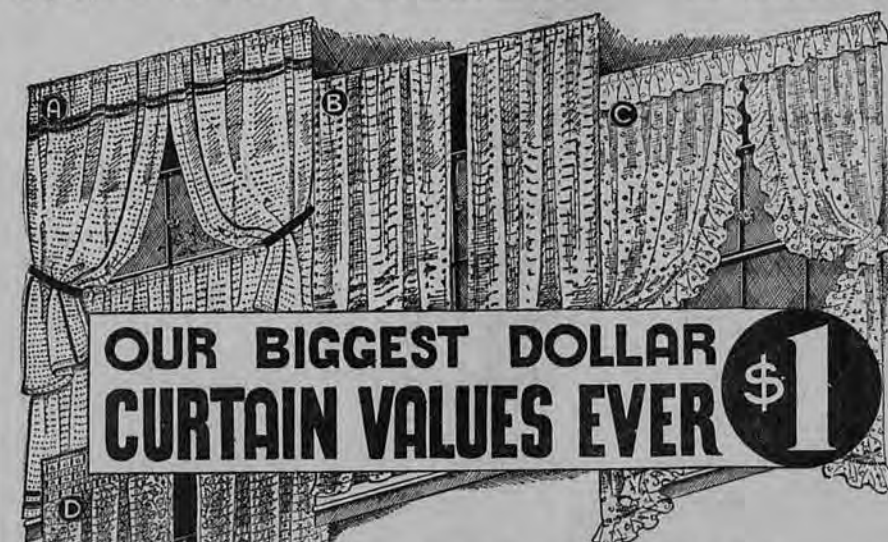
**COTTAGE SETS
50¢**

Colorfast voile sets flocked in Dutch Girl and Wind Mill designs. Red, green, blue, gold and black.

Rayon Tailored

**CURTAINS
50¢**

Rich, graceful rayon tailored for living rooms, dining rooms and dens. Choose in eggshell or beige.



OUR BIGGEST DOLLAR CURTAIN VALUES EVER

\$1

(a) Pt. D'Esprit COTTAGE SETS

Crisp marquisettes showered with thousands of tiny, woven-in pin dots and trimmed with 2 tone colored bands. Red, green, blue, gold and black.

(b) CHEN. TAILORED CURTAINS

Super-quality marquisettes figured in the smart new woven chenille designs. For living rooms or bed rooms in white, ivory and ecru.

(c) 94" PUSSY WILLOW RUFFLES

Full, soft ruffled marquisettes wide enough to criss cross and covered with big, pussy willow dots. Choose in white, ivory or ecru.

(d) 3 ROW ADJUSTA NETS

Exquisitely designed, heavy, open weave nets that have never sold for less than \$1.49. Rich ecru shades, 3-row adjustable tops, new Spring styles.

(e) Point D'Esprit RUFFLES

Extra wide marquisettes literally covered with tiny woven dots and edged with yards of deep ruffling. Colors in white, ivory and ecru.

Annual "LINCOLN DAY"

— design and make our own to a large extent—
at prices that are consistently lower—and during
certain values we or anyone else have ever offered!



A Partial View of One of the Largest Mills in the Country Working Exclusively on a 250,000 Pair Order of Curtains For the Lincoln Stores.

TREMENDOUS OFFERING
OF REGULAR \$1.00
CURTAINS
69¢

70 inch embroidered
chenille dot

RUFFLED CURTAINS

Quality Marquisette with
the new embroidered-in
chenille dots and the widest
ruffles we've ever seen.
70" wide in Ivory.

69¢

Crisp Organdy coin dot
COTTAGE SETS

Fast color coin dot organdy
top and plain organdy
sash with 2 tone colored
band across bottom. Red,
green, blue, gold and black.

69¢

Lustrous Rayon tailored
CURTAINS

Always a best seller are
these lovely delustered rayon
covered in all over
spray designs and ready to
hang. Eggshell, ecru.

69¢

Scoop! Genuine Celanese Ninon
TAILORED CURTAINS **\$1.69**

Superior quality that
sells for much more

Nothing can surpass the sheer beauty, the graceful
lines or the gorgeous colorings of the genuine
Ninon celanese curtains. Eggshell and cham-
pagne. Deep 8 inch hems at sides and bottom.



NOW—First Quality Genuine Delmar
50 Wash Perfect Fit Double Stitched
RAYON UNDIES

- BLOOMERS
- PANTIES
- STEPINS
- VESTS

Our own famous, genuine Delmar, 50-wash
rayon undies. Plain tailored bloomers, pan-
ties and stepins with the popular band fronts
and elastic backs . . . and draw string vests.
Comfortable saddle seats, double stitched
seams. Ten rose in sizes 5, 6, 7, and vests 36
to 42.

20¢



Genuine 80 Square Percale
Bib or Coverall 5 Panel

APRONS

All have full width per-
cale ties and the new
smart 5 panel front only
in aprons selling at much
higher prices.

20¢

80 Square Percales 50¢

Xtra Size APRONS

35¢



Extra Special
CORSETS
Drastically under priced at
\$1.55

REGULAR \$2 GIRDLES and

14" front hook girdle
Brocaded, front hook
girdles with knit elastic
side sections and heavily
boned. Sizes 28 to 32.

Long model Corset
Figured coutil, heavily
boned, back lace corset with
elastic top and bottom sec-
tions. Sizes 28 to 34.

Inner belt Corset
Diaphragm control belt cor-
set with elastic shoulder
straps and swami top. Sizes
36 to 46.

14" side hook Girdle
Heavily boned, elastic top,
side hook girdle with knit
elastic side sections. Sizes
27 to 32.

SPECIAL VALUES

Regularly 25¢

BANDEAUX
and
BRASSIERES

18¢

- RAYON SATINS
- BROCADED RAYONS
- BATISTE and PANNE SATINS

Sizes 30 to 38

You'd Usually Pay \$1.00 to \$1.50 For

CORSETS and GIRDLES Now

77¢

Brocaded corset

Heavy striped brocade corset
with self top and figure control
inner belt. Sizes 30 to 36.

Back lace corset

Heavy coutil, reinforced
front, elastic top, back lace
corset with 4 hose supporters.
Sizes 24 to 34.

12" side hook girdle

Lined front, rayon batiste gir-
dles that are well boned and
reinforced. 4 hose support-
ers. Sizes 24 to 32.

14" side zipper girdle

Well boned, comfortably con-
structed side zipper girdles of
durable rayon batiste. Sizes
26 to 32.

Many other styles in-
cluded in this sale



LINCOLN'S Great Annual "LINCOLN DAY"



GENUINE CANNON Run of the Mill TURKISH TOWELS

Samples, experimental pieces, guest and medium size towels. Values up to 20c.

8c

Large size bath towels, pastels, reversibles, checks, plaids and multi colors. Values up to 30c.

13c

Extra big size bath towels, 2 and 3 thread construction. Beautiful colors. Values up to 40c.

19c

Cannon 22x44 block plaid

TURKISH TOWELS 19c

Regularly 35c

Regular 10c Cannon quality

WASH CLOTHS 5c

To match 19c Towels

A new low sale price

DELMAR 5 year SHEETS

Samples of these sheets and pillow cases have been laundry tested for over 135 complete washings (equal to 5 years wear). Woven of clean round threads... free from sizing and filling. Now for the first time at this reduced price for our great Lincoln Day Sale.

SIZES

63x99 and 72x99

Exclusive at Lincoln's
(SIZE 81x108 99c)

79c

SIZE
81x99

89c

DELMAR 5 YR. PILLOWCASES 22c



CHAINWIDE PURCHASE 500,000
YARDS OF NEW 1939 QUALITY

YARD GOODS

At a fraction of their regular prices

80 sq. UNBLEACHED COTTON YD. **8c**

36" Fast Color BROADCLOTH YD. **9c**

36" New Spring 25c POPLINS YD. **15c**

Fine quality floral PERCALES YD. **12c**

48" NET CURTAIN MATERIAL YD. **15c**

Stevens First Quality LINEN DISH TOWELS **17c**

Printed part LINEN DISH TOWELS . . . **12c**

Reg. 25c Elastic Ironing Board COVERS . **19c**

\$1 Beauty Rest MATTRESS COVERS . . **79c**

"Dandee Knit" SLIP COVERS

\$1.98

FOR CHAIRS

New LOW Prices for
This Type of Slipcover!

Self-Adjusting Knitted
Cotton Fabric That Will
Fit Almost Any Living
Room Chair or Sofa!

\$3.49

FOR SOFAS

- Washes easily, needs no ironing.
- Self-adjusting to any size.
- Diamond design on rust, green, brown or blue grounds.



You may renew your 5 piece living room set and have it look as well as a \$25 custom job for only \$7.45.

- No wrinkles... Fits as slick as a glove.
- Separate Cushion Covers Included.
- Looks and Wears Like Upholstery Fabric.

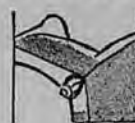


A Few of the Many Styles That Can Be Fitted!

This is How DANDEE-KNITS Cover Your Furniture!



See how simply and quickly the Dandee-Knits slip over the chair. Just tuck them in where necessary.



Notice the finished, upholstered look at the corners and smooth appearance at the legs.



The back and sides fit as smoothly and as trimly as the original upholstery covering on the chair.



Here's the secret! See how the drawing line the buttons securely. No wrinkles or loosening.



Here's the transformed chair. True, glove-like fit all over, regardless of size or type of chair.

Finest quality 80 Square

PERCALES

• 25c value
• All new 1939 patterns

16c

SAVOY DRAPERY

CRETONNES

• Nauticals - Scenics
• Mexicanas - Florals
Regularly 15c yd.

10c

Introducing our
NEW 1939

"Crown Tested"



DRESS PRINTS

- Guaranteed not to rip at the seams.
- Guaranteed fast color.
- New large and small florals, Spring monotonies.
- Navy, teal, copen, strawberry or burgundy.

44c

After this sale 59c

LINCOLN'S Great Annual "LINCOLN DAY"

Men ... 3 smashing bargains for a quarter
SOCKS .. TIES and SHORTS .. 1/2 PRICE



Men's hand tailored
TIES — 1/2 PRICE

Regularly 50c

Hand tailored of resilient
fabrics and with all wool
linings. Stripes, plaids
smart figured patterns.

25c

Men's Sanforized
Banjo seat SHORTS

Regularly 50c — NOW

An overrun lot made by
one of the most famous
makers of men's wear.
Special fine count, san-
forized broadcloths in
sizes 20 to 44.

25c

Men's 50c Fancy
BLAZER SOCKS

Scores of new patterns

Brilliant new color com-
binations ... warm, fine
knits ... reinforced heels
and toes. Sizes 10 to 12.

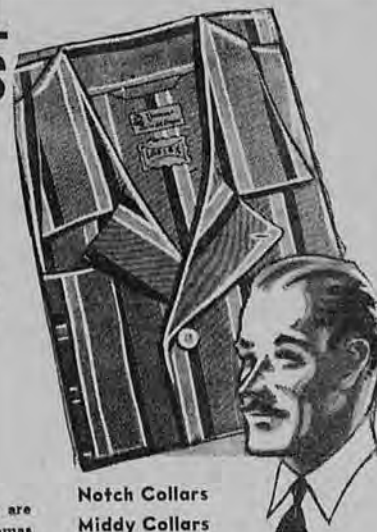
25c

**SENSATIONAL
BARGAIN in MEN'S
Blazer Stripe
broadcloth
PAJAMAS**

We know they're
worth \$1.50
in any store

\$1

100x60 Blazer stripe broadcloths that are
the newest and smartest for 1939. Pajamas
that have a full, roomy cut ... colorfast
stripes and invisible lastex waist bands.
Notch and middy styles in sizes A, B, C, D.



Notch Collars
Middy Collars

Guaranteed to launder
and remain fast color



Sensational offering!

Men's zipper front
and crew neck
SWEATERS

Regularly \$2
\$1.55

A full zipper front or crew neck in herring-
bone fabric front and back. 2 top patch
pockets or zipper pocket. Blue, brown,
walnut and navy in sizes 36 to 46.

Men's athletic style vat dyed
SHIRTS and SHORTS **17c**

Sizes 36 to 46

Sizes 30 to 44



Manufacturer's closeout of children's
famous make 1 to 6X regular 59c

DRESSES

Fast color percale prints ... dainty sheers
... crisp organdies ... dresses for parties,
for school. Scores of different patterns
and styles to choose from in sizes 3 to 6X.

39c

BARGAINS for CHILDREN

Girls' 2 Piece 8 to 16 Rayon
Crinkled Cotton Crepe

PAJAMAS

- DIRNDL STYLES
- OVERALL PRINT
- COAT or SLIPON
- SIZES 8 to 16

Dainty crinkle cotton crepe pajamas in
coat, slipon and dirndl styles. Scores of
lovely pastel prints to choose from in sizes
8 to 16.



Infants' 2 to 3 Coat or
Slipon Style Zephyr
SWEATERS

Fine knit zephyr wool
sweaters for infants in
sizes 2 and 3. Pink, blue,
white and navy coat and
slip on styles.

59c
Regularly 79c



Tots 2 to 8
DOESKIN
OVERALLS
50c
79c value

Big style over-
alls in navy
and brown.

Tots 2 to 8
Basque
stripe

**POLO
SHIRTS**
25c

Basque stripe,
short sleeve polo
shirts in navy,
copen, red and
brown. Sizes 2
to 8.



Children's plain tailored
RAYON UNDIES

Regularly
20c

14c

Children's tailored rayon undies in panties,
bloomers and vests. Ten rose in sizes 4
to 14.



A Better slip for the money
Satin finish broadcloth

SLIPS

with built
up shoulders
Usually 39c

27c

"Beverly" satin finish broadcloth slips with
the built up shoulders. Sizes 4 to 16 in white.

Boys' genuine SANFORIZED
SHIRTS

with the stand
up collars

65c

Regularly \$1.00

All 80 square fancy prints with mannish stand-up collars.
Stripes, checks and novelty patterns ... all sanforized. Siz-
es 8 to 14 1/2.



Boys' Zipper
Herringbone front
SWEATERS

Regularly \$1.39
\$1

Zipper front sweaters with her-
ringbone fabric front and back.
Brown, blue heathers in sizes 30
to 36.



Boys' fine quality
selected top wool
KNICKERS

• Half Price
• Regularly \$1.95
\$1

All worsted top wools that sell
as high as \$1.95. Herringbones,
checks and overplaids in sizes 6
to 16.



Boys' heavy ply
basque stripe
POLO SHIRTS

50c

Collar styles in navy, maroon
and brown. Small, medium
and large sizes.



Boys' Cowboy style riveted
DUNGAREES **55c**
Heavy denim — Sizes 8 to 16

LINCOLN'S Great Annual "LINCOLN DAY"

Scoop!

A LINCOLN DAY BARGAIN HIT

Scores of brand new 1939 individually styled dressy

HATS

that were rushed to us from New York this week

\$1.25

LOOK

at these new colors:

- ✓ FUSCHIA
- ✓ SUEZ
- ✓ SHEBA
- ✓ JAPONICA
- ✓ NAVY
- ✓ BROWN
- ✓ BLACK

LOOK

at these new spring styles:

- ✓ PILL BOXES
- ✓ TAMS
- ✓ OFF FACES
- ✓ TURBANS
- ✓ SPORT BRIMS

This is the sale that you've waited for . . . a sale of the newest and most important fashions in hats at a really sensational savings. Everything brand new . . . every one individually styled . . . many one or few of a kind. And, every one a hat that should retail for at least \$2.

Our buyer bought 3,500 of these new 1939 fashions for our entire chain NOW

SPECIAL LINCOLN DAY SALE of Regular 2.98

NEW SPRING DRESSES \$2

PRINTS . . . with navy combinations

PRINTS . . . on floral taffetas

PRINTS . . . on dusty pastels

This is an advance sale of early Spring patterns and styles that saves you at least One-Third right now at the beginning of the season in our great annual Lincoln Day Sale. You'll find the individuality of style in every one of these dresses that would be hard to beat even in dresses selling at \$5 and \$6.

ALL SIZES 12 to 20 - 38 to 44 - 46 to 52

• The new SKATERS' SKIRTS

• The new gored SKIRTS

• The new Crusline Prints



NEW TAILORED RAYON CELANESE

"Fruit of the Loom"

— SORORITY —

BLOUSES

\$1.00

5 smart styles in rayon celanese and three new styles in shantung. All made of genuine guaranteed Fruit of the Loom fabrics. Ideal for early Spring wear with your skirt or suit. Sizes 34 to 40 in white, dusty pink, powder blue, maize and aqua. Guaranteed as advertised in Good Housekeeping to be washable.

Choose your blouse by letter or number.

GUARANTEED AS ADVERTISED IN GOOD HOUSEKEEPING



THINK OF THE MOST FAMOUS DOLLAR DRESS MADE

This is it!!!!
80 SQUARE PERCALE
FAMOUS MAKE REGULAR \$1

DRESSES

You'll recognize the name the minute you see these dresses.

59¢

Paisleys, floral prints, plaids, pin-dots, monotonies and other brand new novelty Spring patterns. We consider this the best value that Lincoln's or any other store has offered in house dresses. All sizes 14 to 52.



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. 15

ROCHESTER, N. Y., THURSDAY, FEBRUARY 9, 1939

74,300 COPIES DELIVERED

Here, There and Yonder

By CRAY REMINGTON

Following last week's record snowfall, Emmett Gallagher entered a store at the Ridge and Dewey business center, where the beautiful white was piled ten feet high on the curbs, leaving only narrow paths, resembling tunnels for pedestrians, and suggested:

"Why don't you hang out a big sign announcing your business as the Hudson Bay Trading Center?"

Also add, on placards, that goods will be exchanged for animal pelts.

And at that Cray Remington precise moment an antiquated trolley, after emerging from the Dewey Avenue loop, stalled crosswise, blocking the thoroughfare as it was turning in to the avenue for the city bound trip, and motorists, both south and north bound, were halted for blocks.

"Don't swear," pleaded a Ro-



License Bureau Approved

Approval of a central license bureau, to open March 1, marked the end of an undercover political row that has been going on for several months.

The new bureau will be housed in the city-owned Fay Building at Spring and South Fitzhugh, and will issue licenses and permits now given out by various city bureaus.

Exceptions will be licenses issued by the Health Bureau at its Chestnut Street headquarters and marriage, hunting, fishing and dog licenses issued by City Clerk O'Leary at City Hall.

The licenses controlled by O'Leary are under state jurisdiction, hence cannot be moved to the new central bureau.

Manning the license bureau will be seven clerks moved from existing licensing agencies of the city. All will function under direction of Henry W. Legg, city licensing agent.

Rita Redmond, 1564 Lake Avenue, see "Tupper Takes a Trip," and "Lone Wolf Spy Hunt" at Low's Rochester Theater Friday. Call at 419 Burke Building for guest ticket.

New Manager at Lincoln Stores

Arthur W. Kane, who this week assumed management of the Rochester unit of Lincoln Stores at Main and St. Paul, literally worked his way up from the bottom in the Lincoln organization.

Mr. Kane was graduated from Boston College in 1923 and his first job was with Lincoln Stores at their Waterville, Maine, unit. After several years as manager of various Lincoln Stores in New England, he was selected to manage the Syracuse store when that unit was opened in 1935.

Successful operation of the Syracuse store earned him promotion to Rochester, regarded as the No. 1 spot in the Lincoln chain. Mr. Kane, with Mrs. Kane and their five children have taken a house in Yarmouth Road.

WEARING TO SPEAK

Frank E. Robertson Post and Auxiliary, American Legion, will hold a joint Americanism and national defense program, Wednesday February 15th, at 8:30 p. m. in the Main Street Armory. Dr. T. Weir, dean of the Colgate-Rochester Divinity School and Major Carl P. Stephany will speak.

Early Work Urged on Housing

An early start on a housing project in this city has been demanded by Councilman Joseph E. Silverstein and it is expected that the Ormond Street area will be the site of the city's first operation along this line.

The State Legislature has made \$100,000,000 available for such construction throughout the state and Mayor Samuel B. Dicker has declared that Rochester will apply for its share of this fund.

"There is no doubt," Silverstein said, "that the report to be submitted to City Manager Baker's Advisory Committee on Housing this week will show the need of a housing project in the Ormond Street area."

"I know of no reason why the preliminaries should not be taken at once so that the clearing of the site may be under way before spring."

Rita Redmond, 1564 Lake Avenue, see "Tupper Takes a Trip," starring Constance Bennett, Roland Young, Billie Burke, Marion Kirby and Alan Mowbray, at Low's Rochester Theater Friday. Call at 419 Burke Building for guest ticket.

Rochester on Parade ★ ★ ★ By W. L. James



BUSINESS IMPROVEMENT, NOTED DURING THE FIRST WEEK OF FEBRUARY IS A VALENTINE THAT'S REALLY APPRECIATED BY EVERY MERCHANT

"SCOUTING CARRIES ON AMERICAN IDEALS"

IS THE THEME OF THE SPECIAL ACTIVITIES WITH WHICH BOY SCOUTS THIS WEEK ARE CELEBRATING THE TWENTY-NINTH ANNIVERSARY OF THEIR ORGANIZATION

THE SAGE OF MAIN STREET: "DID YOU HEAR ABOUT THE WOMAN WHO GOT A DIVORCE BECAUSE HER HUSBAND CHEATED AT POKER—INSTEAD OF HAVING ACES UP HIS SLEEVES HE HAD QUEENS ON HIS KNEES"



SORORITY TO DANCE

Sigma Lambda Alpha Sorority will hold a formal dance at Hotel Rochester February 18. Officers elected recently include Mrs. Bess Koplin, president; Miss Arline Lewis, vice president; Mrs. Pearl Goldstein, treasurer, and Miss Evelyn Rosenberg, secretary.



JIMMIE FIDLER in Hollywood

Hughie Barrett presents

MISS JEAN DOUGLAS
song stylist

Old English ROOM

during the
Cocktail Hour

5 to 7 P. M.

Mondays thru Saturdays
10:30 p. m. to 1 a. m.

Mondays thru Wednesdays
and on the

Starlight Roof

11 P. M. to 1 A. M.

Thurs. Fri. Sat.

Sagamore Hotel
Lee Johnson,
Manager.

New Spring Hand Bags

take a Shine to --- PATENT



Model Illustrated, \$3

LIKLY'S

HOLLYWOOD. — I've just seen the greatest star in Hollywood get what that same star is seldom granted — a fair break. And what a grand piece of entertainment is the result! Gable, Power, Shearer, Temple, Garbo — they're all quite capable, too, but not one of them can "carry" a picture alone. This greatest of all stars can, for the super-cast is THE STORY. And you'll seldom see story better presented than it is in Paramount's "Persons in Hiding" — the Class B picture I've just previewed.

J. Edgar Hoover wrote it. Louis Kling, a little known director, made it; Patricia Morrison and J. Carroll Nash, neither of whom rate stardom, played the leads. It cost approximately one-fourth of the amount that is spent on the same studio's Class A specials, and it packs just about four times the amount of real, nerve tingling entertainment that is offered by most of Hollywood's colossals. And just two factors are responsible: the sincerity and power of the story, and the wisdom of the director who concentrated on sticking like a leech to his primary job, story-telling.

Sitting on the edge of my seat, watching that picture, I couldn't help thinking about the grandiose statements continually dished out to theater-goers by the big-shots of Hollywood — the men who insist on judging pictures by the amount of money they cost. Ask them what's wrong with Hollywood and they invariably answer that we must have "bigger and better" pictures. "Persons in Hiding" convinces me that they're exactly half right.

PERSONAL OBSERVATIONS: The first thing Fred MacMurray does after finishing a scene is unbutton his collar — and slump. One more year in Hollywood and

Freddie Bartholomew's only "Made-in-England" label will be his birth certificate. Maybe, I'm wrong, but it seems to me Deanna Durbin smiles less widely and less often than she did a year ago. Add stellar poses: George Raft's habit of carefully "pointing" his left foot. Odd, but Georgiana Young, Loretta's half-sister, looks more like her than does either of her full-sisters, Sally Blane and Polly Ann Young. It's a rare conversation into which Wally Beery doesn't manage to introduce some mention of flying. That tipsy version of Henry Armetta's is chronic — he has to thing twice before he can walk straight off screen. If Dick Barthelmess would keep his left profile to the camera, he could still play juveniles; when he turns the other cheek, that scar makes him a natural for sinister roles. Nancy Kelly is a knuckle-popper. When Ginger Rogers is really interested, her left eyebrow resembles an elevator — always traveling up or down. June Lang, who smiles continually, seldom laughs. Director John Ford's pipe is a perfect storm warning for his actors — if he puffs hard, he's upset; if he puffs lazily, he's satisfied. Jack Oakie is going to cash in on his accident insurance one of these days if he doesn't stop leaning back so precariously in his chair. Rosemary Lane invariably reads the luncheon menu, item by item — and invariably orders a chicken sandwich.

For months the Messrs. War-

(Continued on Page 3)

River Port Ample for Shipping

Fantastic promises made in campaign speeches last fall are coming home to become future annoyances for Congressman Joseph J. O'Brien and Thomas E. Broderick, former Monroe County Republican leader.

In the parlance of politics, Mr. O'Brien made a grandstand play when he asked Congress to authorize a survey of Irondequoit Bay by Army engineers with the idea of developing that body of water as a Rochester harbor. The project may never get beyond the consideration stage, but the mere thought of spending approximately \$25,000,000 on a wild dream is not relished by most of Mr. O'Brien's constituents.

Present Port Ample

Rochester already has one port on Lake Ontario and a second port would be as silly as gilding the lily. In the first place, the present harbor is more than ample for the normal expectancy of lake freight business. In fact, a major share of such business promised by one-time enthusiastic backers of the river harbor never materialized.

Thoughtful chiefs of the GOP are wondering how far O'Brien will go with his project for Irondequoit Bay. They have vivid recollections of the repercussions that followed Republican sponsorship of the subway, a \$13,000,000 white elephant, and do not care to have another chain draped around their necks.

The Irondequoit Bay harbor plan is not to be confused with

(Continued on Page 6)



BUY DIRECT from This Factory
and SAVE
THE DIFFERENCE
Lyons February Sale!



TRADE IN
YOUR OLD
FURNITURE

Never Before
Below \$150.00

3-FULL SIZE PIECES

\$89.50

It's a value like this that makes people say, "No place in Rochester can equal LYONS FACTORY for furniture values!" Three big pieces of custom-built furniture, at the usual retail price for two pieces! Heavy, hardwood frame, with your choice of hand-tailored coverings... sagless web construction throughout. See it at LYONS this week-end... and see the savings you make by direct-factory purchase!

Before You Buy, See How You SAVE at LYONS!

Complete Home
Furnishings at

LYONS FURNITURE
FACTORY

Open Tues. & Thurs. Evening 175 NORTH WATER ST. Just a Step from Andrews

A Pre-Season Special Offering of SPRING SUITS

To keep our shops busy during February we have grouped 100 new, smart, worned suits in two special price ranges at...

Made To Measure \$37 and \$39 Strictly Custom (Values to \$45)

BUDGET TERMS IF DESIRED

ROCHESTER Custom TAILORS

Shops East Ave at Selp Sales Rooms

53 YEARS IN ROCHESTER

MEYERS

106 EAST MAIN

SHOE STORE GOING OUT OF BUSINESS SALE

This marks the beginning of the end of Meyers Shoe Store famous in Rochester since 1886. We firmly believe these last few days of this reputable old firm, after 53 years in business, will go down in history as Rochester's greatest days of value-giving. Everything must be sold to the bare walls. Meyers high grade shoes, including other famous makes must be sold regardless of cost. Prices have been slashed to wholesale and below. Here's your opportunity to get several pairs of high grade shoes for less than the price of one. Every pair must be sold! We are getting out!

510 Pairs! High Grade NOVELTY SHOES
Reg. \$2.50 And \$2.69
High and Cuban Heels
\$1.00 Pr.

JITTER BUG JEEPERS
And Others
Saddle Oxford and Combinations in all colors.
Reg. \$3.45
\$1.96 Pr.

Only 774 Pairs! Famous Arch Support SHOES
Also the National-ity Known Hixson-ic Health Shoes at \$2.50. Reg. \$3.95 to \$5.95. Widths AAA to EEE.
\$2.29 Pr.

Special! Received Lately Our Shipment of New SPRING SHOES
Gorgeous new patents, gabardine and the new Japanese, Sandals, Slush Pumps and Strip Ties, Step-ins, High and low heels. All widths.
Reg. \$3.95
\$1.97 Pr.

Only 200 Pairs! OVERSHOES
Broken Sizes Pr.
49c

MEYERS SHOE STORE — 106 EAST MAIN ST.

By Way Of Mention

Mr. and Mrs. Maurice C. Hill of St. Paul Boulevard, entertained at dinner and bridge on Tuesday in their home.

Mrs. Myron W. Greene of Daumouth Street, will entertain the Beau Desir Reading Club for tea on Monday, February 13, in her home. Mrs. Edward C. Morris will continue the review of Worthington Chauncey Ford's "Henry Adams" Letters.

Mrs. H. Kenneth Likly of Penfield Road sailed from New York today for Bermuda, where she will spend two weeks as the guest of her aunt, Mrs. Hugh C. MacLean and Mr. MacLean. Miss Eleanor Gleason of East Avenue, will entertain the Wisteria Circle of the Seton Workers for luncheon on Friday in her home.

Mrs. Edwin C. Kaeber of Dorchester Road will entertain the Current Event Group for tea next Thursday in her home. Mrs. William M. Rebasz will lead the discussion.

Mr. and Mrs. Clarence C. Culver of Culver Road, entertained at dinner and bridge on Saturday at the Century Club.

Mrs. Elizabeth M. Finigan of South Goodman Street, spent last week-end in New York as

the guest of Mrs. Nelson O'Shaughnessy.

Mrs. Edwin E. Servis of Park Avenue, entertained her bridge club for luncheon on Friday in her home.

Mrs. Jack L. Gorham of Hollywood Avenue, entertained at a benefit bridge luncheon on Wednesday in her home for the Isabella Crittenden Cook Chapter of the YWCA.

Mrs. M. Louise Kelly of Oxford Street and Mrs. Martin B. Hoyt Jr., of Castlebar Road, are spending several weeks in Miami.

Mrs. E. Henry Kentmann of Westland Avenue, entertained her reading club for tea on Tuesday in her home.

Mr. and Mrs. James P. Hunt of Lufford Drive, left today for the Lake Placid Club where they will spend two weeks.

Mrs. John Montignani of Dartmouth Street, entertained the History Class for tea on Wednesday in her home.

Mrs. F. Preston Root of Alpine Drive, entertained the Kodak Current Event Group today for luncheon in her home.

Mr. and Mrs. Oscar L. Miles of Canterbury Road, entertained at

dinner and bridge on Saturday in their home.

Mrs. J. Howard Kidd, Jr., of Bay Road, entertained her reading club on Tuesday in her home.

Mrs. John Robert Holmes of Oak Lane, entertained the ladies of the Deep Springs Garden Club at a box luncheon on Tuesday in her home.

Mrs. Harry A. May of Culver Road, entertained at luncheon and bridge on Monday at the Century Club.

Mrs. Fred A. Ratcliffe of Castlebar Road, entertained the Strong Chapter of Genesee Hospital for luncheon on Monday in her home.

Mrs. Karl T. Soule of Culver Road, entertained the Martha Chapter of Brick Church for luncheon on Tuesday in her home.

BRIDGE TEA

A bridge tea, February 14, from 2 to 5 o'clock will be sponsored by members of the Altar Society of Our Lady of Good Counsel Church in the School Auditorium in Ernestine Street, with Mrs. Richard Fitzharris as general chairman.

Lattimore Men's Club Meets February 16

Annual community night of the Lattimore Men's Club will be held at the school on Webster Avenue next Thursday at 8 P. M. Cards will be played, a buffet luncheon served and entertainment presented.

W. P. Howard, president, has appointed H. D. Klumpp chairman of the arrangements committee, assisted by A. J. Cook, Max Shapito, Arthur L. Mephham, Leon C. Kimpal, Frank Hecker, Dr. G. T. Harter, T. W. Vaughan, H. R. Priddle, A. E. Hamilton, Ernest Metcalf, M. Gordon, D. J. Schleicher, P. Bronke, H. R. Berown, J. A. Cox, Salvatore Civitillo and Matthew Bonafede.

U. S. Civil Service Examinations Listed

The U. S. Civil Service Commission announced open competitive examination for the position of junior professional assistant, \$2,000 a year including the following options:

Administrative technician, astronomist, bacteriologist, biologist, engineer, geologist, examination assistant, pharmacist, plant pathologist, plant physiologist, pomologist, range examiner, soil scientist, statistician, textile technologist and veterinarians. Full information may be obtained from Edward F. Rosenhagen, secretary of the Civil Service board of examiners, at the postoffice.

Dorothy Cunningham, 35 Grieg St., call at 419 Burke Building for guest ticket to Low's Rochester Theater.

H. Tyler Miller, 45 Fair Oaks Avenue, call at 419 Burke Building for guest ticket to Low's Rochester Theater.

AUDITORIUM
Main St. E.
Feb. 13-14, Mat. Tues.

The Only Smashing New York Musical Hit on Tour!
SAM. H. HARRIS Presents
GEO. M. COHAN
AS FRANKLIN D. ROOSEVELT IN
"I'D RATHER BE RIGHT"
By GEO. S. KAUFMAN & MOSS HART
Music & Lyrics by RICHARD RODGERS & LORENZ HART

SEATS NOW ON SALE

PRICES Nights, Good Orch. Seats—2.45, 3.50, 4.75. Matinee, Orch.—2.75, 3.50. Bal. 1.45, 1.70

L. ITKIN PRICE CUTTING SALE

Limited Quantities! Entire Stock Included!

SIZE 72x84 DOUBLE BLANKETS
Regular \$2.39 value. — Choice of colors.
\$1.39

While They Last! Reg. \$1 Children's FLANNEL ROBES
Hurry! Limited Quantity!
19c

Reg. \$2.95 CHENILLE SPREADS
New designs. Single and double bed size. Others worth \$5.00.
\$1.79

Men's Van Heusen SHIRTS
Reg. \$2.39 3 for \$5.00 Value
\$1.69

Men's! Boys! Double Thick HOODED SWEAT SHIRTS
At The Lowest Price In Town
A REGULAR \$1.79 value!
Hurry! Stock up!
87c

Reg. \$1.39 Ladies SATIN GOWNS
In Tulle, Peach and Blue. Sizes 16 and 17.
95c

CURTAINS REDUCED
New designs for every up to room in the house!
50% OFF

JACKETS-MACKINAW SNO-SUITS NOW AT COST-AND EVEN LESS

ITKIN'S DRY GOODS
365 JOSEPH AVE. COR. BUCHAN PK.

Entire Family Outfitters

SENSATIONAL PURCHASE AND SALE OF 432 Innerspring MATTRESSES!

REG. \$13.75
\$8
\$2 A Month

\$2 A Month
\$11
REG. \$16.95

REG. \$24.75
\$17
\$2 A Month

WE'VE STAGED GREAT MATTRESS EVENTS BEFORE BUT FOLKS "YOU AIN'T SEEN NOTHIN' YET!"... JUST BE HERE TOMORROW!

Join the Crowds that Will Save!

GROUP 1
We won't tell you that you can't buy a better mattress for \$39.50... but Lauer's will say this... This "Perfection Sleeper" certainly is worth far more than an ordinary cotton felt mattress and a great many have paid \$15 for innersprings that were of no better quality... We recommend it to our customers. **SAVE \$5.75 NOW — A GREAT VALUE FOR LAUER'S FEBRUARY SALE.**

GROUP 2
THINK OF IT! ONLY \$11 FOR LAUER'S ASTORIA INNERSPRING MATTRESS. Never before have Lauer's offered this quality innerspring at the lowest of low figures. We recommend the ASTORIA to our customers. It's a soundly made mattress, assembled from standard materials as specified under the New York State Bedding Act. ALL SIZES.

GROUP 3
In this group you will get the greatest surprise of your wakeful life and you'll get sleep inducers never before sold at this lowest price. Think of it... carbon tempered inner coils with sisal insulation and cotton felt. But further mark this... These mattresses are covered in damask ticks... with prebuilt borders which hold them to their proper shape... In-built tuft guides keep the felt from shifting—This mattress cannot become lumpy, hard, nor scooped—It's impossible. Lauer's have them on sale now at a saving of \$7.75.

SLEEP—SLEEP—SLEEP—It's So Important!

LAUER'S 50 STATE ST.

NOW IS THE TIME TO SAVE MONEY! BUY A NEW LAUER MATTRESS FOR EVERY BED IN YOUR HOME. ALL SIZES IN STOCK.

THE SHORTEST CUT TO LOWEST PRICES

Shopping through the SUN is the shortest cut to lowest prices in Rochester Retail Stores. Confirmation of the fact is obtainable by comparing prices in the SUN with prices advertised elsewhere. Most shoppers are satisfied with the fact that they CAN and DO save most by shopping through the SUN. Some there may be who desire to know the "reason why."

The "reason why" is this: SUN advertisers have their announcements delivered into many thousands more homes than the home delivery of any other Rochester newspaper. For this vastly larger home delivered circulation, SUN advertisers pay a far lower rate for every thousand circulation so delivered. That cuts store operating costs which CAN be and ARE shared with the shopping public in the most substantial form of lower retail prices. Read SUN advertisements MORE and you will find that you will be paying much LESS for the things that you buy... as thousands are doing.

M. D. DANKS CO.
THE LOWEST PRICES FOR PRINTING SINCE NOAH PARSED HIS ARK
PERSONAL 300 NOTEHEADS PRINTED \$1
STATIONERY 200 ENVELOPES OBEY THAT IMPULSE
WE PRINT ANYTHING AND GUARANTEE EVERYTHING
CALL MAIN 8008

BINGO
PLYMOUTH CHURCH
108 TROUP ST., cor. TROUP and PLYMOUTH
Saturday 8:30 P. M.
Merchandise and Cash Awards
DOOR PRIZE - \$25.00 JACK POT - \$20.00
33 GAMES - 25c

SPECIAL THURS. FRI. SAT. WITH THIS AD ONLY!
STANDARD MAKE
RADIO TUBES
FOR EVERY TYPE RADIO
1 1/2 PRICE
WE ALSO CARRY A COMPLETE LINE OF RADIOS, REFRIGERATORS, WASHERS, ETC., AT TREMENDOUS SAVINGS
ROBOT ELECTRIC APPLIANCE CO.
1775 Dewey Ave. GLEN, N.Y. Open Evenings 7:30-9

ESCAPE
WINTER AUTO WORRIES
At Unit Parts you can get all the winter driving accessories and services you need... right away... on Rochester's easiest credit terms.
UNIT ROCHESTER PARTS CORPORATION
1185-1223 MAIN ST. E. CULVER 250

STOMACH RELIEF
When You Use TRIANGLE Powder for the STOMACH
CLIP THIS AD
SAVE 25c
Aid digestion, and allays irritation, and inflammation in the stomach, and intestines. We have adopted famous stomach special-ists' prescription. It has helped hundreds. Let it help you.
TRIANGLE DRUG CO.
316 Main St. E. cor. Seis

SAVE MONEY
A Trial Will Convince You
Pennsylvania Hard
COAL EGG \$8.95 TON Shoveled Off
STOVE NUT \$9.70 TON Shoveled Off
RECO COKE \$8.50 TON Shoveled Off
PEA COAL \$8.25
BUCKWHEAT COAL \$7.60
PHONE GLEN 5960
LIBERTY COAL CO.
727 DRIVING PARK

Assurance Needed in Play For Distribution Breaks

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

By VIRGINIA LEVY
There is nothing particularly complicated about the play of the hand which follows. However, it illustrates the necessity of exploring all the possibilities in the hand and then playing for the best break.

If you find that, in order to fulfill your contract, the suits must break a certain way, or that a particular card must be in a certain place, then you must play your cards just as though you knew that the distribution and high cards are exactly as you want them to be. The hand which follows is taken from a local tournament and illustrates the point given above.

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

With East as dealer, the bidding followed:
EAST SOUTH WEST NORTH
1 Club 1 Heart 1 Spade 1 Heart
2 Clubs Pass 3 Clubs 2 Hearts
Pass Pass 3 Clubs 3 Hearts
Pass Pass
West opened a small club which East won with the ace, returning the queen of the same suit. After winning the second trick, East led a trump and declarer won this with the ace in his own hand.

RUFFS REQUIRED
Realizing that he would have to lose, in addition to the two club tricks already lost, a spade and a diamond, he saw that unless he refrained from drawing immediately he might even lose two diamond tricks, as he needed two ruffs in the dummy.

And he saw upon further analysis that as he held another club loser in his hand, he wouldn't have enough trumps in the dummy for ruffs anyway. Therefore it became necessary to discover some means of getting rid of two losers in diamonds by some other means.

The spade suit, he decided, had possibilities. True it was far from solid, but by being careful of dummy's entries, it could be established and two cards set up for South's discards, provided the outstanding spades were divided three and three.

SUCCESSFUL STRATEGY
Acting upon this supposition, declarer next led the ten of spades and ducked, East winning with his jack and returning another trump which South took with the queen.

South's last spade was then played and taken with dummy's ace, and another spade led and ruffed in the South hand. East's King and West's queen both fell and dummy's two remaining spades were now set up for discards.

The rest was easy. Declarer drew the last outstanding trump, winning the trick in the dummy, led his two spades and on them discarded two diamonds from his own hand. Next a diamond was played and when East showed up with his ace the contract was in.

Of course, this plan of play required that the spades break three and three and that East

\$1,147,384 Collected From Auto Tag Sales

County Clerk Roy F. Bush collected \$1,147,384 for New York State from automobile license plate sales during January, according to a monthly statement issued yesterday.

Fees collected for Monroe County totaled \$29,913, the report showed, while federal income from naturalization fees amounted to \$645. Other state funds included \$1,773 for hunting licenses; \$5,439 in mortgage taxes and \$43 in notary fees.

Mrs. F. Stone, 321 Stone Road, call at 419 Burke Building for guest ticket to Loe's Rochester Theatre.

Mrs. Morris E. Bloom, 38 Carthage Street, call at 419 Burke Building for guest ticket to Loe's Rochester Theatre.

Rochester led all other cities in upstate New York, including Buffalo, Syracuse and Utica, in enlisting ex-army men in the Regular Army Enlisted Reserve, according to Sergeant Jesse O. Smith, in charge of the recruiting office here.

Enlisted here since July, 1938, when the reserve was established, were 31 men as compared with 11 in Buffalo, 22 in Syracuse and 20 in Utica.

19TH WARD BINGO PARTY

19th Ward Republican County and Ward Committee will sponsor two bingo nights, Thursday and Friday, February 16-17, at the Hawley Street clubhouse. Lawrence Rogers is chairman.

"B-ettes are the most comfortable protection I have ever used."

Internal Sanitary Protection... No Odor, No Belts, Pads or Pins

As a result of a recent trial offer, B-ettes have made thousands of new friends in this community. Women who have tried this modern method of sanitary protection simply do not want to go back to old ways! They have discovered glorious new freedom and peace of mind—no pads, belts or pins, no bulge or chafing—and no odor problem, because internal absorption prevents odor. Give B-ettes a trial next time. Buy them at any drug or department store—25c for 12, a month's supply—10c for 4. Say "Bee-etts."

Accepted for Advertising by Journal of American Medical Association

ACHTER'S ART GOODS SPECIALS

For This Week

J. & P. Coats & Clark's Big Ball CROCHET COTTON 18c ball

J. & P. Coats Bed Spread COTTON 19c ball

Maysville CARPET WARP 25c

J. & P. Coats CREPE-DE-SHEEN 5c

4 Oz. KNITTING WORSTED 49c skein

2 Oz. Size 25c

Large Assortment of STAMPED GOODS 23c

Desires the items listed here, Our Department has many others, also priced equally low.

LOW WINTER PRICES ON BIRD ROOFING & SIDING

Spring Is Just Around The Corner—Place Your Order Now and Save.

KEMP ROOFING COMPANY
331 MAIN ST. W.
TERMS \$5 A MONTH NO DOWN PAYMENT
PHONE FOR FREE ESTIMATE MAIN 1786

ACHTER'S OFFER YOU

Everything at BARGAIN PRICES!

Specials for FRIDAY & SATURDAY ONLY

Men's White HANDKERCHIEFS 25c value... 2 for 3c	Ladies' Initial HANKIES 10c value... 3c each	Flyer Machine THREAD 1c spool	All Metal WASTE BASKETS 15c value... 7c
Men's Jockey SHORTS 25c value... 14c	Ladies' Initial HANKIES 10c value... 3c each	Stamped POT HOLDERS 5c value... 2c each	Toilet TISSUES 5c value... 3 for 5c
Men's Health SOX 19c value... 8c	Coupon for FRIDAY AND SATURDAY 7-oz. Box WASHING POWDER 2 for 3c	Children's Snow Suits \$5.99 Value \$2.49	Educators Graham CRACKERS 1 lb. box 10c
Atlas SHOE POLISH Black or brown 5c. val 2 for 5c	Unbleached SHEETING 10c Value 2 yds. for 9c	Children's Silk Striped PANTIES 10c Value 6c	Ironing Board PADS 29c value... 19c
White FLOATING SOAP 5c value 2 for 5c	35"x35" Basket Weave TABLE COVERS 25c Value 14c	Children's Silk Striped PANTIES 10c Value 6c	Paring KNIVES 5c value... 2c

MORE FOR YOUR MONEY AT ACHTER'S

SPECIALS FOR MONDAY FEBRUARY 13	SPECIALS FOR TUESDAY FEBRUARY 14	SPECIALS FOR WEDNESDAY FEBRUARY 15	SPECIALS FOR THURSDAY FEBRUARY 16
Men's Quality SUSPENSORS 25c value... 11c	Men's Quality BELTS, with buckle 50c value... 19c	Men's Jersey GLOVES 15c value... 8c pr.	Men's Initial HANDKERCHIEFS 5c value... 3c
Men's Gym SHIRTS 19c value... 10c	Men's Rayon and Cotton HOSE 10c value... 6c pr.	Men's Genuine BRIAR PIPES 25c value... 15c	Men's Quality GARTERS 15c value... 7c pr.
Men's Leather Palm Gauntlet GLOVES 50c value... 23c	Men's Chambray & Coverl Cloth Work SHIRTS 30c value... 37c	Assorted JACK KNIVES 25c value... 12c	Men's TIE HOLDER SETS 10c value... 3c
Pond's Cleansing TISSUES 100 sheets 15c value... 9c	Self Starting Electric CLOCKS \$2.19 Value \$1.43	Hard Cover STORY BOOKS 25c value... 12c	Men's Pocket COMBS 5c value... 2c
Guaranteed ALARM CLOCKS \$1.00 value... 61c	Ladies' Bobby COMBS 10c value... 4c	Made in U. S. A. PIN CUSHIONS 10c value... 5c	Loose Leaf Filler PAPER 2 for 5c
Barrel BANKS 10c value... 6c	1"x2 1/2" Yds. Adhesive TAPE 10c value... 5c	1200 Yds. Hall's Machine THREAD 10c value... 6c	30 ft. WAX PAPER in Outer Box 2 for 5c
BALL FRINGE 2 yds. 7c	Assorted Toilet SOAPS Values to 10c... 2c	Solo Hair CURLERS 5c value... 2 for 5c	Package of 8 BAND-ETTES 5c value... 2c
Wave NETS 3c	Ladies' ZIPPER CHANGE PURSES 10c value... 6c	Women's Rayon HOSE with Service Weight Top 25c value... 14c pr.	3 Yds. Hank ELASTIC 2 for 5c
Ladies' Rayon PANTIES 19c value... 11c	Ladies' Satin & Bemberg BED JACKETS \$1.19 value... 77c	Ladies' Full Zipper HOUSE COATS \$1.19 value... 77c	Women's Back Lace CORSETS \$1.19 value... 74c
Close Out! Children's Winter COATS Values to \$7.98... 2.49	Children's Plannel SLEEPERS 30c value... 27c	Package of 10 DIAPERS 30c value... 61c	Children's Crepe PAJAMAS 30c value... 24c
40 Inch Bleached MUSLIN 19c value... 9c yd.	32"x32" Tapestry Table COVERS 50c value... 34c	Dawn's Germantown YARN 7 yd. skein... 2 for 3c	15"x17" Quilted CRIB PADS 10c value... 6c
Stamped TOWELS 15c value... 7c	Plain Color BROADCLOTH Values to 19c... 7c yd.	81-Inch Unbleached SHEETING 25c value... 16c yd.	Fast Color PERCALE 12 1/2c value... 7c yd.
Orchard Crochet COTTON 12c value... 14c	Shopping BAGS 1c	COTTAGE SETS 70c value... 43c pr.	7 & P Coats Six Strand FLOSS 2 for 3c
70"x30" Fancy BLANKETS \$1.25 value... 67c	81"x90" Seamless SHEETS 89c value... 44c	Assorted STEM WARE 10c value... 6c	Pearl Wick Seat Top HAMPERS \$2.95 value... \$2.34
Sturdy END TABLES \$1.25 value... 84c	CANDLES Household 5c doz.	8 Cup Glass COFFEE MAKERS \$1.19 value... 84c	Educator's Cape Cod COOKIES 1 lb. box... 10c
BRILLO Box of 12 6c	Willow CLOTHES BASKETS \$1.00 value... 63c	Sheet BLANKETS 89c value... 42c	Pillsbury's Best PANCAKE FLOUR 8c
What-Not CORNERS 25c value... 17c	All Metal FRYING PANS 6c	Lifebuoy SOAP 2 for 9c	72"x90" BED SHEETS 49c values... 29c
DISH CLOTHS 2 for 3c	J. & P. Coats Tatting THREAD 5c Value... 2 5c	Coupon For Monday LUX TOILET SOAP 2 for 9c	42"x36" PILLOW CASES 12 1/2c val. 2 for 15c
Coupon For Tuesday WAX PAPER 12 1/2 ft. in Outer Box 9c	Coupon For Tuesday WAX PAPER 12 1/2 ft. in Outer Box 9c	Coupon For Monday LUX TOILET SOAP 2 for 9c	Coupon For Monday LUX TOILET SOAP 2 for 9c

ACHTER'S 387 E. MAIN ST. NEAR GIBBS ST. And 35 Gibbs St. Opposite Eastman Theatre Phone Stone 1880-1881-1882
Rochester's Busiest New Department Store
RIGHT RESERVED TO LIMIT QUANTITIES NO MAIL OR PHONE ORDERS FILLED
OPEN Every Night Until 9 P. M. Opens Daily 9 A. M.

TRUTHFUL NEWS

THE ROCHESTER SUN, THURSDAY, FEBRUARY 9, 1939

TRUTHFUL ADVERTISING

PAGE FIVE

ICES
DING
Your
TERMS
5 A MONTH
NO DOWN
PAYMENT

GAIN
CES!

WASTE
7c
5c

Graham
BREAD
0c

19c
2c

★ ★
ALS FOR
SDAY
UARY 18

CHIEFS 3c
7c

3c
2c
2 for 5c

2c
2 for 5c

74c
24c
6c

7c
2 for 3c
2 for 5c

29c
15c

10c
8c
29c

15c
8c

OPEN
Every
Night
Until
9 P. M.
Opens Daily
9 A. M.

Anne Berlove, 105 Martin Street, be the guest of Loew's Rochester Theater, playing "Tupper Takes a Trip," starring Roland Young, Billie Burke, Constance Bennett, Marion Kirby and Alan Newberry. Call at 419 Burke Building for guest ticket.

SAVE WITH MILLER'S HIGH QUALITY
SPECIAL COAL
Pea \$8.75; Buckwheat \$7.75
Rice \$6.75
\$10.65
TON
Cash
Show, Out
STOVE, EGG, OR NUT
E.G. & E. DRY QUENCHED
COKE \$9.05
Every Ton Guaranteed • Phone Gen. 20
ARDEAN R. MILLER
500 West Ave. • Finest Service Since 1912 • Best in Fuel Oil

FREE!!
50 GALLONS GAS
and **LICENSE PLATES**
With Every Car Listed Below
\$300
D-O-W-N D-O-W-N
Bring This Ad For Your Free Gas
This Offer Expires Feb. 28th
STANDARD MOTOR SALES
626 W. MAIN and BROAD ST., cor. W. MAIN

Finer MEATS
BARGAIN PRICED!
AT CLARK'S
If you appreciate quality at a low price, you will be amazed at how much you can save by doing all your market shopping here!
Chuck or Shoulder **BEEF ROASTS** 16c lb.
Cut from U. S. Inspected young steers
Meaty Neck **SPARE-RIBS** 9c lb.
Milk-Fatted Heavy, Young Roasting
CHICKENS 25c lb.
4 to 6 lb. average
Formans **Sauerkraut** 3 lbs. 10c
Fresh Shucked **OYSTERS** 35c qt.
Direct from the Oyster beds
Milk Fatted **FOWL** 19c
For Fricassee or Salads 2 1/2 to 3 lb. average.
CHICKENS
Buy all you want of the particular cuts you prefer.
Breasts, lb. 41c Giblets, lb. 19c
Legs, lb. 25c Livers, lb. 45c
Wings, lb. 23c Necks, lb. 15c
CLARK'S MARKETS
600 Jefferson Ave. Cor. Bartlett St. Gen. 1417
FREE PARKING At Both Stores
906 N. Goodman St. Cul. 4870

Go To **Goodrich** For The Finest
FURNITURE
AND ROCHESTER'S
BIGGEST VALUES
Always, throughout the entire year, beautiful furniture costs you less at Goodrich. But now, during our February Sale event, our furniture masterpieces are yours at a double saving. Goodrich can and does, offer you greater furniture values. We can do this because our showrooms are out of the downtown, high rent district. So no matter where you intended to buy... or what you intended to buy... it will pay you in dollars and cents and in complete satisfaction to see what we are offering. It takes but a few minutes to come down to Goodrich showrooms and when you get here... you'll be glad you came. We promise you finer selection of Exclusive Jamestown, Grand Rapids and Rochester made Furniture at worthwhile savings—you won't be disappointed.
With This Coupon
Only While Quantities Last!
Beautiful **MIRRORS**
worth \$1.50 and \$1.75 Now, with this coupon only you save 85c to 90c.
85c
• Boudoir Styles
• Round Mirrors
• Square Mirrors
• Everyone Crystal
• Clear
No Phone Orders—Please!
CONVENIENT TERMS!
OPEN EVENINGS
GOODRICH
FURNITURE CO.
1683 DEWEY AVE.

Used Car Sales Seen On Upgrade

Sales of used cars are definitely on the upgrade, according to Jim Brennan, sales manager at Cool Chevrolet Corporation, 380 Culver Road.

During January, Brennan reports that used car sales were practically double over the same month of 1938, which he believes indicates that the sale of used cars will progress at a rapid pace during the coming months.

Brennan also announced the appointment to the Cool Chevrolet sales staff of Orvis F. Johndrew, who has been associated with the sale of new and used cars during the last ten years in Rochester.

Nurses Unit to Hear Field Worker Talk

Mary Margaret Muckley, registry field worker for the American Nurses Association, with headquarters in New York, will speak before the private duty nurses' section of the Genesee Valley Nurses Association at 8 p. m. Friday in the new home of the Academy of Medicine, 1441 East Avenue.

Miss Muckley's subject will be "Let's Talk About Ourselves." Mrs. Walter Stanley, newly elected chairman, will preside.

THIS WEEK'S SPECIALS
GENESEE
—PRIVATE STOCK—
A Blend Of
STRAIGHT WHISKEY
The average age of this whiskey is 3 1/2 years.
\$1.19 This Week Only
\$2.33 Qt.
ROYAL PIPER SCOTCH
100% Blended Scotch Whiskey made and bottled in Scotland.
\$1.19 Tenth
\$2.19 Fifth
Visit Rochester's most modern liquor store for outstanding values in fine wines and liquors.
MANHATTAN WINE AND LIQUOR CO.
960 GENESEE ST.
Cor. Brooks Ave.
GEN. 4928, Free Delivery

Remington:

(Continued from Page 1)
chester Transit Corporation minor official, who seemed to be running aimlessly hither and yon. "Don't you see that a lot of our buses are also stalled by our street car?"

On the night of the big snow, which young men of today will refer to patronizingly thirty years hence as the "blizzard of '39," Peter Tettelbach, who resides on the lake front, found himself temporarily snow bound at Case's restaurant, Dewey and Ridge, and between luscious mouthfuls of steak and French fries he was entreating by 'phone for city aid to clear his street so that trucks could get in to relieve a furnace oil famine.

It dawned upon one that a comparatively few inches of snow raises a bit more than havoc with the modern scheme

of mechanical efficiency. In Grandfather's Young manhood he would have driven a pair of horses, hitched to a sled, through the deepest drifts and would have made mocking grimaces at the storm.

A grocery store manager was relating of the well known homo sapiens specimen termed the chiseler, who, it seems, is always with us.

Twice, at monthly intervals, and with affected dismay, he informed that a week previously he had inadvertently left a pound of hamburger on the store counter and, with a show of resentment, would the management kindly produce it, or else.

The grocery and meat business is tough, indeed, meaning that competition is keen, and in each instance fresh meat, neatly wrapped, was furnished

gratis with outward cheerfulness and inward annoyance.

And, for the hygienically minded: How palatable would ground meat prove to be in a week's time minus refrigeration?

"Jesse James" won't be the last of the bandit cinema dramas depicting the Dillingers of yesterday.

The Younger brothers and the Dalton boys should be immortalized via celluloid and be made heroes all. Moreover, there's no copyright charges on these worthies who, like all the criminals proceeding and following them, finished tragically behind the w. k. eight ball.

Grace Drew, 185 Mulberry Street, call at 419 Burke Building for guest ticket to Loew's Rochester Theater.
Jack Kavanagh, 167 Hawley Street, call at 419 Burke Building for guest ticket to Loew's Rochester Theater.

AT BRAUN'S ONLY!
FINAL REDUCTIONS
Brand New Radios - In Crates
1938—MODELS—1939
\$145 PHILCO **69.50** \$97 RCA **59.00**
\$195 PHILCO **89.50** \$49 PHILCO **24.00**
\$160 RCA **109.50** \$109 ZENITH **55.00**
YOUR OLD RADIO INCLUDED IN THIS PRICE
TERMS LOW AS \$1.00 A WEEK
Stone 122 **BRAUN'S** Stone 122
900 PORTLAND—OPEN EVENINGS

NEVER BEFORE

AT ANYWHERE NEAR THIS
SENSATIONALLY LOW PRICE!

Now—A Genuine

ANDES COMBINATION RANGE

\$99.50
FOR ONLY
Regular Price Is \$132.50

SAVE \$33 NOW!

Just think... a beautiful full size combination range for less than a hundred dollars! But you'll have to hurry... this offer for a limited time only! Choice of colors! All Porcelain Finish! Coal, Oil or Gas Cooking and Baking! Porcelain Lined Oven! Gun metal Cooking Top and many other famous "Andes" features. Come in today.

Since 1888

SIEBERTS

ST. PAUL and ANDREWS ST.

FREE PARKING OPPOSITE STORE

OPEN EVENINGS

We carry a complete line of repair parts for almost every stove and furnace made during the last 50 years. Rochester's most complete stock.

For over half a century Siebert's have maintained a reputation for complete dependability. — Take our word for it... anything we say we mean... and anything we don't mean — we don't say.

SAVE
On Every Ton of
This Superior Pennsylvania

HARD COAL
EGG STOVE or NUT **\$8.95**
TON

PEA COAL TON **\$7.95**

COKE STOVE OR NUT **\$8.50**
TON

Phone Glenwood 700
BELMONT
COAL CO.
499 BROAD ST.

Third of WPA Jobs Continuous

Thirty-two per cent of the 4,968 Works Progress Administration employees in Monroe County have been on the rolls since WPA began in 1935, Albany figures revealed.

The average of continuously employed in upstate New York was 20 per cent, as compared with Monroe's higher figure, according to data given out by Lester W. Herzog, state administrator. Of 12,431 continuously employed in the state, 49 per cent were engaged in their usual occupation 14 per cent "above" their former work and 39 per cent below normal private work.

BENEFIT CARD PARTY

Mothers of the eighth grade boys of Nazareth Hall are planning their annual benefit card party Friday February 17th at 8 p. m. in the school gymnasium. Mrs. Joseph W. Still and Mrs. William A. Kraft are co-chairmen.

Mrs. Daniel F. Hyatt, 1200 Jay Street, call at 415 Burke Building for guest ticket to Loew's Rochester Theater.

The Way To A Man's Heart

BY IRENE MUNTZ

February has been nicknamed the month of parties probably because of the large number of holidays gives us occasions for entertaining. Then, too, our January economies have made their impression on the budget so that we feel free to splurge a little.

Unless you have a birthday of your own, Lincoln's Birthday gives you the first opportunity for a February party. Since the twelfth comes on Sunday this year, either Saturday or Sunday may be the day you wish to celebrate.

Decorations are easy for this type of occasion. Red, white and blue, are, of course, the appropriate colors for the occasion and simplicity should be the keynote. A red or blue and white checked table cloth might be used with contrasting colors in the candles.

If you are clever at center pieces, an inexpensive winter scene may be made by arranging a log cabin, small figures of men and animals and imitation snow (soap flakes are good for this) on a mirror. Leave part of the mirror uncovered to represent a lake.

Here are some simple and delicious refreshments to serve that your guests will enjoy and yet not feel overfed when they go home.

Ginger Ale Fruit Salad — Hot Rolls
Lincoln Logs — Coffee
Ginger Ale Fruit Salad — Hot Rolls
1 pkg. lemon flav. — 1 cup pineapple
ored gelatin — 1/2 cup raisins
1/2 cup hot water — 1/2 cup grapefruit
1/4 cup ginger ale — 1/4 cup nuts, chopped
1/4 cup celery diced — 1/4 cup nuts, chopped

Dissolve gelatin in water, cool slightly and add ginger ale. Chill to a syrupy consistency and add celery, fruit and nuts. Turn into individual molds and

DESSERT PARTY SET

A dessert card party will be held by the Ladies Aid Society of Winton Congregational Church Friday at 7 p. m. Mrs. Robert Burnham is chairman, assisted by Mrs. Burnett Eddy, Mrs. Harry McMurphy, Mrs. Fred Putzig, Mrs. John Nicholson, Mrs. Robert Smith and Mrs. Louis Frenz.

Famous Band Here Tuesday

Mayor Samuel B. Dicker, City Manager Harold W. Baker, other city officials and officers of the police department have been invited to lead the grand march which will open the police Valentine ball at the Armory, Tuesday evening.

Following the opening formalities, Tommy Dorsey and his nationally-known orchestra and Charles Silverman and his WHAM orchestra will play continuously for dancing from 9 p. m. to 2 a. m. Dorsey will bring his entire company of instrumentalists and vocalists heard each Wednesday evening over the red network of the National Broadcasting Company and currently featured at the Hotel New Yorker.

After a lapse of eight years, the police ball is back on Rochester's social calendar to raise funds for the Police Benevolent Association which pays death benefits to the families of members of the Rochester police force.

Dance fans are looking forward with pleasurable anticipation to the personal appearance of Tommy Dorsey, his trombone and his orchestra. Dorsey is at the fore among orchestra leaders who have made arrangements of the classics in swing rhythm.

General arrangements for the ball have been made by Deputy Chief William R. Miller assisted by the following as chairman of sub-committees: music, Chief Henry T. Copenhagen; hall, Inspector George Steinmiller; William McLaughlin; L. Letts, Capt. Edward H. Fisher; reception, Capt. Anthony A. Andrews; treasurer, Arthur Doyle.

River Port Ample For Shipping

(Continued from Page 1)

The project of the Irondequoit Fish and Game Club, which wants the channel connecting the Bay with Lake Ontario deepened and protected by jetties so that flowing water would not only relieve conditions but also provide free ingress for fish into the Bay.

The Genesee River harbor, with a channel 150 feet wide and extending two and a half miles from the mouth of the river, is considered ample for Rochester's port requirements.

This channel will be deepened this year under federal grant of \$80,000 and the government further has agreed to spend \$10,000 annually in maintaining the channel.

This two and a half mile stretch provides about five miles of harbor area, as land is available on both banks of the river for such basins as might be needed.

Railroad and wharf facilities are already available for users of the river harbor, another argument for further development of this port at a fraction of the cost of the Irondequoit Bay Project.

GENERAL COUNTY TAXES

Payable in 1939
Monroe County Treasury

Rochester, N. Y.—January 3, 1939
The assessment rolls for the general county tax levied in 1938 and payable in 1939 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 12 of Chapter 441 of the laws of 1938.

FEES WILL BE ADDED AS FOLLOWS:

All of January without fees.
February 1st to 25th, inclusive, 1 per cent.

March 1st to 31st, inclusive, 2 per cent.

April 1st to 14th, inclusive, 3 per cent.

After April fourteenth said addition of 3 per cent and also fees and penalties at the rate of 8 per cent per annum.

In case of default a warrant will be issued for the collection thereof according to law.

On August 1st an additional fee of \$1.50 for advertising will be charged. On the 15th day of August, a list of all unpaid taxes will be published.

On the 20th day of August all unpaid taxes will be sold, and can be redeemed only by paying advertising and sales charges, with interest.

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 for bill. 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 1st, but should be paid to the Town furnished by the County Treasurer on request.

CLARENCE A. SMITH,
Director of Finance.

VALENTINE PARTY

Daughters of Zion Bible Class and Zion Brotherhood will hold a supper-meeting and valentine party Monday, February 13. Supper will be served at 6:30 p. m.

COMPANY TO REOPEN

Reopening of the Golden Crest Ice Cream Company, 4900 Lake Avenue, under the management of Charles L. Lindington, 131 Croyden Road, is scheduled soon according to Lindington, new owner.

COMPANY TO REOPEN

Reopening of the Golden Crest Ice Cream Company, 4900 Lake Avenue, under the management of Charles L. Lindington, 131 Croyden Road, is scheduled soon according to Lindington, new owner.

FAMOUS FOR FINE FOODS

19th

Serves 4
PREPARED IN 9 MINUTES

KRAFT DINNER

2 pkgs. for **23^c**

A quick, economical dinner... at a special low sale price!

Wegman's

ANNIVERSARY SALE

Just two more days for you to get your share of Wegman's birthday bargains! It will be a long time before you'll again see so many low food prices at one time as you'll find in every Wegman's market on Friday and Saturday!

Extra Big Last-Day Bargains
For Friday and Saturday

BAKER'S COCOA
Tender Mild-Flavored
10^c

OUR BEST COFFEE
Kilbourn Hall
19^c

SWANS-DOWN
For Perfect Cakes
19^c

DAINTY PEAS
Clark's No. 2 Size
19^c

FANCY SHRIMP
2 cans for 19^c

Combination Special!
FIVE-POUND SACK, DAISY
PASTRY FLOUR 5^c
WHEN PURCHASED WITH WEGMAN BRAND TEAS!
Buy a half-pound of Wegman's Kilbourn Hall Tea... and get a 5-lb. sack of Daisy Pastry Flour for only 5c!

Half-Pound Cello Package
KILBOURN HALL TEAS
Orange Pekoe 23^c Mixed 22^c Green 20^c

Combination Special!
12-OZ. CAN WILSON CERTIFIED
CORNER BEEF 9^c
WHEN PURCHASED WITH WEGMAN BRAND TEAS!
Buy a half-pound of Wegman's Kilbourn Hall Tea... and get a can Wilson's Corned Beef for only 9c!

FINEST BUTTER
MONEY CAN BUY!

LAND O' LAKES

EVERY PACKAGE OF LAND O' LAKES BUTTER CONTAINS U.S. GOVT. CERTIFICATE OF QUALITY!

One Pound Roll **30^c**



Simon Pure

No doubt about it, Simon Pure quality starts where others leave off. Costlier ingredients, scientific brewing, and ageing for months—not days—naturally guarantee the superiority of Simon Pure Beer and Ale. But Simon Pure costs you no more than ordinary brews at your neighborhood store.



WILLIAM J. BECKLER, Distributor
22 Wright St., Rochester, N. Y. Phone Gen. 380

PLAY BINGO AT CENTURY THEATRE

Mon., Wed., Fri., Sat.
Matinees 2:30 P. M.

Wednesday - Friday
Evenings 8:30 P. M.

\$100.00 CASH DAILY
SPECIAL FRIDAY FEB. 10 **\$150.00 IN CASH**

OPEN EVENINGS TO 9 P. M.

SELLING OUT

Our Entire \$25,000 Stock Of Living Room, Bedroom, Dining Room Furniture and Odd Pieces. Everything Must Go! Odd Beds, Chairs, Lamps, Tables, Chests, Dressers! Everything Priced For Quick Sale! Don't Be Skeptical! Don't Let Your Disappointment In Other Sales Keep You Away From Majestic. Here Is A Sale That Makes Anything Else In Rochester Look Expensive! Come In Tonight! Buy! Save! Use Your Credit!

VALUES THAT ARE REAL!

LIVING ROOM

2-PC. MODERNE LIVING ROOM SUITE
ACTUAL VALUE \$59 **\$29**

- \$89 Living Rooms...\$57
- \$85 Living Rooms...\$54
- \$120 Living Rooms...\$79
- \$150 Living Rooms...\$95
- \$155 Living Rooms...\$105
- \$185 Living Rooms...\$115
- \$190 Living Rooms...\$135
- \$200 Living Rooms...\$135
- \$220 Living Rooms...\$149
- \$225 Living Rooms...\$159

STUDIO COUCHES

Worth \$21.30 **\$14⁷⁵**

\$5.75—Flat Springs...\$2.89
\$9.75—Cott. Springs...\$5.95
\$8.95—Poster Beds...\$5.90
\$13.50—Panel Beds...\$6.95
\$11.95—Jenny Lind Beds, \$6

INNER SPRING MATTRESSES

ACTUAL VALUE \$14.50 **\$7⁹⁵**

\$10.50 Breakfast Sets...\$6.50 (5 Pcs, Unfinished)

BUY ON A BUDGET PLAN
Your Credit Is Good!
A Small Deposit Will Hold Any Item For Future Delivery

METAL BEDS

WHILE THEY LAST! **\$2⁹⁵**

\$27.50—Studio Couches \$19.50
\$29.50—Studio Couches \$21.00
\$39.50—Studio Couches \$25.00
\$10.50 Chest of Drawers \$6.95
\$13.50—Cedar Chests...\$9.00

KITCHEN CHAIRS

Ready to finish. Actual Value \$1.00 **57^c**

\$5.50 Occasional Chairs \$2.95
\$16.50—Lounge Chairs \$11.00

BEDROOMS

4-PC. WALNUT BEDROOM SUITE
ACTUAL VALUE \$79.50 **\$45**

- \$55 Maple Suites...\$33
- \$79 Walnut Suites...\$45
- \$100 Walnut Suites...\$50
- \$139 Walnut Suites...\$82
- \$166 Walnut Suites...\$97
- \$189 Prima-Vera Suites...\$135
- \$195 French Walnut \$137
- \$225 Walnut Suites...\$109
- \$395 Mahogany Suites...\$250

MAJESTIC FURN. CO.-204 Court St.

HELD OVER! BY POPULAR REQUEST CHAMPION'S ODDS and ENDS SALE

MEN'S AND BOYS' ODD MACKINAW'S

Including a Few
Large Size Odd
Leather Jackets

1/2 off
Regular Price

Regular \$1.95 New Spring Style Zipper Front
Coat Style And Pull-Over

SWEATERS

Sizes
38 to 46

99c

Tables of Odd Sportswear

3 for 25c Values To \$1.00

39c ea. 3 for \$1 Values To \$3.95

50c TABLE Values To \$5.00

\$3.95 TABLE Values To \$8.95

Champion
KNITWEAR CO. 71 ST. PAUL ST.
30 Minutes' Free Parking at 3 Stations, Bill's, Strand and Spark

Pupil of Liszt Booked for Recital

Moritz Rosenthal, pupil of Franz Liszt, famous 76-year-old pianist, will appear here March 11 at the Auditorium in a program sponsored by the Big Brothers and Sisters Club.

The concert is part of the annual concert and dance presented annually by the club to raise funds to provide children of the Jewish Children's Home with scholarship aid, vacations at JYM-WA camp, and other benefits. The dance will be held in hotel Seneca ballroom after the concert.

Carl M. Glasgow, 315 Sylvan Road, call the Sun for guest ticket to Loew's Rochester Theatre.

Eastman School Concert Postponed to Monday

The concert by the Eastman School Symphony Orchestra conducted by Paul White, which was originally announced for last Tuesday will be given Monday night, February 13.

Mr. White has chosen Beethoven's "Eroica" Symphony, Debussy's "Afternoon of a Faun," and Richard Strauss' "Till Eulenspiegel." The concert is open to the public and no tickets are required.

Mrs. Frederick A. McCarthy, 102 Seneca Street, call at 412 Burke Building for guest ticket to Loew's Rochester Theatre.

Dates Set For National Defense

In the belief that the question of national defense is of increasing importance in view of present world conditions, Army officers of the Monroe County area in cooperation with the Chamber of Commerce National Defense Committee are making preparations for the observance



MAJOR EARL SMITH

of National Defense Week in February, according to Lieut. Elmer S. Smith, president of Rochester Chapter, Reserve Officers' Association.

Major Earl Smith has been designated as chairman of arrangements for the observance, which is to begin on Lincoln's Birthday and continue until Washington's Birthday.

Committee members appointed by Major Smith are Majors John Merton, Chas. Mascher, Barret De T. Lambert, Captains Abram N. Jones, Alfred D. Heggie, Horace Webb, Harold J. Roche, John Kelley, Don R. McChesney, Basil Moore and Lieutenants Al Sigi, Richard J. Smith and Ewald Weyrach.

Pull up a Chair

By
Neal O'Hara

Bull's-eye: A group of newspaper executives were arguing over what two-word headline would command the tallest type today, comparable to "WAR ENDS" in 1918. It was finally agreed that "HITLER ASSASSINATED" would call out the biggest smear of black ink. . . . When sales of a certain liniment soared in the Quebec area recently, a merchandising check-up revealed that the French-speaking folks up there were using it as the base of a strong punch which they brewed and quaffed with much gusto. . . . The Irish White House, official residence of the President of Erie closely resembles our own White House in Washington—and why not? The executive mansion on Pennsylvania was copied from the Duke of Leinster's palace in Dublin.

Today favorite gag: AUNTIE—"And were you a good girl in church today?" LITTLE ELSIE—"Yes, Auntie. A man offered me a plate full of money and I said, No, thank you." . . . The country's largest life insurance company now places the total loss of life in the New England-Long Island hurricane of last September at 682. . . . A questionnaire for a group of Georgia college students to determine not their "best" preferences, but their "worst" showed that in the cinema division Nelson Eddy and Mae West topped first place as the worst movie actor and actress, respectively.

A British military observer just returned from the Chinese war zone reports the Jap soldiers are invariably seized with hysteria in battle, causing them to seek a hand-to-hand combat. The result is, he points out, their aim with rifles or artillery pieces is unusually poor. . . . On the say-so of the U. S. Biological Survey, no snake can leap entirely from the ground. About the best it can do is strike with approximately three-fourths of its body in the air, but usually not more than one-half. . . . A leading anti-Nazi group in the United States has revived the word "Hun," widely used in World War times as a term of opprobrium, for the current breed of Hitlerites.

Cuba's head man, Col. Batista, draws a salary of only \$3600 a year, but nevertheless manages to live in a huge castle. (Maybe the landlord doesn't dare to come around.) . . . Another myth in smithereens: Probably the most famous articles of apparel in history, Joseph's coat, is popularly supposed to have been of many and variegated colors. But in Joseph's time—around 1700 B. C.—only three dyes were known, scarlet, blue and purple. . . . Cremation has increased tremendously in urban sectors in the past dozen years, but doesn't seem to get a foothold in the rural areas. . . . Bon mot snipped from somewhere: "What, asks one of those quiz specialists, 'is a revenue cutter?' Oh, never mind that, sir. What we need is an expenditure cutter today."

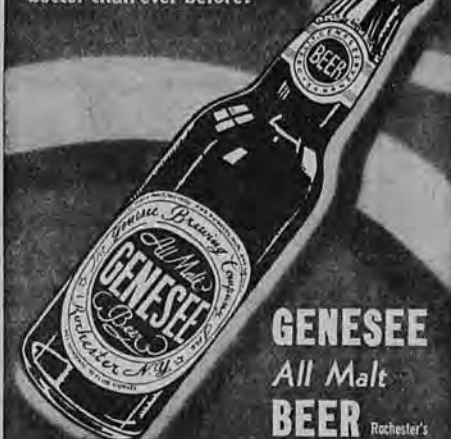
. . . A popular British weekly with 500,000 circulation has just tossed up the sponge. So many frightened advertisers canceled their contracts during the recent war scare, they left the magazine high and dry. . . . If it weren't for particles in the air, few human beings could endure the humidity that would result. But fortunately the minute particles are sufficient to allow condensation to take place and keep the atmosphere from becoming too humid for comfort. . . . He meant well: Richard Gatling years ago invented a machine gun that would kill human beings so fast (known as the gatling gun) that humanity would abandon all thoughts of war. (Yeah, that's what HE thought!) . . . The Hollywood studio holding a contract for the Dionne Darlings is currently pondering whether they'll be passed as a film attraction as they approach their fifteenth birthday and doesn't know whether to sign them for one more movie or not.

In 1910, Wythe Williams, then a reporter on a New York paper, set out for a six weeks' vacation trip to Europe. On arriving in London, he was ordered to cover the story of King Edward VII, who had just died—and remained there on the job for the next 25 years. . . . There's at least one company in every metropolitan city that does a stable business of renting wedding gowns to brides and outfitting bridesmaids on a per diem basis, too. . . . They are more than 2,000,000 Sunday school teachers in the United States today.

(Copyright, 1939, McNaught Syndicate)
Neil Monahan, 1162 Portland Avenue, is the guest of Loew's Rochester Theatre Friday. On the screen will be "Topper Takes a Trip," starring Roland Young, Billie Burke, Constance Bennett. Also Jimmy and Marion Kirby. Call at 412 Burke Building for guest ticket.

Have YOU tasted GENESEE recently?

... it's brewed from malt we make ourselves, and now better than ever before!



GENESEE
All Malt
BEER
Rochester's
"first-choice" beer by 5 to 1!

DRAUGHT • BOTTLES • STEINIES • CANS • EVERYWHERE

THE MIRACLE MARKET 694 LAKE AVENUE



Walk Out
with
MORE MONEY

We know you expect to save when you shop at Miracle Market. But when you shop here regularly, and compare the outstanding savings on every item (not just a few specials), you'll save even more than you had expected. Shop Miracle for all your food and leave with more money in your pocketbook.

Right Reserved to Limit Quantities. Free Delivery on Orders of \$3 or More. Sorry No Phone Orders.
OPEN FRIDAY AND SATURDAY NIGHTS UNTIL 9 O'CLOCK

THE MEAT OF 101 USES
SPAM Can 25c
TALL CANS FANCY
FRUIT COCKTAIL 10c
MEDIUM
IVORY SOAP 4 bars 18c
Tall Can
PET MILK 5 1/2c
Del-Monle Tall Can
ORANGE JUICE

DR. PHILLIP'S
Grapefruit Juice 46-Oz. 15c
EXTRA SPECIAL!
DOG FOOD 3 cans for 10c
NO RUBBING
FLOOR WAX Pt. 17c
MALTED MILK 2 1/2 19c
ALL GREEN TIPS AND CUTS
ASPARAGUS Picnic Size 11c

Bring This Coupon
VAN CAMP'S
MILK
4 Tall Cans 19c

**KRE-MEL
PUDDING**
2 Pkgs. for 5c

Large Honey Dipped Pecan Blocks 10c
Cinnamon Kuchens, Large Size 15c
Wrapped Sliced White Bread 7c
1-LB. 6-OZ. AVERAGE

ALL YOU WANT OF FRESH
CHICKEN CUTS
Chicken LEGS . . . lb. 35c
Chicken BREASTS . . . lb. 41c
Chicken LIVERS . . . lb. 45c
Chicken WINGS . . . lb. 23c
Chicken NECKS . . . lb. 15c
Chicken GIBLETS . . . lb. 19c

Gold Medal
FLOUR
24 1/2 lb. 83c
Best Buy In Town!

Fancy
Light Meat
TUNA
10c

COFFEE SALE!
MAXWELL HOUSE
2 lbs. 47c
CHASE and SANBORN
22c lb.

Cut from U. S. Inspected Young Steers
BEEF ROASTS 16c lb.
MILK FATTED, HEAVY, YOUNG
Roasting Chickens or Fowl 25c lb.
For Fricassee or Salads . . .
GENUINE SPRING
LEG O' LAMB ROASTS 23c lb.
or Fillet of Lamb
Wilson's Certified Sugar Cured
LEAN BACON By the Piece 19c lb.

Boneless Rolled
RIB ROAST 29c lb.
Country Style Pure
PORK SAUSAGE 19c lb.
Charleston
CLAMS doz. 12c
90c Hurl

VEGETABLE SPECIALS
Fresh 2 Pt. Boxes
Strawberries 23c
Large Florida
ORANGES doz. 15c
Large Cooking
ONIONS 5 lbs. 10c
Fancy Hard Ripe
TOMATOES lb. 10c
Machine Brushed U. S. No. 1
POTATOES pk. 29c

DAIRY SPECIALS
Fresh Creamery
BUTTER lb. 27c
Strictly Fresh
GRADE "A"
EGGS doz. 24c
N. Y. STATE MILK
CREAMY
CHEESE 16c lb.

TODAY, FRIDAY AND SATURDAY AT BERGHASH'S WINE and LIQUOR STORE

LOWEST PRICE EVER!
4 YEARS OLD!
SILVER ROSE Compare! \$2.50 Value!
BOURBON WHISKY SURE TO BE 1939's LEADING VALUE!
\$1.98
90 Proof. A Fine Value! Full Quart
For This Mellow Slow Aged Bourbon Whisky
Case 12 Quarts. \$23.00

LONDON INN REGULAR \$1.39 VALUE!
90 PROOF
GIN FIFTH **\$1.00**

OUR LOWEST PRICE EVER!
13 YEARS OLD
CALIFORNIA BRANDY 100 PROOF
Compare! \$3.00 Value!
A Superb Grand Fine California Brandy
Mellow Smooth 100 Proof.
\$1.99 Fifth
LIMIT 2 ONLY

2 YEARS OLD
CREAM-O-GRAIN \$1.39
STRAIGHT BOURBON WHISKY
Case of 12 Quarts 15.00

Imported 100% ALL SCOTCH
QUEEN VICTORIA SPECIAL RESERVE
Specially Reserved and Blended By
GLENABER DISTILLERIES LTD.
GLASGOW SCOTLAND
\$2.34 Fifth

HIGH RANK BLENDED WHISKY
FINE STRAIGHT IN A HIGH BALL
OR COCKTAIL MILD-SMOOTH
"3 QUARTS \$4."
\$1.39 QUART

IMPORTED IRISH WHISKY
12 YEARS OLD
90 PROOF
REG. \$3.39 VALUE
Sorry We Can't Mention Name of Distiller
\$2.74 FIFTH
Reg. \$4.39 Value
12 Yr. Old Imp. **SCOTCH** \$3.39 Fifth

A DELICIOUS APPLE BRANDY 2 1/2 YEARS OLD
"OLD MILL" 90 PROOF
"APPLE JACK"
Made Only of Choice Apples
\$1.82 Full Quart

Extra! This Week End Only
DIPLOMAT CALIFORNIA WINE
100% PURE
SPECIAL—GALLON 1/2 GALLON
Choice of PORT
SHERRY • MUSCATEL • CLARET
TOKAY • BURGUNDY • SAUTERNE
\$1.39 83c

BERGHASH
124 CLINTON AVE. SO.
NEXT TO LOEW'S THEATRE
• PHONE MAIN 786 •
FREE PARKING OPPOSITE STORE

BIG Values!

Large Size Hand Block LUNCHEON CLOTHS
52x52
Beautiful assortment of colors.
Reg. 89c
NOW 39c

JUST 50—HYDRO VELVET CHENILLE BED SPREADS
Reg. \$6.95
\$2.99

JUST 67 Hand Applique Baby BLANKETS AND BATH ROBE SETS
Reg. 98c
NOW 69c Each

TODDLERS DAINTY COTTON AND PERCALE PRINT DRESSES
Sizes 1 to 6. Regular 89c
values **NOW 44c**

20x40 CANNON BATH TOWELS
All perfect, in white with colored borders. Reg. 25c.
6 FOR \$1.00

7 PIECE LUNCHEON SET
Fine Rayon and Damask 52x52 cloth with 6 matching napkins. Attractive designs. Reg. \$1.98.
NOW 99c

JUST 35 FINE QUALITY EMBROIDERED SHEET SETS
Regularly \$3.95 **NOW \$1.59**

COUPON JUST 100 52x52 TABLE CLOTHS
In big attractive plaids, orange, blue, green and gold.
Reg. 59c Each
4 for \$1

COUPON Imported Chenille WASH CLOTHS
Attractive Designs
Reg. 15c
6 1/2c Each

COUPON Fine Quality Embroidered PILLOW CASES
Reg. 98c Pr.
49c

NATIONAL LINEN SHOP
98 MAIN ST. E. NEAR WATER ST.

Clara De Fabio, 49 Rohr Street, see "Topper Takes a Trip," starring Roland Young, Billie Burke, Constance Bennett, Alan Mowbray and Marion Kerby at Low's Rochester Theater Friday. Call at 419 Burke Building for guest ticket.

Mrs. Harold R. Clark, 761 Arnett Boulevard, see "Topper Takes a Trip," starring Roland Young, Billie Burke, Constance Bennett, Marion Kerby and Alan Mowbray at Low's Rochester Theater Friday. Call at 419 Burke Building for guest ticket.

Mrs. Max J. Zelden, 408 Avenue D, see "Topper Takes a Trip," starring Roland Young, Billie Burke, Constance Bennett, Marion Kerby and Alan Mowbray at Low's Rochester Theater Friday. Call at 419 Burke Building for guest ticket.

THE CHATEAU

Monroe Ave. At The Twelve Corners

Rochester's Favorite Dining Room

SUNDAY DINNER AT THE CHATEAU

Rochester's Gayest FLOOR SHOW ALL THIS WEEK

"ARTIE" BROOKS Harlem's Hot Stepper

THOMAS SISTERS Variety Dances

THE COCKTAIL GIRLS Beautiful — Talented

"TONI" MARRA Sensational Songstress Our Mistress of Ceremonies

Music By "MIKE" FISHER'S ORCHESTRA

Includes, not only the finest food you ever tasted, but an unexcelled service, a delightful, professional floor show and the toe-tinkling rhythm of our orchestra.

Per Person **\$1.00** Everything Complete

Choose a luscious golden brown turkey or Roast Capon — you'll delight in the extra goodness in every bite. Or select white, flaky fish and you won't be disappointed. So many other fine foods are included — You'll agree nothing has been omitted to make your Chateau dinner an outstanding memory. Come for dinner and stay for the evening. You'll enjoy every minute.

If nothing but the finest steak in the land will satisfy your appetite — order a Chateau steak! So tender, so juicy! My, what a meal!

STEAK DINNER \$1.50 PER PERSON COMPLETE

Seneca PTA Sets Benefit

The Parent-Teacher Association of Seneca School will present a skit burlesquing a radio amateur hour Friday evening, February 17, in the school auditorium. Proceeds will go to a fund for buying educational films for the school.

Mrs. Milton J. Merz, chairman of the motion picture film committee of the association, is in charge. Miss Marion Herriman is directing the cast. Mrs. R. E. Biddle, casting director; Mrs. S. M. Phillips, program; Mrs. Harry Palmer and Charles Joyce, tickets; Milton J. Merz, publicity; and Mrs. Carl Luther, president of the PTA, complete the committee.

Arthur Lane, 1211 Park Avenue, see "Topper Takes a Trip" and "Lone Wolf Spy Hunt" at Low's Rochester Theater Friday. Call at 419 Burke Building for guest ticket.

Elks Stag Card Party Promises Entertainment

Men attending the Elks stag card party on the evening of Feb. 16 are not only guaranteed an evening of entertainment but are also assured that they are aiding in the many worthwhile charities fostered by the Elks Social and Community Welfare Committee.

Although the entertainment that has been secured will interfere with some of the blood and thunder card games that will be in progress, it is certain to draw the attention of all in attendance. Buffet supper will be served.

ROSARIANS FETE

A pre-lenten card party will be sponsored by the Rosarians of Holy Rosary Church on Thursday evening February 16th in the school hall at 8:15 p. m. Mrs. Fred J. Kunz is honorary chairman and Mrs. Julius Noll general chairman of the event.

Scouts Arrange Tea Feb. 20

Christ Church Girl Scouts will be hostesses at an "international tea" Monday, February 20. Fifteen countries will be represented by costumes, pictures and crafts.

On the committee in charge are Miss Ruth Healy, Miss Verma Renaud, Miss Ruth Schlitzer, Miss Mary Muley, Miss Jane Doyle, Miss Patricia Sanford, Miss Anne Gott, Miss Doris Browne, Miss Edith Sumeriski, Miss Alma Foulas, Miss Ann Zeltin, Miss Margaret Greene, Miss Nancy Wilson, Miss Wilma Knipper, Miss Dorothy Welch, Miss Betty Larson and Miss Nancy Bailey.

The adult committee includes Mrs. William A. MacVay, Mrs. Charles Mann, Miss Margaret Harris, Mrs. B. E. Howland and Mrs. Dorothy Giles.

Mrs. Alice Ludwig, 32 Grand Avenue, see "Topper Takes a Trip," starring Roland Young, Constance Bennett, Billie Burke, Alan Mowbray and Marion Kerby at Low's Rochester Theater Friday. Call at 419 Burke Building for guest ticket.

Adelaide Hopfl, 36 Irvington Road, see "Topper Takes a Trip," starring Roland Young, Billie Burke, Constance Bennett, Marion Kerby and Alan Mowbray at Low's Rochester Theater Friday. Call at 419 Burke Building for guest ticket.

LAKE COAL & COKE CO.

255 Lyell Ave.

SURE FIRE BRAND EGG STOVE NUT FRESH MINED HARD COAL \$9.70	COKE DOMESTIC \$8.50 TON	Pennsylvania's Finest Brand EGG STOVE NUT \$10.65 TON PEA COAL \$8.75
---	--	--

Phone Your Order NOW
GLEN-538-537

YOU SAVE TIME and MONEY WHEN YOU SHOP at..

DR. LYONS TOOTH POWDER
Regular 25c
11c

EXTRA HEAVY WAX PAPER
125 Ft. Reg. 25c
10c

MOLLE SHAVING CREAM
Reg. 50c
26c

HILL'S NOSE DROPS
Regular 35c
16c

OXYDOL (Large Size)
17c

Gainsboro Lambswool
POWDER PUFFS
Regular 10c Each
2 for 3c

CLEANSING TISSUES
Box of 500, Reg. 25c
13c

TODDY
1/2 lb. Regular 25c
12c

HOSPITAL COTTON
Lb. Roll
16c

PRINCESS PAT Face Powder
(Discontinued Size, Reg. 10c)
4c

MINIATURE CHOCOLATES
In Valentine Heart Box
3 for 23c
8c

VALENTINE CHOCOLATES
In Heart Box
Reg. 65c, lb. box
39c

KEY DRUG STORES

THURSDAY FRIDAY & SATURDAY

470 N. GOODMAN Near Main THREE STORES	92 E. MAIN Near Water	546 MONROE Near Goodman CUT RATE
---	---------------------------------	--

PABLUM, reg. 50c	39c
JELLY EGGS, lb.	10c
NOXZEMA CREAM (Boudoir size) reg. 75c	49c
TOILET BOWLETTES, reg. 10c	3 for 14c
MILK OF MAGNESIA TABS (bot. of 100) reg. 50c	29c
POCKET COMBS with clip (unbreakable)	5c
MIDOL TABLETS, reg. 50c	19c
CLAPP BABY FOODS	6c
BABY NURSERS, reg. 5c	3 for 5c
ANTICOLIC NIPPLES, reg. 8c	3c
SCHOENFELD LAXATIVE TEA, reg. 25c	14c
SOLO HAIR CURLERS, reg. 5c	3 for 10c
BORDEN'S MALTED MILK plain, 5 lb can reg. \$2.19	
BOBBY PINS, reg. 5c	2 for 5c
SHOE LACES (mercerized, black or brown) 3 prs.	5c
LATEX RUBBER GLOVES, reg. 25c pr.	12c
MAVIS TALCUM POWDER, reg. 50c	39c
VICK'S Vapo Rub, reg. 35c	27c
HOT WATER BOTTLE guaranteed reg. \$1.00	39c
PACQUINS HAND CREAM reg. 50c	39c
BAYER ASPIRIN TABS bot. of 100, reg. 75c	59c
RED PEPPER RUB, reg. 60c	36c
ANACIN TABS, bot. of 50, reg. 75c	59c
LIQUID ANALGESIC, reg. 50c	26c

ROGER & GALLEY LIP POMADE
Reg. 25c
14c

LUCKY STRIKE CIGARETTES
49c

BREWER'S YEAST TABS.
Reg. \$1.00
Bottle of 250
49c

VACUUM BOTTLES
Pint Size
Reg. \$1.00
67c

FREE! GARDENIA Eau de Cologne
WITH 6 CAKES CASHMERE BOUQUET SOAP
ALL FOR 49c

FREE! GILLETTE SHAVING CREAM
25c Gillette Shaving Cream and 10 Gillette Blue Blades
75c Value for
47c

STAZE HOLDS FALSE TEETH FIRM
60c Size
49c

SENSATIONAL BARGAIN!
WALT DISNEY'S FERDINAND the BULL
Made of strong composition with movable head and legs that you can twist and turn to make him the funniest animal in the world.
Sells everywhere for \$1.00
FOR ONLY 39c
with the purchase of a pkg. of blades by **cooper**
10 for 49c

Here's a bully-good blade that will give you many, many happy shaves—so smooth and velvety that you hardly know you are shaving.

1¢ SALE CASHMERE BOUQUET HAND LOTION
LARGE SIZE 1¢
GIANT SIZE 35¢
BOTH FOR 36¢

Guaranteed CHALLENGE ALARM CLOCKS
Reg. \$1.00
79c

Harriet Hubbard Ayer Products

Luxuria Cream	\$1.00
Skin & Tissue Cream	\$1.00
Ayer's Ointment	85c
Talcum Powder	40c
Luxuria Face Powder	55c
Rouge	50c

Ask For Free Samples

WILDROOT HAIR TONIC
WITH OIL
29c
Regular 60c Size

Horehound Drops
Reg. 25c
lb. **14c**

LIFEBUOY Shaving Cream
Reg. 25c
14c

EDWARD'S Olive Tabs
Reg. 30c
16c

HOUSEHOLD Matches
Reg. 5c
2 for 5c

LIFEBUOY SOAP
3 for 14c

MAR-OIL SHAMPOO
Reg. \$1.00
53c

PAPER NAPKINS
Pkg. of 80
Reg. 10c
5c

Life Hough, 25 Irving Road, Upper Takes a Trip" starring Young, Billie Burke, Constance T. Marion, Kerby and Alan Mowat. Law's Rochester Theater. Call at 415 Burke Building for ticket.

COKE CO.
ave.

Pennsylvania's
Finest Brand
EGG \$10.65
STOVE
NUT
PEA COAL \$8.75
er NOW
8-537

**UG
RES**
CUT
RATE

Ante CHALLENGE
ALARM
CLOCKS
79c
Reg. \$1.00

Harriet Hubbard
Ayer Products
Aria Cream \$1.00
Tissue
cream \$1.00
Cristocrat Cream, 85c
um Powder .40c
Aria Face Powder 55c
ge .50c
k For Free Samples

WILDROOT
R TONIC 29c
ITH OIL
Regular 60c Size

orehound Drops
Reg. 25c
lb. 14c

LIFEBUOY
Shaving Cream
7.25c 14c

EDWARD'S
Olive Tabs
Reg. 30c 16c

HOUSEHOLD
Matches
Reg. 5c 2 for 5c

LIFEBUOY
SOAP
3 for 14c

MAR-O-OIL
SHAMPOO
Reg. \$1.00 53c

PAPER NAPKINS
Pkg. of 80
Reg. 10c 5c

A Guide To Better Buying In
More Than 74,000 Rochester
Homes. News and Advertising
Of Interest To Every Member Of
The Family.

VOL II, No. 16

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

ROCHESTER, N. Y., THURSDAY, FEBRUARY 16, 1939

74,300 COPIES DELIVERED

Here, There and Yonder

By CRAY REMINGTON

If you owned a pretty colonial styled home, set off with a living room done in rough maple and with a fireplace reminding of old Salem's Chestnut Street mansions, you would, with all this ancient grandeur, search for appropriate furnishings, including mantel and wall decorations.

A Rochester woman, longed for an old make of rifle, of the Daniel Boone period, to embellish her correctly appointed early American home. She found, after diligent search, colonial cooking utensils and andirons for the fireplace, but the vintage rifle, which would add, she thought, the ultimate savor fair to an otherwise perfect ensemble, was not forthcoming.

"See Tony Fidd," a friend advised. So she visited 117 State Street, where Anthony A. Fidd, holds forth in Edward Watson's gun shop, and Fidd, after browsing around a bit, came up, like a jumping jack, with a genuine



Cray Remington

(Continued on Page 4)

FAVOR CITY GOVERNMENT CHANGE

West Side Rejects Bus Line

Residents of a considerable area in the Genesee Street section prefer trolleys to buses and their insistence before the City Council brought about rejection of a plan to substitute buses for trolleys on the southern end of Genesee Street.

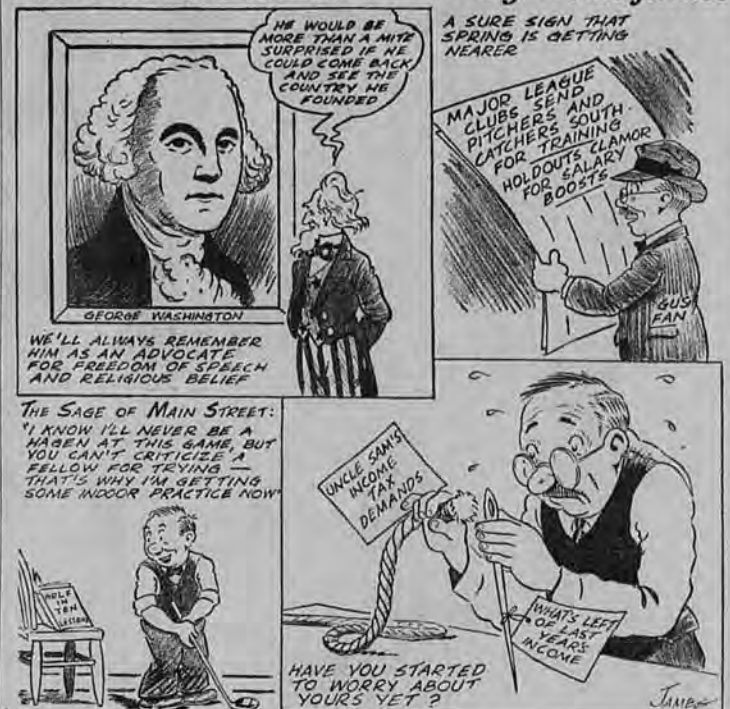
Also rejected by the Council was a proposal to provide supplemental bus service through a number of thoroughfares west of Genesee Street.

The Rochester Transit Company plans to purchase sixty new buses at a cost of \$300,000 and these new units will enable the utility to establish bus service to replace trolleys on the Lyell and South Avenue-St. Paul-Summer-ville lines.

ROCHESTERIANS HONORED
Election of Leonard E. Edelman of Rochester as first treasurer of the University of Cincinnati chapter of Phi Lambda Upsilon, national honorary chemistry society, has been announced. He is the son of Dr. Edelman of 1100 South Avenue.

Mrs. Morrison A. Parker, 300 Colonial Road, when you finish reading the bargains advertised in The Rochester Sun, call at 415 Burke Building for guest ticket to Law's Rochester Theater.

Rochester on Parade ★ ★ ★ By W. L. James



Board Forms New Classes

Several new classes and activities were announced today by the adult education division of the Board of Education.

Being formed at the Y. W. C. A., 190 Franklin Street, is an orchestra for men and women which will meet Mondays from 7 to 10 p. m.

Classes in effective speech are being organized at the Rochester Home Bureau, 150 Plymouth Avenue North, meeting Tuesday from 7:30 to 9:30 p. m. and Wednesday from 1:30 to 3:30 p. m.

A class in Italian for English speaking people will meet at No. 27 School Tuesdays from 9 a. m. to noon.

Lyle J. Hill, 44 Vermont Street, you can forget about the price of gasoline when you go to the movies, particularly the "Pygmalion" at Law's Rochester Theater. Call at 415 Burke Building for guest ticket.

JIMMIE FIDLER in Hollywood

HOLLYWOOD—Visit Hollywood's night spots, attend its starry premieres, tour its studios and—if you happen to be a close observer—you'll inevitably end by wondering at the strange dearth of happy faces among the screen's famous folk. You see petulant faces, haughty faces, worried faces, despairing faces; now and then you see a gay, excited face—but the expression that evinces real content, or happiness, is not to be found in Hollywood.

I don't think I've ever known a wealthy, but his more valued possession—fame—is a will-o-the-wisp. And he's afraid.

At the bottom of the general discontent I suppose, is the self-esteem, the personal vanity, that is an absolute pre-requisite to the acting urge. People who are driven by that kind of vanity are ready-made victims of envy. And the result is, of course, the dog-eat-dog-and-devil-take-the-hindmost scramble that is Hollywood. These people are hopeless—

(Continued on Page 7)

Clothing Business Improves

Retail clothing stores, through their national association, reported an increase of 12 per cent in January sales over January of last year.

All sections reported fairly favorable sales and 62 per cent of stores reporting showed increases.

Chain stores also showed an increase for January over the same period a year ago.

Shrine Circus Acts Listed

The annual winter circus, sponsored by Damascus Temple, Nobles of the Mystic Shrine, will be held in the New York State Armory, for one week beginning Monday evening, March 13. Matinees will be given every day except Monday.

According to illustrious potentate Martin W. Utz, chairman of the 1939 circus committee, the show this year will surpass all previous efforts in the quality of acts to be presented. Orrin Davenport, known wherever a "big top" has been pitched, will direct the show and Fred Bradna, another old timer, will be ringmaster.

Among the attractions already contracted for the Rochester show are: Captain Roman Troske and his den of ferocious, man-eating Bengal tigers; Rudy Rudy and his trained Arabian Liberty Horses; the Three Repenaks, comedy acrobats; the Voice Troupe, aerial-bar performers; the Flying Conception, existing act; the Rink Wright Duo, balancing ladder act; Bonnie Hunt and her herd of performing elephants; the Loyal Repenaks, equestrian act; the Aerial Rooneys, flying trapeze, and a flock of clowns. Merle Evans and his Shrine Circus Band will furnish music.

Reserved seats for any of the eleven performances may be obtained by addressing the ticket committee, Shrine Circus headquarters, Sagamore Hotel.

Unions To Act On Home Plan

Building trades unions will decide shortly whether they will launch a small home building campaign in Rochester and Monroe County in union with contractors leaders have announced.

A plan developed in other cities calls for co-operation by contractors and labor. It was explained, and in return the contractors guarantee to use only union labor. The moderated scale applies only to the home building part of the craft's field, Arthur Bruczek, Building Trades secretary, said.

Need for construction of small houses has been recognized by the union, the builders and the general public, Bruczek said.

Sen. Bulow To Speak At J.Y.M.A. Meeting

"The Ideas for Which the United States Stands" will be discussed by Senator William J. Bulow, South Dakota Democrat, at a Washington-Lincoln Patriotic meeting at 8:30 p. m. Sunday.

Centering around the lives of Lincoln and Washington, the program will include a concert by the Rochester Memorial Bugle and Drum Corps. The public is invited.

Political Leaders Consider Abolition Of City Manager

Republicans and Democrats will battle as usual next fall for political control of Rochester, but back of their campaign skirmish lines leaders of both major parties are likely to be found in harmony on one matter—a disposition to return to the mayoral form of government and abolition of the office of city manager.

Political plans considered feasible in February do not always work out in November, nevertheless party chiefs are toying with the idea of trying to restore the system that prevailed before Rochester adopted the city manager form of government, ten years ago.

Perhaps this idea never will advance beyond the discussion stage, because both parties are liberally studied with influential men who are against such a plan. Too, leaders realize that the idea is loaded with dynamite.

In Democratic circles, for instance, are Messrs. Stanton, Hostetery and Bush, who lately became reconciled with that party after a year or so of insurgency. All three have been known as Baker men which is the same as saying that they favor retention of the city manager form of government.

Donald A. Dailey, Democratic county leader, is shooting for control of the city government through the election of four Councilmen next fall and Mr. Dailey is too smart, to stir up a hornet's nest that will alienate the powerful trio of prodigal sons.

It is no secret that Republican chieftains would toss the city manager form of government in the ash can tomorrow if it were not for restraining influences which they cannot afford to challenge. This situation is subject to change within the next few months, but at the moment it seems that every one concerned is watching his step carefully.

As a matter of fact, Rochester's form of city government has been something of a hybrid during the last decade. Regardless of the party in office there has been friction behind the scenes concerning power and patronage, and the back passing has been fearful and wonderful.

HONORED AT UNION

Named to the dean's list at Union College, involving an average grade of "B" or better, are eight Rochesterians: Thomas Burke, Alfred White, Wallace Baker, Albert Davis, Gordon H. Parker, Avery Beer, Hyman Hogachefsky and Roy H. Webster.

ALL FOR

Reg. \$2.35
\$1.35

MURRAY'S

Beauty Salon
43 Stone St. Stone 1405
Exclusive But Not Expensive

For Your Sunday Evenings Supper

SWEDISH SMORGASBORD

A wide variety of tasty and delicious Swedish Hots & Cold meats combined with the popular buffet supper dishes. Try this deliciously different cuisine and service for your Sunday Evening dining!

Regular Dinner With Smorgasbord from \$1.25

Smorgasbord Buffet, Plate #1

Main Dining Room 5 to 9 P. M. Every Sunday

HOTEL ROCHESTER

HARRY H. HOGAN, Manager

For Your Sunday Evenings Supper

SWEDISH SMORGASBORD

A wide variety of tasty and delicious Swedish Hots & Cold meats combined with the popular buffet supper dishes. Try this deliciously different cuisine and service for your Sunday Evening dining!

Regular Dinner With Smorgasbord from \$1.25

Smorgasbord Buffet, Plate #1

Main Dining Room 5 to 9 P. M. Every Sunday

HARRY H. HOGAN, Manager

For Your Sunday Evenings Supper

SWEDISH SMORGASBORD

A wide variety of tasty and delicious Swedish Hots & Cold meats combined with the popular buffet supper dishes. Try this deliciously different cuisine and service for your Sunday Evening dining!

Regular Dinner With Smorgasbord from \$1.25

Smorgasbord Buffet, Plate #1

Main Dining Room 5 to 9 P. M. Every Sunday

HARRY H. HOGAN, Manager

For Your Sunday Evenings Supper

SWEDISH SMORGASBORD

A wide variety of tasty and delicious Swedish Hots & Cold meats combined with the popular buffet supper dishes. Try this deliciously different cuisine and service for your Sunday Evening dining!

Regular Dinner With Smorgasbord from \$1.25

Smorgasbord Buffet, Plate #1

Main Dining Room 5 to 9 P. M. Every Sunday

HARRY H. HOGAN, Manager

For Your Sunday Evenings Supper

SWEDISH SMORGASBORD

A wide variety of tasty and delicious Swedish Hots & Cold meats combined with the popular buffet supper dishes. Try this deliciously different cuisine and service for your Sunday Evening dining!

Regular Dinner With Smorgasbord from \$1.25

Smorgasbord Buffet, Plate #1

Main Dining Room 5 to 9 P. M. Every Sunday

HARRY H. HOGAN, Manager

For Your Sunday Evenings Supper

SWEDISH SMORGASBORD

A wide variety of tasty and delicious Swedish Hots & Cold meats combined with the popular buffet supper dishes. Try this deliciously different cuisine and service for your Sunday Evening dining!

Regular Dinner With Smorgasbord from \$1.25

Smorgasbord Buffet, Plate #1

Main Dining Room 5 to 9 P. M. Every Sunday

HARRY H. HOGAN, Manager

For Your Sunday Evenings Supper

SWEDISH SMORGASBORD

A wide variety of tasty and delicious Swedish Hots & Cold meats combined with the popular buffet supper dishes. Try this deliciously different cuisine and service for your Sunday Evening dining!

Regular Dinner With Smorgasbord from \$1.25

Smorgasbord Buffet, Plate #1

Main Dining Room 5 to 9 P. M. Every Sunday

HARRY H. HOGAN, Manager

"THE MOST COMFORTABLE CHAIR I'VE EVER SAT IN"...

LAUER'S SOLID MAPLE

CATSKILL ROCKERLESS ROCKER

\$29.50

OTHERS FROM \$14.50
TO \$39.50 DEPENDING
ON COVERS AND STYLE



The rocking chair which we have photographed is so comfortable that once you sit in it you'll want to forget all about getting up again. The back and arms mold themselves around your frame... support you in a restful, posture correct position. A spring seat cushion and hidden platform rockers allow you to rock forward and backward just like grandmother used to do.

50 STATE ST LAUER'S 50 STATE ST

FACTORY CLOSEOUT!



Save 30%
to 50%

On Entire
Output Of
Prominent
Factory

SALE OF DRAPERY SLIP COVER UPHOLSTERY

CHINTZ 36 in. wide, Reg. 90c to 40c	18c	DENIM Sun and 510 fast, 50 in. wide, Reg. 19c	48c
Herringbone 48 in. wide, 4 colors, Reg. 50c	35c	HOMESPUNS 50 in. wide, 18 pat- terns, Reg. 70c	48c
CRASH (LINENIZED) 50 in. wide, Reg. 60c	38c	CRASH TOWELING Reg. 3c	4c
DOMESTIC TAPESTRY 50 in. wide, Reg. \$1.40	98c	New Ruff-Tex large seat, 50 in. wide, Reg. \$1.25	78c
LINENS (HAND BLOCKED) 50 in. wide, Reg. \$1.10	69c	DUSTITE & SERGE Sun and 510 fast, 50 in. wide, Reg. 90c	48c
Full Size Neponset U. S. NAVY SHEETS, Reg. \$1.39	98c	3-pc. SLIP COVER SET Custom made to your order. Complete...	\$21.48

MILL END SHOP

71 CLINTON AVE. SO.

PHONE STONE 487

Opposite J. E. Thompson Co.



Expert Optical Service
Personal Attention
To Your Needs,
All Work Guaranteed.

Theodore Baldino

44 Madison St., off W. Main

Office Hours from 9 A.M. to 5 P.M.

Call Main 4738 for Appointment

SELLING OUT

ENTIRE STOCK
OF THE NATIONAL
LINEN SHOP
REDUCTIONS
OF 40% TO 60%

Fast Color LUNCHEON CLOTHS

Reg. 39c 15c

Ladies Assorted
Fast Color Print
HANDKERCHIEFS

Values
to 10c
Quantity Limited!

JUST 22—HYDRO VELVET
CHENILLE
BED SPREADS

Formerly \$2.99
\$6.95

COUPON
DISH TOWELS
Pure Linen
Reg. 19c 10c

COUPON
PILLOW CASES
Fine Quality
Size 42x36 10c

NATIONAL LINEN SHOP

98 MAIN ST. E. Near Water St.

JONES FAMOUS FOR BARGAINS

'38 PONTIAC 8
Fordor Touring Sedan,
Radio and Heater.
Cost over \$1200. **\$635**

'37 DODGE 4dr.
Touring Sedan,
Radio and Heater. **\$495**

36 Olds Six Coupe
Deluxe Coupe
Nearly New **\$385**

'36 FORD Tudor
Trunk Model. **\$235**

No Payment Till April
640 CULVER ROAD

Whelan DRUG STORES

CLINTON AVE. S.
Cor. Court
Starred Items For Sale At The Following
UNITED CIGAR STORES
1 and 96 West Main — 14 So. Clinton

CIGAR & CANDY SPECIALS
★ Factory Smokers, 50's 99c
★ Blue Bear Tobacco, 16 oz. \$1.49
★ Bon Air Tobacco, 16 oz. 69c
★ Planter's Pride, 14 oz. 49c
★ Peppermint Patties, 1 lb. 14c
★ Cho. Cordial Cherries, 1 lb. 29c

VITAMIN HEADQUARTERS
Halibut Liver Oil, 100's 69c
Halibut Liver Oil With Viost., 100's \$1.49
A-B-C-D-G Capsules
Four all-important vitamins combined in a perfectly balanced capsule. Here is your health insurance—build resistance against winter ill.
Reg. 1.79 Box of 100 **1.49**

PEROXIDE 1 pint 9c
WOODBURY'S SOAP 2 for 11c
PHILLIPS MILK of MAGNESIA 50 size 24c
ASPIRIN TABS bottle 100's 13c
RUBBING ALCOHOL pint 7c
STYPTIC PENCIL 2c
PORTFOLIOS 42 sheets and env. 25c
PERTUSSIN 4 oz. 49c
VELVET TOILET TISSUES 3 lge. rolls 9c
EPSOM SALTS 5 pounds 12c
BOST TOOTH PASTE 40c size 32c
MODESS 12's, 2 for 39c
ALL PURPOSE COTTON pound 17c
Grove's Lax. Bromo-Quinine, 35c size 24c
CALOX TOOTH POWDER 50c size 39c
HILL'S CASCARA COLD TABS, 30c size 11c
GILLETTE GLADES thin 8's 19c
AVON BRIDGE CARDS ass'l. backs 19c
GIBSON SHAVE CREAM WITH 25 BLADES 60c value 39c
ALKA-SELTZER 25 tabs. 49c

DRENE SHAMPOO & HAND LOTION
60c Drene Shampoo
25c Danya Lotion
85c Value Both For **53c**

Half Price Sale!
WILDROOT HAIR TONIC
WITH OIL
60c Size Only **29c**

CASHMERE BOUQUET & EAU de COLOGNE
FREE! 50c Bottle of Colgate's Gardenia Eau de Cologne with 6 Cakes Cashmere Bouquet Soap. All **49c**
1.10 Value For

Thoughtful Defense Balks Clever Offensive 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 most interesting hands which I have seen recently was one which offered an opportunity for both expert dummy and defensive play.

Declarer, a fine player, managed the hand beautifully and would have succeeded in fulfilling his contract had the defense not been equally alert to take advantage of the possibilities of the hand.

Declarer, a fine player, managed the hand beautifully and would have succeeded in fulfilling his contract had the defense not been equally alert to take advantage of the possibilities of the hand.

West made as his opening lead the diamond king and followed with the queen. At the third trick he shifted to the king of clubs, which declarer won with dummy's ace.

EXPERT DEFENSE

It was evident to South that if West had the queen of trump guarded twice, which was altogether probable from his double, the trump finesse would be useless, and as he had a heart loser his contract was

doomed unless he could avoid the loss of the trump trick. Accordingly he formed a plan of play which would have succeeded had he been competing against less expert defense.

After winning the third trick with the ace of clubs he started a cross ruff. Another club was led from the dummy and ruffed in the south hand. The ace and king of hearts were then cashed and a diamond was trumped in the dummy, followed by another club ruff in declarer's hand.

DECISIVE PLAY

South next played his last diamond, ruffing with the seven and as East could not overruff, he discarded a club. To the next trick declarer led the dummy's last club and cleverly trumped in his own hand with the ace. It was on West's play to this trick that the contract hinged. The four hands at this point were as follows:

WEST: S 10 5 3, H 7 6, D 10 8 6 3, C 2
SOUTH: S A K Q, H A K J, D A, C 7
NORTH: S 7 4, H 8 6 4, D 5 4, C A 7 5 3
EAST: S 9 2, H 9 8 7, D J 1 2, C K 8 4 3

West saw immediately that if he threw away his ten of hearts he would be forced to lead away from his queen of trump and right up to declarer's king-jack tenace. In this way declarer would make his contract as he would lose only the heart trick. Realizing this, West made the excellent play of undertrumping with a low trump, and retaining his ten of hearts in order to prevent being endplayed when South led last heart and he would be forced to ruff. This play, he decided, would succeed if his partner held the heart queen, which was not an impossibility.

South now was helpless. West's clever play of undertrumping the ace, defeated the contract. When he next led his last heart, East won and led his only trump through declarer's king-jack and the contract was set one trick.

EASTMAN LAWRENCE TIBBETT
Fri. Eve., Feb. 24, at 8:20
Seals at \$2, \$2.50 and \$3

FOR REAL ECONOMY
BURN DEEP MINED HARD PENNSYLVANIA
COAL EGG **\$8.95** Ton
STOVE \$9.70 RECO \$8.50
NUT COKE
PEA COAL --- \$8.25
PHONE YOUR ORDER NOW-GLEN 5960
LIBERTY COAL CO.
727 DRIVING PK.

KIENER'S FUR COATS
Reg. \$135 **\$75**
Reg. \$110 **\$64.50**
You can make a small deposit, and we will store coat until next season.
SAMPLE WINTER COATS
REG. \$39.50 TO \$45.00 **\$15.00** REG. \$55.00 TO \$75.00 **\$25.00**
SIZES 14 TO 20 — 33 1/4 TO 41 1/4
Come in now and select the material for your Spring coat or suit, and have it made under Mr. Kiener's personal supervision.
We are ready with a complete line of Spring coats and suits in all wanted shades.
KIENER'S COAT SHOP
599 HUDSON AVE.
COR. CLIFFORD AVE. OPEN TILL 10 P. M.

Direct-from-the-Factory
FEBRUARY SPECIAL!



What Ordinary February Sale Could Equal a Value Like This!

3-pc. SUITE
SAVES YOU \$60.00! **\$99**

A THREE piece suite for less than the price of TWO! Such are the savings at LYONS Furniture Factory, where furniture is made right on the premises, and sold DIRECT to you without the addition of jobber's and retailer's profit!

LYONS FURNITURE FACTORY
Over 60 Suites On Display
\$9.90 DELIVERS
Open Tues. and Thurs. Evenings
175 N. WATER ST.

ROCHESTER'S LARGEST LIQUOR STORE

Famous for Fine Wines and Liquors
Today's Bargains At
BERGHASH'S
PHONE MAIN 786

"EXTRA" OLD MONARCH

• CALIFORNIA WINE •
the Best Wine Buy in the City!

IN HALF GALLONS ONLY! AT THIS LOW PRICE

CHOICE OF SHERRY—PORT MUSCAT—TOKAY CLARET
89c 1/2 GALLON
Quantity Limited

TWO OUTSTANDING VALUES
Grand Marshal 3 Yrs. Old 90 Proof Regular \$2.33 **\$1.83**
Straight RYE Whiskey Full Quart
Mountain Farm 3 Yrs. Old 90 Proof Regular \$2.33 **\$1.83**
Straight BOURBON Whiskey Full Quart
Try a Quart of RYE and BOURBON—You Will Like Both Brands—Or Your Money Refunded.

IMPORTED RUM 4 YEARS OLD TONDENA SUPERIOR Produce of PHILIPPINES Large 26 oz. Bottle Fifth **\$1.99**
FINE IN FUNCH, COCKTAILS and TOM & JERRY A Heavy Bodied Rum
IMPORTED SCOTCH 9 Yrs. Old KOLT'S MOUNTAIN CREAM FINEST BOTTLER STYLE Large 26 oz. Bottle Fifth **\$2.89**
A Smooth, Mellow Liqueur Scotch Medium Bodied

LARGEST SELLING WHISKEY
CREAM-O-GRAIN
STRAIGHT BOURBON 2 YEAR OLD \$1.39
Mild, Smooth, Fine Straight In High Balls or Cocktails 3 QUARTS \$4.00 Single Quart
90 PROOF LONDON INN GIN, Fifth **\$1.00**
REGULAR PRICE \$1.29
CALIFORNIA BRANDY Fifth **\$1.39**

BOTTLED IN BOND 100 PROOF
FARM BROOK Special Full Quart **\$2.68**
4 1/2 Years Old Straight BOURBON WHISKEY Reg. Price \$3.39
LIMIT 2 QUARTS \$5.00
De Kuyper's CREME DE CACAO Large 25.06 oz. Bottle Fifth **\$1.89**
Le Jour ROCK-N-RYE, QUART **\$1.89**

• IMPORTED FROM FRANCE •
VINTAGE WINES
Sauterne • Burgundy • Claret Chablis • Excellent Quality • Fifth **\$1.00**

PHONE MAIN 786
BERGHASH'S
124 CLINTON AVENUE SOUTH
NEXT TO LOEW'S THEATRE
FREE PARKING OPPOSITE STORE

* ALL MERCHANDISE STARRED IS ALSO OBTAINABLE AT UNITED CIGAR STORES AT SAME PRICES

PLAY BINGO At CENTURY THEATRE

Mon., Wed., Fri., Sat.
Matinees 2:30 P. M.

Wednesday - Friday
Evenings 8:30 P. M.

\$100 CASH DAILY

SPECIAL FRIDAY \$150.00 IN CASH
FEB. 17

LEONARD REFRIGERATORS

BRAND NEW IN CRATES
WHILE THEY LAST

JUST	WAS	NOW
7... 7 cu. ft. All Porcelain	\$264.50	\$139.50
2... 7 cu. ft. De Luxe	\$239.50	\$129.50
3... 6 Cubic Feet	\$184.50	\$129.50
3... 5 Cubic Feet	\$164.50	\$119.50
1... 6 Cubic Feet	\$164.50	\$119.50

LESS THAN \$1.00 per week

5 YEAR WARRANTIES
ROBOT ELECTRIC APPLIANCE CO.

1775 Dewey Ave. At Ridge Rd. GLEN, 818 Open Evenings Till 9

IT MUST BE GOOD!

Hundreds Are Switching To It! Thousands Burn It Regularly!

MILLER'S GUARANTEED HIGH QUALITY

SPECIAL COAL

\$10.65	STOVE EGG NUT	R. G. & E. Dry
Cash Show. Off		Quenched
PEA \$8.75	Rhw. \$7.75	COKE \$9.05
	Blw. \$6.75	PHONE GEN. 20

ARDEAN R. MILLER

500 West Ave. • Finest Service Since 1912 • Best in Fuel Oil

ODDS and ENDS SALE

SHOES

ROCHESTER MADE

29¢-69¢-99¢

ROCHESTER MADE
CORRECTIVE SHOES FOR ALL
FOOT AILMENTS
AT REDUCED PRICES

GORHAM

SAMPLE SHOE PARLOR

36 GORHAM ST.
Open Evenings Till 10 P. M.

6 PIECE

De LUXE ALUMINUM Set

(Value \$23.95)

For Your Old Stove

When You Buy a

MATCHLESS

1939

C. P. GAS RANGE

Down Payment Payments As Low As
Only \$5.00 \$3.00 a Month

Rochester Gas & Elec. Corp.

89 East Ave. Main 3960

Pull Up a Chair

By Neal O'Hara

Gem of great price: Among the crown jewels that James I of England accorded to when he occupied the throne was, according to the inventory, "one great bezar stone, set in gould," and ranking with the diamonds, rubies and emeralds not for its beauty, but for its great value. And do you know what that priceless bezar (or bezar) stone actually was? What we know today as a gall stone or kidney stone. A survey of 4200 persons in Chicago revealed that it would cost approximately \$53 each to put their teeth in first class shape. You get an idea of the more abundant life in Nazareth on learning that Germans are limited to seven ounces of butter per family each week, whereas we in America consume an average of 20 ounces PER PERSON weekly.

Just to show that framing a radio program is not an exact science, one agency directs a weekly air show that costs \$950 net and another of similar length that costs \$9,000 — and they're within one point of each other in the popularity ratings. Today's favorite gag: In a London street a pompous Member of Parliament found his way barred by a pushcart of shrimps. After indignantly ordering the vendor to make way, but without success, he barked, "Look here, do you realize I have an M. P. on the end of my name?" "That's nothing," replied the vendor. "So has every blasted shrimp in this cart."

A Denver, Col., bank offers curb service up to a curbside device, telephone the paying teller from it and put your check on a conveyor which whisks it inside. Via a periscope, the teller identifies you from his cage and sends out the cash on the conveyor's return trip. May 1, or May Day, may be a time for violence and communitist uprisings in Europe and this country, but in Hawaii it's celebrated as Lei Day—a good will get-together holiday. The brain of the average newly born infant weighs 13 ounces.

A nation-wide Fortune survey reveals that only one person in 10 above the age of 40 prefers to spend a vacation among persons of his own age. Explaining the item, the Indiana (Penn.) Evening Gazette recently said: "The article appearing in the DuBois Courier was based on a story in a Brooklyn paper, the Punkstaway Spirit copied the story from the DuBois paper and the Indiana Gazette twined it from the Spirit." (That's telling 'em, brother!)

You can have (and many males do) plenty of dandruff in your eyebrows. A group of kids wrote this letter to 40 German lads visiting as exchange students in Baltimore homes: "Have you read the editorials in the Baltimore Sun criticizing President Roosevelt? Have you observed that even the small grocery stores have plenty of butter and eggs to sell? Don't you think it's swell to have a good time and not be forced to goose-step around with a gun instead of a baseball bat? Did you visit the zoo at Druid Hill Park? That's the closest thing we have to a concentration camp."

Two great British scientists, Sir Isaac Newton and Michael Faraday, worked themselves to such a point of nervous exhaustion that they were both mentally deranged for a long spell in later life. But meanwhile they kept at their work, although their scientific notes showed signs of their temporary aberration. From the American Bar Association Journal: "The use of this symbol ('and/or') arises in part from a doubt as to which of the two words should be used. We believe the symbol to be a device for the encouragement of mental laziness even in the drafting of private contracts."

The highest death rate from appendicitis in the United States is in Arizona, Montana, New Mexico, Colorado, Nevada and Utah—and it's doubtless due to the lack of convenient hospital facilities in those sparsely settled states. Due to red tape and legal intricacies, it's harder to dissolve a corporation in California than to form one. It took one outfit two years to wind up its affairs formally, according to California corporate law. Olsen and Johnson, stars of the smash Broadway hit, "Hellzapoppin'," get 40 percent of the gross box office take and stand to clean up a fortune from their nutty opus.

(Copyright 1939, McFarlin & Co.)

St. George Lodge Meets February 23rd

Rochester Lodge, American Order Sons of St. George will meet February 23 at 7:30 p. m. A "Young Timers Night" will follow the meeting with all members under 30 years participating. Frank Heffer is chairman.

A membership drive is being staged for a class initiation to be held April 20, the "Grand President's Class," in honor of Grand President James E. Skinner, member of the local lodge, Rochester and Primrose lodge, will commemorate St. George's Day, April 23, by attending St. Luke's Episcopal Church, Fairport, at 10:30 a. m.

Christopher Cutler, 30 Chestnut, call at 419 Burke Building for guest ticket to Loew's Rochester Theatre.

Utility Submits Figures To Back Gas Rate Request

Final hearings in the application of the Rochester Gas and Electric Corporation to increase the minimum monthly charge for domestic gas service in the Rochester district will begin March 8 before Public Service Commissioner M. C. Burritt.

It is expected that the R. G. & E. will complete its case with the calling of one more witness to testify as to costs after which the objectors, including the City of Rochester, County of Monroe and several unions, will be given an opportunity to disprove the utility's claims.

The R. G. & E. has already submitted figures to the Commission showing that, excluding any return on the investment,

it actually costs the company \$1.03 to provide the first 400 cubic feet of gas per month. Under present rates the company receives only 50 cents for this service and under the proposed new rates would receive \$1.

In addition to the cost of producing and distributing gas, the company points out that there are many other expenses involved in maintaining service, such as meter reading, billing, collecting, servicing, etc. which are just as great in the case of the customer using a few hundred feet of gas per month as with the customer who consumes thousands of feet.

Contrary to popular opinion, smaller users are not necessarily those in the so-called low-income group. Twenty per cent of all the company's gas bills, it is stated, are for \$1 per month or less, and of these many customers are occupants of apartments, houses, or professional men who use gas only occasionally and merely as a convenience.

President Herman Russell has sent the following open letter to consumers, asking for fair consideration of the company's request:

"The mounting cost materials and other operating expenses, coupled with an enormous growth in taxes, has compelled the Rochester Gas and Electric Corporation to ask the Public Service Commission of the State of New York to approve an increase in the rates charged for gas used for domestic purposes in the Rochester district."

"It is something of a new experience for our company to be asking for an upward revision of rates and we don't like it any more than you do. For a number of years changes made in the price of gas or electric service have been almost entirely in the form of reductions, as the result of which users of both gas and electricity are now saving better than \$2,000,000 per year over what they would have paid for the same services not more than 10 years ago. In the same period the costs of almost everything else in the family budget have been increased."

"After all, our interests are mutual. You need and are entitled to good service and we need fair revenue in order to provide that service."

Catherine Metzger, 39 Ries Street, call at 419 Burke Building for guest ticket to Loew's Rochester Theatre.

William Stark, 44 Spager Street, call at 419 Burke Building for guest ticket to Loew's Rochester Theatre.

Mrs. Irene Hickey, 371 Lake View Park, call at 419 Burke Building for guest ticket to Loew's Rochester Theatre.

Western New York's
Most Famous Sale
Commences Today!

THE SALE WITH A REPUTATION

McFARLIN'S

THE SALE WITH A REPUTATION

ODDMENT SALE

COUNTLESS OTHER VALUES IN ALL DEPARTMENTS! BEST BARGAINS IN THE ODDMENT'S HISTORY!

Odd MEN'S CLOTHING — 2nd Floor

Odd \$45.00 Worsled and Cheviot Suits	\$22.50	Odd \$35.00 Tweed and Worsted Suits	17.50
Odd \$18.50 Imported Gabardine Topcoats	9.25	Odd \$50.00 and \$60.00 Overcoats	24.50
Odd \$65.00 Blue Suits	49.50	Odd \$35.00 Reversible Tweed-to-Gabardine Topcoats	22.50
Odd \$35.00 Oxford Gray Overcoats	22.50	Odd \$75.00 Barberrry Overcoats	27.50
Odd \$65.00 Hickey-Freeman Town and Country Suits	22.50	Odd \$55.00 Rogers-Peet Chaffeurs' Suits	22.50
Odd \$35.00 Tweed Topcoats	22.50	Odd \$65.00 Overcoats	HALF PRICE
Odd \$45.00 Suits of Finest Worsted	30.00	Odd \$85.00 Hickey-Freeman Suits	HALF PRICE
Odd \$75.00 Overcoats of Imported Fabric	27.50	Odd \$55.00 and \$40.00 Single or Double Breasted Suits	HALF PRICE
Odd \$95.00 Hickey-Freeman Camel-Hair Polo Coats	27.50	Odd \$85.00 Hickey-Freeman Topcoats	HALF PRICE
Odd \$75.00 Suits	49.50	Odd \$115.00 Overcoats, 1/2 off	26.50
Odd Imported Rubberized Raincoats	4.75	Odd \$50.00 Overcoats and Suits	25.50
Odd \$45.00 Gabardine Suits	HALF PRICE	Odd \$65.00 Suits	19.50
Odd \$75.00 Barberrry Topcoats	49.50		

A large group of \$35, \$40, and \$45 Suits and Overcoats, now \$23.50

Odd MEN'S FURNISHINGS — 1st Floor

Odd \$1.95 White Broadcloth Shirts	1.69, 3 for 4.75	Odd Neckties, values to \$1.50	69c, 3 for \$2.00
Odd \$1.95 Collar-attached Oxford Shirts	1.69, 3 for 4.75	Odd Neckties, values to \$2.50	1.19
Odd \$2.50 White Broadcloth Shirts	2.15, 3 for 6.25	Odd 50c Fancy Hose	27c, 4 pns. 1.00
Odd Fancy Shirts, values to \$5.00	3.85, 3 for 4.00	Odd 50c Fancy Hose	35c, 3 pns. 1.00
Odd Fancy Shirts, values to \$3.00	1.75, 3 for 5.00	Odd 50c Fancy Hose	39c, 2 pns. 1.10
Odd Semi-bosom Fancy Shirts, values to \$5.00	2.25	Odd 50c Fancy Hose, values to \$3.50	1.25
Odd \$2.50 White-on-White Shirts	1.75, 3 for 5.00	Odd 50c Fancy Hose, values to \$3.50	1.25
Odd Shirts, values to \$3.50	1.00	Odd 50c Suspender	69c
Odd Fancy Neckband Shirts with 2 matching collars	2.25	Odd 50c Suspender	69c
Odd Pajamas, values to \$4.50	2.25, 3 for 9.00	Odd Undershorts, values to \$1.00	55c, 2 for 1.00
Odd Pajamas, values to \$6.00	2.45, 3 for 10.00	Odd 50c Undershorts, values to \$3.00	1.25
Odd Pajamas, values to \$3.50	1.75, 3 for 5.00	Odd Athletic Shirts, values to 75c	35c, 3 for 1.00
Odd Pajamas, values to \$15.00	1.50, 3 for 4.50	Odd Undershorts, values to \$1.00	69c
Odd Undershorts, values to \$3.00	1.95	Odd 50c Undershorts, values to \$3.00	1.25
Odd 50c Garters	31c	Odd 50c Undershorts, values to \$3.00	1.25

Odd BOYS' AND STUDENTS' WEAR — 3rd Floor

Odd \$30.00 Student Suits	\$12.95	Odd \$1.50 Wash Suits	98c
Odd \$24.75 Student Suits	17.95	Odd \$1.50 Juvenile Oxford Sweaters	1.19
Odd \$28.50 Student Suits	21.45	Odd \$2.50 Cotton Knit Suits	1.79
Odd \$32.50 Student Suits	26.95	Odd \$3.50 Wool Knit Suits	2.49
Odd \$22.50 Student Overcoats	16.95	Odd \$5.50 Wool Ensemble Suits	2.99
Odd \$26.50 Student Overcoats	19.95	Odd \$2.50 Wool Flannel Shirts	1.49
Odd \$32.50 Student Overcoats	24.75	Odd \$1.95 Wool Snow Pants, Sizes 4 and 6 only	88c
Odd \$20.00 Student Topcoats and Reversibles	14.95	Odd \$4.50 Lined Corduroy Snow Pants	2.89
Odd \$10.00 Mackinaws	8.95	Odd \$19.50 Wool Snow Suits	14.95
Odd \$12.50 Mackinaws	8.45	Odd 45c Knicker Hose	35c, 3 for 1.00
Odd \$16.50 Mackinaws	10.95	Odd 45c Ribbed Hose	25c
Odd \$13.50 Two-Knicker Suits	8.95	Odd 45c Prep Half Hose	25c
Odd \$15.00 Two-Knicker Suits	10.85	Odd 50c Juvenile Hose	35c
Odd \$12.50 Knicker and Short Suits	8.95	Odd \$1.50 Juvenile One-Piece Pajamas	88c
Odd \$10.95 Rugby Suits (5 Shorts)	8.95	Odd \$1.50 Boys' Two-Piece Pajamas	88c
Odd \$12.95 Boys' and Students' Sport Coats	12.45	Odd \$1.50 Boys' Two-Piece Pajamas	88c
Odd \$15.00 Boys' and Students' Sport Coats	12.45	Odd \$1.50 Boys' and Students' Sport Coats	88c
Odd \$4.95 Boys' and Youths' Wool Slacks	3.38	Odd \$1.50 Boys' and Youths' Sport Coats	88c
Odd \$3.50 Boys' Knickers	2.95	Odd \$1.50 Boys' and Youths' Sport Coats	88c
Odd \$12.95 Boys' and Students' Sport Coats	12.45	Odd \$1.50 Boys' and Youths' Sport Coats	88c
Odd \$15.00 Boys' and Students' Sport Coats	12.45	Odd \$1.50 Boys' and Youths' Sport Coats	88c
Odd \$4.95 Boys' and Youths' Bath Robes	3.58	Odd \$1.50 Boys' and Youths' Sport Coats	88c
Odd \$8.95 Unlined Suede and Wool Jackets	4.98	Odd \$1.50 Boys' and Youths' Sport Coats	88c
Odd \$8.95 Combination Slip-over Jackets	4.98	Odd \$1.50 Boys' and Youths' Sport Coats	88c
Odd \$5.00 Boys' and Youths' Plaid Jackets	2.98	Odd \$1.50 Boys' and Youths' Sport Coats	88c

Odd SPORTSWEAR ITEMS

5th Floor

Odd Men's and Young Men's Mackinaws, values to \$18	\$10.85	Odd Men's and Young Men's Hats, values to \$5	\$3.35
Odd Men's and Young Men's Mackinaws, values to \$14.50	8.85	Odd Men's and Young Men's Hats, values to \$7.50 and \$10	4.35
Odd Hudson Bay Mackinaws, values to \$22.50	17.85		
Odd Men's and Young Men's \$5.95 Wool Jackets	4.85		
Odd Men's and Young Men's \$4.50 Wool Sport Vests	3.85		
Odd Men's and Young Men's \$15 Wool Sport Vests	12.95		
Odd Parka Hooded Blanket Jackets, were \$20	HALF PRICE		
Odd Wool shirts in Buffalo Plaids, were \$5.50	2.95		
Odd Misses' and Women's Jackets	REDUCED 29c		
Odd Misses' and Women's Ski Pants	REDUCED 29c		
Odd Misses' and Women's Riding Shirts, were \$1.50	89c		
Odd Men's, Young Men's Slacks and Pants, values to \$6	3.25		
Odd Men's, Young Men's Slacks and Pants, values to \$7.50	5.45		
Odd Pine Skis	33 1/3% OFF		
Odd 4-Foot Toboggans, were \$10	1.96		
Odd 4-Foot Toboggans, were \$15	2.95		
Odd Men's and Young Men's \$24.50 Sports Coats	18.25		
Odd Men's and Young Men's \$12.75 Sports Coats	10.90		
Odd Men's and Young Men's \$18 Sports Coats	14.45		
Odd \$1 Ski Cap	59c		
Odd Men's Work Shirts, \$1.25 values	59c		
Odd Wool and Camel-Hair Knickers, were \$10	1.95		
Odd Women's Riding Coats	HALF PRICE		
Odd Women's Breaches and Jodhpurs, were \$4.50	2.95		
Odd Women's and Misses' Wool Shirts, were \$5	2.95		
Odd Women's and Misses' Wool Sweaters, were \$3.25	1.95		
Odd Women's and Misses' Wool Sweaters, were \$3.25	2.50		
Odd Men's Suede Leather Jackets, were \$15	9.85		
Odd Men's Suede Leather Jackets, were \$27.5	6.95		
Odd Men's Wool Sweaters, were \$5	3.95		

Odd MEN'S HATS — 1st Floor

Odd Men's and Young Men's Hats values to \$5 \$3.35

Odd Men's and Young Men's Hats, were \$7.50 and \$10 4.35

Odd MEN'S SHOES — 1st Floor

Odd Black or Brown Oxfords, were \$7.50	\$4.95
Odd Fine Nettleton Oxfords, values to \$12.50	8.95
Odd Oxfords by Heywood, values to \$12	7.95
Odd Black and Brown Oxfords, values to \$8.50	5.95
Odd Ski Boots, values to \$11	6.95
Odd Slippers, grouped at one low price	1.95

Odd BOYS' SHOES — 3rd Floor

Odd Children's Shoes, including sturdy shark-tips and patent leather pumps, sizes 8 to 12; values to \$4.75	\$2.85
Odd Boys' Shoes, sizes 12 1/2 to 3, 3 1/2 to 4; values to \$4.75	3.35
Odd Misses' Oxfords and patent leather pumps, sizes 12 1/2 to 3, 3 1/2 to 4; values to \$4.75	3.35
Odd Boys' Elk, Calf, and Scotch Grain Shoes, including shark-tips, sizes 3 1/2 to 6; values to \$5.25	3.85
Odd Young Men's and Girls' Oxfords, sizes to 9; were to \$6	4.35

McFarlin Clothing Co.

195 MAIN STREET EAST

"WHERE THE GOOD CLOTHES COME FROM"

Bigger and Better MEAT VALUES

Business is better, prices and quality are better, shop at Clark's this week-end, and have us prove it.

HAMS Delicious Georgia Skinned Ham Whole or shank end - Ready to serve - 27c lb.	FOWL Milk Fatted 3 lb. average For Pri- vilege or Salad. 19c lb.	BACON Sliced Mindless ARMY-PAK 23c lb.
---	---	---

MILK FATTED HEAVY YOUNG

ROASTING CHICKENS . . . Lb. 25c

FRESH LIVER SAUSAGE, Lb. 15c

CHUCK OR SHOULDER Cut from U. S. Inspected Young Steers

BEEF ROAST Lb. 16c

CHICKENS

Buy all you want of the particular cuts you prefer.

Breasts . . . lb. 41c Giblets . . . lb. 19c

Legs . . . lb. 35c Livers . . . lb. 45c

Wings . . . lb. 23c Necks . . . lb. 15c

CLARK'S MARKETS

600 Jefferson Ave.
Cor. Barlett St.
Gen. 1417

FREE
PARKING
At Both
Stores

906 N. Goodman St.
Cul. 4870

Have YOU tasted GENESEE recently?



**GENESEE
All Malt
BEER**

"thirst-choic" beer by 5 to 11
DRAUGHT • BOTTLES • STEINIES • CANS • EVERYWHERE

...there's a FRESH
taste-thrill in ev-
ery glass from the
tap with the bright
red knob.

Remington:

(Continued from Page 1)
Kentucky type rifle. Today, it
reposes over the woman's mantle
to lend dignity and the correct
decorum to a room punctilious
in period authenticity.

Fidd, who is vice president of
the Eastern Gun Collector's As-
sociation, boasts a collection of
more than 100 guns and, like all
collectors, he is constantly add-
ing to it.

A man in Syracuse wanted a
Colt revolver, used so dexterously
by the late, but not lamented,
Jesse James and Billy the Kid,
and although Fidd owned an ex-
cellent model, he would not part
with it. But he found another
one, which, with its shining long
barrel and correct balance, he
was tempted to keep. But, with
a heart wrench, he turned it
over to his fellow gun lover and
patron.

A local banker who had read
of and seen pictured in Mark
Twain's "Roughing It," first
edition, a cylinder revolver,
longed to own one because the
mere picture made him laugh
inwardly. Eventually, he had to
go to Fidd, who not only bobbed
up with a cylinder revolver, but
with a G. A. Brown made cylin-
der rifle, and you do not have
to be a gun expert to know that
this is rare indeed.

Fidd also unearths ancient
blunderbuses, with bell-mouthed
barrels, for patriotic societies
and for persons who have re-
cently discovered that they are
descended from the Puritans or
Pilgrim fathers. "One of my
ancestors," one will proudly dis-
claim, "shot wild turkeys and
Indians with this weapon."

And the guest may reply, if
he's indiscreet, "He couldn't have
very well missed his target scat-
tering shot from that thing."

Back in 1830 a W. Billingshurst
made rifles, pistols and fishing
rods in Rochester's Water street,
and he made them so honestly,
albeit they are a bit cumbersome
and heavy, that they function
today as well as ever they did.
Fidd owns Billingshurst gun
models and he says he can find
more if a demand arises.

Fidd also searches for antique
furniture pieces and he relates,
with tears in his eyes, of one
opportunity he missed, when a
very young man, to make a
grand slam in Currier & Ives
prints.

In the attic of a neighboring
village he was introduced to an
old leather trunk and invited to
help himself to its contents.

"It was filled with Currier &
Ives colored prints," he said,
"and mostly hunting scenes,
which the owner termed chro-
mos, but I wasn't interested then
because my mind was stuffed, to
overflowing, with gun lore."

Thirty City Welfare Clerks, Typists Named

First important clerical reor-
ganization of the city welfare
bureau under Civil Service took
place today, with the naming of
thirty clerks and typists.

Commissioner Emmett R.
Gauhn withheld names pending
certification with Robert H.
Link city personnel director. The
certification is necessary be-
cause of waivers of Civil Service
eligibles. All are listed to get
\$836 a year.

Paul Bertrand, 32 Somerset Street,
call at 419 Burke Building for guest
ticket to Low's Rochester Theater.

Mrs. Mary Tommasino, 14 Wells
Street, see "Pygmalion," starring Leslie
Howard and Wendy Hilper at Low's
Rochester Theater. Call at 419 Burke
Building for guest ticket.

Cornell Lecturer At Home Bureau

Mark Entorf of Cornell Uni-
versity, will return to the Roch-
ester Home Bureau next Thurs-
day at 1:30 p. m., when he will
speak on the subject, "Why
Worry About It?"

The meeting, which will be
held at the headquarters, 150
Plymouth Avenue North, is
planned primarily for parents,
although it will interest anyone
concerned with leading a more
successful life in the pursuit of
happiness and contentment.

This talk will be open to the
public, both men and women,
and later Mr. Entorf will con-
duct a discussion to clarify spe-
cific points where guidance is
needed.

According to Mr. Entorf, many

parents worry about what kind
of marks their children will
make, and whether they will
show marked hereditary charac-
teristics, and yet show little con-
cern for the problem of per-
sonality adjustments which will
make their lives successful, re-
gardless of their specific accom-
plishments.

Mrs. Katherine Feldman, 844 Dewey
Avenue, be the guest of The Rochester
Sun at Low's Rochester Theater where,
beginning Friday, "Pygmalion" will
be shown, starring Leslie Howard and Wen-
dy Hilper. Call at 419 Burke Building
for guest ticket.

Mrs. Clara Jannatta, 133 Orchard
Street, be the guest of Low's Rochester
Theater Friday. On the screen is "Py-
gmalion," starring Leslie Howard and
Wendy Hilper. Call at 419 Burke Build-
ing for guest ticket.

LAKE COAL & COKE CO.

255 Lyell Ave.

SURE FIRE BRAND EGG STOVE NUT FRESH MINED HARD COAL \$970	COKE DOMESTIC \$850 TON	Pennsylvania's Finest Brand EGG \$1065 STOVE NUT PEA COAL \$8.75
--	---	---

Phone Your Order NOW

GLEN-538-537

3 GREAT Bargain DAYS

HUB DRUGS

THURS.
FRI.
SAT.
AT ALL HUB
STORES

1392 CULVER ROAD MARKIN'S PHARMACY	233 JOSEPH AVE. JOSEPH AVE. PHARMACY	761 GENESEE STREET BRINT'S PHARMACY	1042 CLIFFORD AVE. ACE DRUG COMPANY	457 RIDGE RD. WEST LAKE PHARMACY	1099 HUDSON AVE. KALETA PHARMACY	944 N. CLINTON BEN'S DRUGS	1368 ST. PAUL STREET ST. PAUL PHARMACY
--	--	---	---	--	--	--	--

COUPON

REG. 25c
**LYONS TOOTH
POWDER**
2 for 26c

COUPON

REG. 75c
**McKESSON'S
COD LIVER
OIL**
2 for 76c

COUPON

REG. 25c
**500 Cleansing
TISSUES**
2 for 26c

COUPON

REG. 10c
**WOODBURY'S
SOAP**
2 for 11c

COUPON

REG. 35c
**POND'S
CREAM**
2 for 36c

COUPON

REG. \$1.25
**ABSORBINE
JR.**
2 for \$1.26

COUPON

REG. 50c
**MIDOL
TABLETS**
2 for 51c

ONE CENT SALE!

Hurry! Hurry! Hurry! Run... don't walk to your nearest Hub Drug Store today... tomorrow... Saturday for the greatest drug sale Rochester has ever seen. Buy one item at the regular price and then buy another for only one cent more. Nationally known items bought and sold at the regular price every day of the week... now at only one cent more than half price! There is a Hub Drug Store near you. Prove to yourself that it isn't necessary to run all over town for low cut prices... go to the Hub Store in your own neighborhood.

AT HUB
STORES
ONLY!

Reg. 35c
**WILDBOOT
HAIR
TONIC
WITH OIL**
2 for 36c

Reg. 10c
**WAVE
SET**
2 for 11c

Reg. 35c
**GENUINE
ASPIRIN
(100's)**
2 for 26c

Reg. 10c, 1/2
**GEM
TYPE
RAZOR
BLADES**
2 for 11c

Reg. 50c
**PEPSODENT
ANTISEPTIC**
2 for 51c

Reg. 75c
**MILK OF
MAGNESIA**
Full Quart 2 for 76c

Reg. 10c **BOOK MATCHES**
50 IN A BOX 2 for 11c
**KING EDWARD
CIGARS** 2c Each

POUND TOBACCOS AT LOW CUT PRICES
Raleigh . . . 66c Prince Albert 66c
Granger . . . 65c Edgeworth . . . 98c
Velvet . . . 66c Half and Half 59c

5c **NURSING BOTTLES** . . . 2 for 6c

10c **IODINE** . . . 2 for 11c

10c **ADHESIVE** (5 yds.) . . . 2 for 11c

10c **MENTHOL INHALERS** . . . 2 for 11c

10c **WATERMAN'S INK** . . . 2 for 11c

10c **PAPER NAPKINS** . . . 2 for 11c

5c **CANDY BARS** . . . 2 for 6c

10c **PAPER TOWELS** . . . 2 for 11c

10c **COMBS** . . . 2 for 11c

10c **SHOE POLISH** . . . 2 for 11c

25c **WITCH HAZEL** (full pint) 2 for 26c

20c **SANITARY NAPKINS** (12) 2 for 21c

40c **MINERAL OIL** . . . 2 for 41c

10c **DOG FOOD** . . . 2 for 11c

35c **FREEZONE** . . . 2 for 36c

25c **PEROXIDE** (full pint) . . . 2 for 26c

30c **MENTHOLATUM** . . . 2 for 31c

35c **ANALGESIC BALM** (French Formula) 2 for 36c

LOOK FOR
THE BIG
RED SIGN

Reg. \$1.35
**Lydia
Pinkham's
COMPOUND**
2 for \$1.36

Reg. 35c
**HILL'S
CASCARA
QUININE**
2 for 36c

Reg. 75c
**HOT
WATER
BOTTLES**
Guaranteed
2 for 76c

Reg. \$1.00
**VITAMIN
COUGH
SYRUP**
2 for \$1.01

Reg. 50c
**PHILLIP'S
MILK OF
MAGNESIA**
2 for 51c

Reg. 5c
**Smith Bros.
COUGH
DROPS**
2 for 6c

Reg. 25c
**PHILLIP'S
TOOTH
PASTE**
2 for 26c

Reg. 50c
**BARBASOL
SHAVING
CREAM**
2 for 51c

Reg. 50c
**Woodbury's
SHAVING
LOTION**
2 for 51c

Reg. 25c
**Woodbury's
SHAVING
CREAM**
2 for 26c

Reg. 20c
**ONE PINT
RUBBING
ALCOHOL**
2 for 21c

Reg. 50c
**PHILLIP'S
MILK OF
MAGNESIA**
2 for 51c

Reg. 5c
**Smith Bros.
COUGH
DROPS**
2 for 6c

WE RESERVE THE
RIGHT TO
LIMIT QUANTITIES

WINE and LIQUOR VALUES

YOU SHOULDN'T MISS!

"CABOT" STRAIGHT RYE
WHISKEY
Distilled in the old
fashioned way, ac-
counting for its ex-
ceptional smoothness
and palatability. Lim-
ited supply in quarts
only... at...
1.65
Quart
Full

"JOHN BARR" STRAIGHT
3 Yrs. Old Bourbon
WHISKEY
\$1.75 98c
Qt. Pt.

**ROYAL PIPER
SCOTCH**
\$2.19
Fifth
\$1.19
Tenth

**SPECIAL
FINEST CALIFORNIA
WINE**
59c
Full Quart

Cordials
CHERRY
PEACH
BLACKBERRY
79c
25/32 Pint

MANHATTAN WINE AND LIQUOR CO.
FREE DELIVERY
960 GENESEE ST., COR. BROOKS GEN. 4928

TRUTHFUL NEWS

THE ROCHESTER SUN, THURSDAY, FEBRUARY 16, 1939

TRUTHFUL ADVERTISING

PAGE FIVE

KE CO.
Pennsylvania's
Finest Brand
EGG \$10.65
STOVE
NUT
PEA COAL \$8.75
NOW
-537
THURS.
FRI.
SAT.
AT ALL HUB
STORES
1368
ST. PAUL
STREET
ST. PAUL
PHARMACY
Reg. 25c
HILLIP'S
DOOTH
ASTE
26c
Reg. 50c
ARBASOL
IVING
EAM
51c
Reg. 25c
ddbury's
IVING
AM
26c
Reg. 20c
PINT
ING
HOL
21c
Reg. 50c
CLIP'S
OF
ESIA
51c
5c
Bros.
H
S
6c
E THE
TO
ITIES

FURNITURE RECONDITIONED

Re-upholstering, Refinishing
2-pc. Suits re-covered in fringed
cloth \$28.50. Occasional Chairs,
\$2.00. Covered Chairs, \$7.50.
TEXTILE Upholstering Co.
MAIN 4633

CLOSING OUT
DRESSES 1.00
Other Values to 95c
JANE BLOCK
330 Monroe Ave.

WASHING
MACHINES REPAIRED
New Parts and Winger
Rollers.
KUHN
87 Bernard St. Stone 4822

A TRIAL
WILL CONVINCE YOU
TRY A TON
OF SCRANTON
HARD

COAL
EGG \$8.95
STOVE \$8.95
NUT \$8.95
TON

COKE \$8.50
TON
PEA COAL - \$7.95
TON

**CENTRAL
COAL CO.**
5 LUNDYS LANE
STONE 4886

BINGO
PLYMOUTH CHURCH
108 TROUP ST., cor. TROUP and PLYMOUTH
Every Saturday 8:30 P. M.
Merchandise and Cash Awards
JACK POT—\$25.00 32 GAMES—25c

**BLACK MAGIC
QUALITY**
COAL \$10.65
TON CASH
Shovelled off
Egg—Stove—Nut
Buckwheat \$7.75 ton
Pea Coal \$8.75 ton
Always Under Cover ton
Established for Over 25 Years Phone GEN. 586
PAYNE & DUNHAM

**ESCAPE
WINTER AUTO
WORRIES**
At Unit Parts you can
get all the winter driv-
ing accessories and ser-
vices you need... right
away... on Rochester's
easiest credit terms.
You Can Even Budget Payments On Needed Repairs.
UNIT PARTS CORPORATION
1135-1223 MAIN ST. E.
CULVER 250

GRAND FINALE!
THURSDAY - FRIDAY - SAT.
**CHAMPION'S
ODDS & ENDS SALE**
TABLES OF ODD SPORTS WEAR
VALUES TO \$5.00
5 FOR 25c
3 FOR 25c
ODD MELTON JACKETS AND
ALL WOOL MACKINAW \$1.49
Values to \$5.95
Champion
KNITWEAR CO. 71 ST. PAUL ST.
30 Minutes Free Parking at 2 Stations, Bill's, Strand and Spark

French Alliance Sponsors Drama

The French Alliance will join with L'Avant-Garde, an association of teachers of French in the University of Rochester and the Rochester high schools, in sponsoring a week's showing of "Life Dances On" at the Little Theater beginning Saturday, February 18. Subtitled are given in English and it requires no knowledge of French to follow the narrative.

"Un Carnet de Bal" or "Life Dances On," is one of the series of French films brought to Rochester each year by L'Avant-Garde and are devoted to a scholarship fund.

Tickets for all performances may be purchased in advance at the university book stores or from the following members of the committees in charge: For L'Avant-Garde, Professor Nell C. Arvin, president; Miss Jessie Ray, Miss Rena C. Dumas, Miss Blanche Kelly, Mrs. Loring Carson, Donald R. Clark, Dr. G. B. Raser and Professor H. G. Harvey, chairman of the film committee.

For the French Alliance, Mrs. Hawley Ward, president; Mrs. Beckman C. Little, Mrs. Edwin Allen Stebbins, Mrs. Nell C. Arvin, Miss Jean McCurdy, Mrs. Francis C. Wickes, Mrs. David F. Lawless, Mrs. John J. McInerney, Mrs. Rochester H. Rogers, Miss Eva Howe, and Mrs. Harry S. Beardsley.

**Rochester Post Wins
Anthology Recognition**
Donald C. Ewing of 165 Hamilton St. has again been accorded recognition by nationwide anthologies of contemporary poetry.

His new appearance will include the World's Fair Anthology, the North America Book of Verse, Sonnets, the latter two published by Henry Harrison of New York City.

The Way To A Man's Heart BY IRENE MUNTZ

Carrying along with our suggestions for February party menus we are suggesting today a George Washington's Birthday luncheon. The table decorations for your party may be more elaborate than those suggested for Lincoln's Birthday but, of course, the colors—red, white and blue—will be the same.

Since blue is not a good food color, use as much of it as you can on the table and we will keep to the red and pink in our suggestions for the menu to serve.

Washington's Birthday Luncheon
Shrimp and Mushrooms in Buttercream
Green Peas
Crispy Cutlets
Cinnamon Mousse
Chocolate Sauce
George Washington Angel Food

1 cup cranberry juice
1 cup pineapple juice
1 cup lemon
1 cup sugar
1 pint of ginger ale
Combine fruit juices and sugar. Stir until sugar is dissolved and chill thoroughly. Just before serving add ginger ale.

Creamed Shrimp and Mushrooms
1 lb. mushrooms
1/2 cup cleaned shrimp
2 cups medium white sauce
2 T. butter
1 T. lemon juice
2 egg yolks
2 T. cream
Add sliced mushrooms to butter, cover closely and cook 6-8 minutes. Add shrimp and lemon juice. Heat the white sauce; mix the egg yolks and cream and add to white sauce. Add shrimp and mushrooms and heat.

For the George Washington angel food cake, bake your favorite recipe for angel cake and when cold remove the pan and frost generously with a white confectioner's sugar and butter icing. Decorate with well drained maraschino cherries, point stems below them with tooth pick dipped in melted bitter chocolate and cut leaves from pieces of citron or angelica. Or color part of the icing red and spread it on top of the white icing in hatchet shapes.

This is easily done by cutting a hatchet from a piece of paper and discarding the hatchet. Then lay the paper from which the hatchet has been cut on the cake and brush colored frosting on it. When you pick up the paper the red frosting will remain where the hatchet was cut from the paper.

The buttercups are made by trimming the crusts from slices of bread, brushing them generously on both sides with melted butter and pushing them into a good sized muffin pan into a cup shape. Bake in a preheated oven at 400 d. F. about 15 minutes or until golden brown and crisp. These little toast cups make a delicious and inexpensive substitute for party shells.

Cinnamon Mousse
1 T. gelatin
1 T. cold water
1/2 cup hot water
Pinch of salt
1 T. sugar
1/2 cup milk
1 cup heavy cream
Soak gelatin in cold water. Combine cinnamon drops, hot water, salt and sugar. Heat, stirring occasionally until dissolved. Remove from fire, add gelatin and when dissolved, add the milk. Chill. Whip the cream to the consistency of a soft custard. Combine with the first mixture and freeze in a gas return to the refrigerator and complete the freezing. This is delicious and will have a delicate pink color.

For the George Washington angel food cake, bake your favorite recipe for angel cake and when cold remove the pan and frost generously with a white confectioner's sugar and butter icing. Decorate with well drained maraschino cherries, point stems below them with tooth pick dipped in melted bitter chocolate and cut leaves from pieces of citron or angelica. Or color part of the icing red and spread it on top of the white icing in hatchet shapes.

This is easily done by cutting a hatchet from a piece of paper and discarding the hatchet. Then lay the paper from which the hatchet has been cut on the cake and brush colored frosting on it. When you pick up the paper the red frosting will remain where the hatchet was cut from the paper.

**Red Cross Unit
Benefit Party**
Monroe Chapter, American Red Cross First Aid Club has planned a benefit card and game party February 17 at 392 North Street.

General chairman is Mrs. James E. Powers assisted by the following committees: Reception, Mrs. Ruth Macdonald, Mrs. C. J. Ailing, Mrs. Marian Caykendall, Mrs. Helen E. Parkes, Miss Marguerite Adams, Miss Josephine Hebst, Miss Helen Keller, Miss Marguerite Bennett; tickets, Margaret Ailing, Mary Curtis; games, John Adams, Carl Petersen, Albert O'fer, Nelson Robinson, Gordon Hollis; publicity, Carl Petersen.

**Mothers Will Give
Card Party Tomorrow**
Mrs. Joseph W. Still is in charge of the benefit card party which mothers of the eighth grade boys of Nazareth Hall are planning for Friday at 8 p. m. in the school gymnasium, Haines Park and Alameda Street.

Co-chairman is Mrs. William A. Kraft assisted by Mrs. Henry C. Hubel, Mrs. William E. Rund, Mrs. Rudolf C. Siebert, Mrs. Frank J. Colgan, Mrs. Edward J. Doyle, Mrs. Stephen J. Hurley, Mrs. Joseph W. Martin.

**7th Ward Democrats
Plan Rally Feb. 20th**
A rally and card party will be held by the Seventh Ward Women's Democratic Club at Delphi Hall, 668 North Street, Monday night, Miss Florence Lanni, leader, announced today.

In charge will be Nettie Camerdo, Mrs. Ann Solone and Sarah Incarlone. Delegations from other wards are expected.

Mrs. Henry F. Stog, 44 Wren Street, call at 419 Burke Building for guest ticket to Loew's Rochester Theater.

Lorraine F. Albert, 1282 Culver Road, call at 419 Burke Building for guest ticket to Loew's Rochester Theater.

GENERAL COUNTY TAXES
Payable in 1939
Monroe County Treasury

Rochester, N. Y.—January 3, 1939
The assessment rolls for the general county tax levied in 1938 and payable in 1939 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 13 of Chapter 441 of the laws of 1938.

FEES WILL BE ADDED AS FOLLOWS:

All of January without fees.
February 1st to 30th, inclusive, 1 per cent.
March 1st to 31st, inclusive, 2 per cent.
April 1st to 14th, inclusive, 3 per cent.

After April fourteenth said addition of 3 per cent and also fees and penalties at the rate of 8 per cent per annum.

In case of default a warrant will be issued for the collection thereof according to law.
On August 1st an additional fee of \$1.50 for advertising will be charged. On the 15th day of August, a list of all unpaid taxes will be published. On the 30th day of August all unpaid taxes will be sold, and can be redeemed only by paying advertising and sales charges, with interest.

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 for bill. 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 1st, but should be paid to the Town furnished by the County Treasurer on request.
CLARENCE A. SMITH,
Director of Finance.

Edwards ODORA CAMEO DROP-DOOR WARDROBE



2.98

Here's fashion news for your home! This new Odora is beautifully styled in neutral beige and brown, with a delicate cameo design etched upon the front panel. Beauty plus utility, for not only does it hold 12 to 15 garments, but it's a smart addition to any room!

JUST PRESS A BUTTON...
the patented drop door slides open!

THE BOTTOM PANEL SLIDES UP... revealing extra storage space!

- Spring Steel Lock
- Lacquered Wood Frames
- Strong Fibreboard Dustfree Construction
- Metal Corner Reinforcements
- Sets up in a Jiffy

EDWARDS—Sixth Floor



**'Li' Scotty
NUT MEAT
Chopper
19c**

A thrifty friend for every kitchen! You'll enjoy using 'Li' Scotty because it chops nut meats so quickly and easily. Ivory or green finish. Regular 28c value.

EDWARDS—Sixth Floor

2 Great Values In Our February SALE of FINE FURNITURE



**Large 2-Piece
LIVING ROOM SUITE**
59.50
Pay 5.95 DOWN
Chair \$20 — Sofa \$39.50
Purchased Separately

Two large imposing pieces that are attractively covered in durable tapestry. Each piece is custom tailored by expert craftsmen. Inside hardwood frame; corners are blocked doweled and mortised. Full web construction. Your choice of plain or figured tapestry coverings in the newest shades.

Bed — Chest and Choice of Vanity or Dresser
EDWARDS—Fifth Floor



**3 PIECE
MODERN WALNUT BED ROOM SUITE**
Matched, rich-tone walnut veneers on gumwood. Large, well proportioned pieces with clean lines and rounded corners. Solid oak interiors; center drawer guides and extra-large mirrors.
69.50
Purchased Separately
Bed \$19.50; Chest \$23; Vanity \$27; Dresser \$27
EDWARDS—Fifth Floor



Consult Edwards Interior Decorator For Helpful Advice

Youth Rally Scheduled Feb. 26

To interest the younger Rochester generation in youth and democracy, Sons of the Legion and the Junior B'nai B'rith will stage a rally at Edgerton Park assembly hall Sunday, February 26, at 2:30 p. m. B'nai B'rith Anti-Defamation League will choose a speaker, name to be announced, as will the Legion division.

The rally, expected to attract over 1,000, is one of 350 to be held throughout the nation and Canada in February. All of the city's young people, their parents, are invited.

An honorary guard of Boy Scouts and Legionnaires will present the colors for the pledge of allegiance and the Bill of Rights of the Constitution will be read.

Mrs. Hoepff, 24 Irvington Road, call at 413 Burke Building for guest ticket to Loew's Rochester Theater.

By Way Of Mention

Mrs. John D. Pike of Grosvenor Road, will entertain her duplicate bridge club for luncheon on Friday, February 24, at Hotel Seneca.

Mrs. Wesley M. Angle of East Boulevard, will entertain the Rochester Garden Club on Monday in her home.

Charles Kassek of Harwick Road is spending some time in Havana.

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

Mrs. Herbert C. Howlett of Clover Road, entertained for luncheon today at the Century Club.

Mrs. W. Y. Page of Portsmouth Terrace, entertained her bridge club for dinner on Friday in her home.

Mrs. Herman J. Bakker of Lake Road, Webster, entertained

at luncheon and bridge on Monday, in honor of her house guest, Mrs. Paul Glechaut, of Akron, Ohio.

Mrs. Joseph W. McGill of Vick Park A, left Sunday for Tucson, Ariz., and Pasadena, Cal. She plans to remain in the West for several weeks.

Mrs. George W. Aldridge of Monroe Avenue, Pittsford, entertained at tea on Sunday in her home.

Mr. and Mrs. J. Francis Weller of Elmwood Avenue, entertained at tea on Saturday at the Country Club of Rochester.

Miss Ellen L. Todd of Buckingham Street, left Tuesday for Tucson, Ariz. Later she will go to California.

Mrs. Edwin S. Ingersoll of Highland Avenue, will entertain the Pine Needle Twig for lun-

cheon on Friday in her home.

Mrs. Paul Moore Strayer of Merriman Street, left today for Baltimore and New York, where she will pass several weeks.

Mrs. William Perry, formerly of Rochester, is the guest of Mrs. Charles C. Beahan of Alexander Street.

Mrs. Lucille Fincher of Landing Road, entertained Chapter Eight of Christ Church for tea on Monday in her home.

Mrs. John W. Draper of New York was the guest on Tuesday of Mr. and Mrs. Victor W. Hurst of Sandringham Drive.

Mrs. Robert Douglas of East Avenue, entertained her Study Club for luncheon on Monday in her home.

Mrs. Harry Le B. Gray of Oak Lane, entertained at tea on Sunday in her home.

Income Tax Payers Delay Filing Returns

With deadline for payment of income tax returns approaching, agents assigned to help taxpayers prepare their returns in the Federal Building, find themselves with little to do.

Chief Deputy Collector Francis A. Dalton feared that the last minute rush of past years would be duplicated, involving long cues of impatient clients. He urged that all taxpayers do their duty now instead of waiting for March 15, last day for filing returns.

Polish Women's League To Join 22nd Ward G.O.P.

Steps were taken today to advance the newly formed Polish Women's Auxiliary League as a division of the Republican party in the Twenty-Second Ward.

After addresses by Mrs. Jessica M. Weiss and Mrs. Arthur Lochte the league was made an affiliate of the Polonia Republican League.

Mrs. Mary Gorman, 105 Davis Street, see "Pygmalion," starring Leslie Howard and Wendy Hiller at Loew's Rochester Theater. Call at 413 Burke Building for guest ticket.

Mrs. Alfred Salamone, 70 Miller Street, see "Pygmalion" at Loew's Rochester Theater, starring Leslie Howard and Wendy Hiller. Call at 413 Burke Building for guest ticket.

Mrs. Charles Hayden, 21 Portsmouth Terrace, call at 413 Burke Building for guest ticket to Loew's Rochester Theater.

COAL Pennsylvaniana Hard Coal
EGG-STOVE-NUT
ACE COAL CO.—COKE \$8.50 Stone 3338
125 Hudson Ave.
ACE HI—SHINY HARD COAL 9.70

FRIDAY
and
SATURDAY

JUICY RIPE FLORIDA

**FLORIDA
ORANGES**

2 doz. for **25c**

Empire State Brand
**ALE AND
BEER**

5c bot

Plus Bottle Deposit

Wegman's

Wegman Quality

PRIME STEER TENDER GRAIN FED

SHOULDER ROAST

BEEF

Another big sale of Wegman's quality beef! Tender, juicy roasts of government inspected beef... at the lowest price at which such quality beef can be sold.

19c lb.

Tempting Bakery Treats for Cherry Week!

FRESH CHERRY PIES	CHERRY LAYER CAKES	FRESH BAKED TARTS	CHERRY LOG ROLLS
15c	15c	25c	29c

MOST VARIETIES

**HEINZ
SOUPS**
12c can

14-OUNCE BOTTLE
**HEINZ
KETCHUP**

17c m.

Chicken-of-the-Sea
**TUNA
FISH**

Blue Label **10c** can

Heinz Brand Pure
BABY FOODS 3 cans **23c**

Pound Jar
PEANUT BUTTER jar **13c**

Tumbler With Kilbourn Hall
TEA BAGS 25 for **25c**

No. 2 Size Can Dr. Phillip's
GRAPEFRUIT 3 cans **25c**

Green Gables Salad
DRESSING qt. jar **27c**

No. 2 1/2 Size White Lily
PEACHES can **12c**

Half Pound Blue Label
SALADA TEA pkg. **37c**

Chocolate Flavor or Plain
OVALTINE 1 lb. can **59c**

Small Size Can, 33c

**NORTHERN
TISSUE**

The Linen-sized
Bathroom Paper



**Stock up!
TODAY!**

2 ROLLS FOR 11c

**U.S. GOVERNMENT GRADED
93 Score**



**LAND O'LAKES Sweet Cream
BUTTER 29c lb.**

Home-Owned
Markets

Wegman's

Friday and
Saturday

AGAIN! SIEBERTS KICK THE BOTTOM OUT OF PRICES!

With The Most Drastic Offer Ever
Made To The Women Of Rochester

THIS BEAUTIFUL NEW
FULL SIZE "ODIN"
TABLE TOP
GAS
RANGE
FOR ONLY

\$29.95

Almost
Unbelievable
Isn't It!

ALL THESE EXPENSIVE FEATURES
INCLUDED AT THIS PRICE

- Rust-proof porcelain lined oven for easy cleaning
- Large, roomy oven, big enough for the biggest roaster
- High-speed "Reflexo" burners for maximum economy
- Built like a skyscraper—with double strength electric-welded angle iron frame
- Gleaming white porcelain exterior with ebony trim
- Automatic top burner lighter—sure and safe
- Cooking top cover omitted.

Come In And See This Brand New Stove Today Or This Evening!

Since 1888

SIEBERTS

ST. PAUL and ANDREWS ST.

FREE PARKING OPPOSITE STORE

OPEN EVENINGS

We carry a complete
line of repair parts for
almost every stove and
furnace made during the
last 50 year. Rochester's
most complete stock.

Jimmie Fidler

(Continued from Page 1)
without success they are
starved; with success they are
too terrified to really calm down
and enjoy it.

IDOL CHATTER: Ann Sheridan
reminds me that a series
of well-balanced curves are the
shortest path to stardom. Add
fingerling bits: William Gar-
gan, who's old enough to know
better. Bet Charles Boyer has
never given in to an impulse of
the moment in his entire life.
Candidate for this week's most
unusual name award: Chill
Wills, new RKO comic. Don't
know whether divorce or roman-
ce is to blame, but Bette
Davis is developing a Garbo
complex. Frank Morgan must
have an easy conscience—thir-
ty-seconds after the director
says "Cut," he's in his set chair,
sound asleep.

Herbert Marshall's sad, en-
igmatic puss always makes me
think of a print of the Mona
Lisa which used to hang in my
high school library. Puzzling
thought: Now that Wayne Mor-
ris is actually married, what can
the Warner Brothers press
agents write about him? Saucy
is the proper word for Dixie
Dunbar. Add best bet for 1939:
Patricia Morrison, the New York
miss who's starring in those J.
Edgar Hoover crime thrillers.
Without that boutonniere,
Adolphe Menjou feels positively
undressed.

Luncheon tip to would-be
prima donnas: Deanna Durbin's
order is invariably the same—
a sandwich, unadorned, and a
glass of milk. Alice Faye simply
can't bear to be alone—she's a
phobia. There are two schools
of thought about Hollywood's
temperamental stars—some
people think they're too high
strung; others think they
couldn't be strong high enough.
Moonroutines: Glamour girl
Pauline Moore knitting sweaters
for her two children during an
interview. What this business
really needs is less censorship
and more sense of responsibility.

I've heard of many studio
campaigns designed to be-
manize some too-pretty male
star, but the effort being made
just now in behalf of Bobby
Green, whose curls, sweet smile
and girlish mannerisms have
done him no good at the box
office, tops them all. In his next
picture, tentatively titled "South
of Panama," Bobby will have
three fist fights, help put out a
forest fire, kill a deadly snake
and do an Annie Oakley with
a rifle. His producers apparently
hope that some day he will be
a second Gable.

Whenever a picture idea pays
box office dividends, its produc-
ers invariably go berserk and at-
tempt a sequel in the hope of
establishing a profitable series.
Take the Warner Brothers, for
instance, and their picture,
"Four Daughters," which

brought in a flood of admission
fees. The Messrs. Warner im-
mediately decided to try a series
with the first follow-up en-
titled "Four Wives." I have a
suggestion for the third pro-
duction—a suggestion that
follows the true Hollywood pat-
tern. Why not make it "Four
Divorces."

Despite his wealth, popularity
and colorful experience, Howard
Hughes' friends know him as a
very bashful man. Witness the
story told about his introduction
to Marlene Dietrich, his current
dine-and-dance partner. They
met shortly after Howard re-
turned from that record-break-
ing flight around the world. And
after floundering awkwardly for
something to say, Mr. Hughes
finally managed this: "I hardly
know how to talk to a woman
like you—you've been every-
where!"

John Cooper Renamed in CIO Nominations

John Cooper, business agent
for the Amalgamated Clothing
Workers, was nominated for the
presidency of the CIO Industrial
Union Council of Rochester, for
a second term. Election will
be held February 27. Others
nominated were:
Fred Bunn, steel workers
union, and J. Roy Elliott, News-
paper Guild of Rochester, vice
presidents; Anthony Buccell, shoe
workers, treasurer; Samuel Sie-
gel, A.C.W. financial secretary;
Michael Burke, electrical work-
ers, sergeant-at-arms, and Hat-
tie Marcy, basket workers,
trustees. Charles Long and Jo-
seph Cerulli, United Shoe Work-
ers, are contestants for sec-
retary.

Harry Miller, 321 Winchester Street,
takes a night off from your windshield
wiping, tire changing, etc. and attend
"Eysenham" at Loew's Rochester
Theater, starring Leslie Howard and
Wendy Hiller. Call at 418 Burke Build-
ing for guest ticket.

Joe Murver, 482 Alexander Street, call
at 418 Burke Building for guest ticket to
Loew's Rochester Theater.



NEW PROGRAMS "I LOVE A MYSTERY"

Mondays thru Fridays, 9:45
p. m.
A new radio serial that has
a bit of a thrill for its
theme.
BUSINESS COUNSELLOR—
Sundays, 3:30 p. m., and
Wednesdays, 6:15 p. m.
The Counsellor gives advice
to men and women in
search of better contacts in
the business world.
DRAMA TIME—Fridays at
7 p. m.
This new series of quarter-
hour dramas features Bert
Lytle.

ROCHESTER 100 YEARS AGO

Tuesdays, 8:15 p. m.
Dr. Dexter Perkins, Roch-
ester historian, conducts this
weekly quarter hour dealing
with the development of our
city.

MUSIC

SUNDAY MUSICALS—Sun-
days, 12:30 p. m.
ON WINGS OF MELODY—
Sundays, 1 p. m.
ARMCO BAND—Sundays, 3
p. m.
**ROCHESTER CIVIC ORCHES-
TRA**—Mondays, 3 p. m.
GERMAN HOUR—Tuesdays,
7:30 p. m.
GILBERT AND SULLIVAN—
Tuesdays, 8 p. m.
"Cox and Box" is the opera
for February 21.
**AMERICAN COMPOSERS' CON-
CERT**—Thursday,
February 23, 8:30 p. m.
Presented by The Eastman
School of Music.

MILESTONES IN MUSIC

Saturdays, 11:30 a. m.
METROPOLITAN OPERA—
Saturdays, 1:55 p. m.
Opera for February 18, is
"Tristan Und Isolde".
NBC SYMPHONY—Satur-
days, 10 p. m.

VARIETY

CAMERA CLUB OF THE AIR—
Fridays, 6:15 p. m.
PLANTATION PARTY—Fri-
days, 9 p. m.
RED FOLEY & COMPANY—
Saturdays, 7 p. m.
HANK AND HERB—Satur-
days, 7:30 p. m.
BARN DANCE—Saturdays,
9 p. m.
DIAMOND WALNUT SHOW—
Sundays, 10 a. m.
KENNEL TIME—Sundays,
10:45 a. 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.
THE CIRCLE—Sundays, 10
p. m.
AMERICA KEEPS FAITH—
Mondays, 7:30 p. m.
CARSON ROBISON—Mon-
days, 8 p. m.
EDDIE DUCHIN—Mondays,
9:30 p. m.
TRUE OR FALSE—Mondays,
10 p. m.
INFORMATION PLEASE—
Tuesdays, 8:30 p. m.
FIBBER MCGEE & CO.—
Tuesdays, 9:30 p. m.
BOB HOPE—Tuesdays, 10
p. m.
HOBBY LOBBY—Wednes-
days, 8:30 p. m.
KAY KYSER—Wednesdays,
10 p. m.
GOOD NEWS OF 1939—
Thursdays, 9 p. m.

BING CROSBY—Thursdays, 10 p. m.

DRAMA
HOLLYWOOD PLAYHOUSE—
Sundays, 9 p. m.
THOSE WE LOVE—Mon-
days, 8:30 p. m.
ONE MAN'S FAMILY—Wed-
nesdays, 8 p. m.
TRUE STORIES OF STATE
POLICE—Thursdays, 7:30
p. m.
TRUE CASE HISTORIES—
Fridays, 8 p. m.

NEWS

PETER GRANT—Sundays,
8:45 p. m.
FARM NEWS—Monday thru
Fridays, 1:15 p. m.
COURIER NEWS—Satur-
days, 11:15 a. m.
YOUR ESSO REPORTER—
Four times daily, seven days
a week.
MARCH OF TIME—Fridays,
9:30 p. m.
COMMENTARY
FATHER COUGHLIN—Sun-
days, 4 p. m.
WALTER WINCHELL—Sun-
days, 9:30 p. m.
FRITZ BROWNELL—Wed-
nesdays, 9 p. m., and Fri-
days, 7:45 p. m.
LOWELL THOMAS—Mon-
days thru Fridays, 6:45 p. m.
HARRY McTIGUE—Mon-
days thru Saturdays, 6:30
p. m.
RADIO FORUM—Mondays,
10:30 p. m.
TOWN HALL MEETING—
Saturdays, 8 p. m.

LET US
HELP YOU SAVE
ON HEATING COST!
USE
PIONEER
PENNSYLVANIA HARD
COAL

Stove—Nut—Egg
\$9.70
ton
Pea \$8.25
Rice \$6.55
Buckwheat \$7.60
COKE STOVE OR NUT \$8.30
ton
Office and Yard
CO. 302 Exchange Street

**YOU'LL DRIVE FAR, LONG
AND SAFELY ON THESE MONEY-
SAVING GOODRICH TIRES**

PAY ONLY 51¢
Per Week
BUY 1 or 4

Goodrich COMMANDER	Goodrich CAVALIER	Goodrich SILVERTOWN
\$5.55* 28 x 3 1/2	\$6.95* 28 x 3 1/2	\$9.65* 28 x 3 1/2
\$6.05* 28 x 3 1/2	\$8.70* 28 x 3 1/2	\$10.60* 28 x 3 1/2
\$6.70* 28 x 3 1/2	\$9.55* 28 x 3 1/2	\$11.80* 28 x 3 1/2

OTHER SIZES IN PROPORTION

Takes Only 3 Minutes To Open A Credit Account
NO DOWN PAYMENT—NO RED TAPE

Goodrich TIRES "BEST IN THE LONG RUN"

UNION Tire and Supply Co.
286 EAST AVE. at Union
60 MAIN ST., FAIRPORT 114 W. COMMERCIAL ST., E. ROCHESTER

KEY DRUG STORES

470 N. GOODMAN
Near Main
Near Water

92 E. MAIN
Near Water

546 MONROE
Near Goodman

CUT RATE

POND'S CREAMS
28c
Reg. 55c

ELECTRIC IRONING CORDS
10c
Reg. 25c

Gillette Razor
and 80 Blades to Kit
49c

TASTYEST 24 BARS FOR
33c
Reg. 50c Each

BOX STATIONARY
16 Sheets
16 Envelopes
8c
3 for 23c

Zipper, Leather KEY CASES
Reg. 50c
29c

WORCESTER SALT Tooth Paste
Reg. 40c
23c

SACCHARINE TABS
Bottle of 100
Reg. 25c
9c

GLYCERINE SUPPOSITORIES
Infants or Adults
Reg. 25c
11c

Davol Sanitab NIPPLES
3 for 17c
Reg. 10c

Italian Balm
Dressin Coolers
Value
BOTH FOR 29c

LAVENDER Dusting Powder
Reg. 50c
21c

MASSO TOOTH BRUSHES
23c

Stera-Kleen
CLEANS FALSE TEETH
WITHOUT BRUSHING

Bromo Quinine 24c
Castor Oil 23c
Glycerine 21c
Cascara Sagrada 49c
Capsules A. B. D. O. \$1.39
Halibut LIVER OIL 69c
Rem Cough Mixture 49c
Listerine 59c

Defecto Bathroom SCALES
Chromium Plated head
As illustrated
Weights up to 300 lbs.
Reg. \$4.00
SPECIAL! \$2.98
(Other Defecto Scales, 1.89 to 5.45)

Scott's Emulsion 49c
Fasteeth 49c
Caroid & Bile Salts 79c
Humphrey Pills 19c
MILK OF MAGNESIA 49c
Mercurochrome 4c
Peterman Discovery 31c
Squibb's Aspirin 59c
Calox TOOTH POWDER 39c
35c WILDROOT HAIR TONIC
WITH OIL
17c
BORDEN'S MALTED MILK
(Plain)
\$1.19
5 lb. can, reg. 2.00

**THURSDAY, FRIDAY & SATURDAY
DRUG SALE**

THERAPEUTIC RAY LAMP
Gives Off Deep Penetrating Super Power Infra Red Heat Rays
Excellent for use in conditions such as Arthritis, Lumbago, Cramps, Colic, Sprains, Rheumatism, Insomnia, and Skin ailments where penetrating heat rays are of known value.
Regularly Sold For \$3.50
Now **\$1.79**
LOWEST PRICE IN HISTORY
Complete as illustrated with reflector base with switch and bulb. Costs less than two cents per hour to operate.
Ask Our Clerks For Demonstration!

CUTICURA OINTMENT reg. 25c, ... 16c
KIRN'S TEA Reg. 30c, ... 16c
BARBASOL CREAM reg. 75c jar, ... 41c
METAL LUNCH KITS reg. 75c, ... 39c
MENTHOLATUM reg. 30c, ... 16c
TODDY lb. can reg. 50c, ... 24c
SHAVING BRUSHES reg. 75c, ... 39c

KOTEX Sanitary Napkins
ECONOMY PACKAGE
40 Napkins
75c
CANT CHANGE or FAIL to SHOW

BUY THE ECONOMY PACKAGE
500 FOR 28c

KLEENEX
TISSUE OF A HUNDRED USES

WHISK BROOMS 14c
Reg. 25c

MULSIFIED SHAMPOO 29c
Reg. 50c

BROMO SALTZER 49c
Reg. 60c

ZINC OXIDE 16c
Reg. 39c

Camphorated OIL 33c

VICK'S VAPOR RUB Large Size
59c
Reg. 75c

McKESSON COD LIVER OIL Reg. 75c
2 for 76c

15c Mild and Mellow HERSHEY BARS

3 for 25c

RINSO 16c
16c
16c

REG. 10c WOODBURY SOAP
2 for 11c

RHINITIS TABS 27c
(Full Strength)
Box of 100, Reg. 80c

LUCKY STRIKE CIGARETTES

Guaranteed Electric HEATING PADS
With Switch
79c
While They Last!

50c Woodbury Cold Cream
10c Woodbury Facial Soap
60c Balm
BOTH FOR 39c

Wc Reserve Right to Limit Quantities

College Sweaters Bring Students To Champion
Sport sweaters representing the majority of the nation's colleges and universities, high, and even reform schools, are attracting wide interest among the college-minded in Rochester.

Piled high on the counters of Champion Knitwear's St. Paul Street store, the brilliantly-colored sportswear of every size and shape, is part of the annual odds-and-ends sale of the Rochester company.

Leon F. Maloney, 36 Avondale Park, will call at 419 Burke Building for guest ticket to Low's Rochester Theater.

County Project Offers Recreation
County Welfare Department is reorganizing and broadening a project through which Monroe County adults outside Rochester can take physical education classes and participate in group recreation.

Financed by a \$24,000 WPA appropriation, the project replaces one shut down last June when the State Education Department dropped its recreation work. L. L. Hutchinson, in charge of county adult education, also is directing the recreation program which will

probably include about 12 centers. East Rochester and Irondequoit centers already are operating.

Pilots Association Re-elects President

Arthur C. Lohman has been re-elected president of the Rochester Pilot's Association for his fifth term.

Other officers are: Gus Werner, vice president; Egbert B. DeLano, secretary, sixth term; and Joseph F. Gehring, treasurer, third term. Directors are: Harold Brown, George Gordon and John G. Jenkins.

Hanson to Conduct New York Concert
Compositions by American Prix de Rome recipients will be heard in the Federal Music Theater, New York City, Sunday, with Dr. Howard Hanson, director of Eastman School of Music, conducting the concert.

Mrs. Frances McGraw, 318 Goodman Street South, is the guest of Low's Rochester Theater and The Rochester Sun, beginning Friday, the screen attractions are "Prisoners" starring Leslie Howard and Wendy Hopper, and "My Son Is a Criminal" with Allen Baxter and Jacqueline Wells. Call at 419 Burke Building for guest ticket.

SAY YOU SAW IT IN THE SUN

THE MIRACLE MARKET

694 LAKE AVENUE

Open Friday and Saturday Nights Until 9 P. M.

• Lifebuoy SOAP 5¢ bar What a Buy!

• Campbell's Sale •

Tomato SOUP 3 for 19¢

Pork & Beans 3 for 19¢

Tomato Juice 4 for 23¢ Large 50-Oz. Can

Franco-American SPAGHETTI can 7¢

Chicken and Mushroom SOUP 2 for 19¢

Thrifty Buys For Your SHOPPING LIST
Shop Miracle this week-end and you'll see why this is Rochester's fastest growing super food market. Specials — yes — but so many of them. Not just a few scattered through the store... but every single item at a Miracle saving.

We Reserve The Right To Limit Quantities Free Delivery on Orders of \$3 or More Sorry—No Phone Orders

We Meet or Beat Any Advertised Price in the City

Del Monte COFFEE 1 lb. can 23¢

WAXPAPER Extra Heavy 125 Ft. Roll 11¢

Salada TEA Brown Label 1/2 lb. 29¢

CLAPP'S BABY FOODS 3 for 20¢

RASPBERRIES Black No. 2 Can 10¢

BISQUICK 2 Large Pkgs. 49¢

Grapefruit JUICE Large No. 2 Can 2 for 11¢

Corned Beef Hash Silver Skillet 1 lb. Can 11¢

Whole Kernel CORN Vacuum Packaged 2 Cans for 17¢

Del Monte PEACHES Large No. 2 1/2 Can 2 for 25¢

COUPON Van Camp's EVAPORATED MILK 4 Tall Cans 19¢

COUPON SLICED Pineapple Large No. 2 Can 10¢

COUPON Wheaties 3 Large Pkgs. 25¢

Something New — It's Delicious
Swift's Premium Quality Cooked Georgia
Peanut Skinned Hams 27¢ lb
Whole or Shank End — Ready To Serve

BEEF ROASTS Cut from U. S. Inspected Young Steers lb. 16¢

LEG O'LAMB or Boned-in Rolled Roasts lb. 23¢

Roasting Chickens 3 1/2 Lbs. Average lb. 22¢

Rib Roast of Steer Beef lb. 27¢

SLICED BACON Rindless lb. 23¢

All You Want Of Fresh Chicken Cuts

Chicken LEGS lb. 35¢

Chicken BREASTS lb. 41¢

Chicken LIVERS lb. 45¢

Chicken WINGS lb. 23¢

Chicken NECKS lb. 15¢

Chicken GIBLETS lb. 19¢

BAKERY SPECIALS
JELLY DO-NUTS doz. 19¢
Chuck Full of Jelly

Large Size CHERRY PIES 2 for 25¢

BAR CAKES 2 for 25¢ Any Flavor

Extra Large Juicy LEMONS doz. 21¢

Solid Head CABBAGE lb. 1¢

Parsnips and Turnips 4 lbs. 10¢

Large Pink Seedless Grapefruit 6 for 25¢

Large Florida Juicy ORANGES doz. 17¢

Fresh Crisp Garden SPINACH lb. 15¢

DAIRY SPECIALS
Strictly Fresh Grade "A" EGGS doz. 24¢

Fine Quality LARD 1 lb. Prints 8¢

Colby CHEESE lb. 18¢

ACHTER'S PRICES

Cut to the Core

SPECIALS-FRIDAY & SATURDAY ONLY

Men's Canvas WORK GLOVES 4¢	Ladies' Fruit of the Loom COVERALL APRONS 30¢ value 16¢	POTTED MEATS Armour's Star Brand 3 FOR 10¢	Ladies' Flannel GOWNS 50¢ value 25¢
Men's Rayon Plaided HOSE 10¢ value 5¢	Women's Heavy Rayon and Cotton HOSE 30¢ value 9¢	Ladies' BELTS 10¢ value 6¢	6 Yds. Fast Color BIAS TAPE 5¢ value 2 for 5¢
Men's Boston, Paris, Hickok GARTERS 25¢ value 15¢	Ladies' Pure Linen Initial HANKIES 50¢ value 3¢	POWDER PUFFS 30¢ value 2¢	Coffee CUPS 5¢ value 2 for 5¢
Shoe LACES 27 In. Long 6 for 5¢	With This COUPON Friday and Saturday PAPER NAPKINS 80 count 2 FOR 7¢		Large Can MACHINE OIL 10¢ value 5¢
Unbleached SHEETING 12 1/2¢ value 6¢			18"x36" Congoleum FLOOR MATS 15¢ value 5¢
Rayon Taffeta REMNANTS 19¢ value 10¢			Lighthouse CLEANER 2¢

SPECIAL FOR FRIDAY AND SATURDAY ONLY NEW SHIPMENT OF WOMEN'S and CHILDREN'S SPRING DRESSES 86¢

Special For Monday February 20	Special For Tuesday February 21	Specials For Wednesday February 22	Specials For Thursday February 23
Boys' Fancy Golf HOSE 10¢ value 9¢	Men's Jumbo White HANDKERCHIEFS 10¢ value 5¢	Men's Plain Color Cotton HOSE 10¢ value 4¢	Men's Zipper BELLFOLDERS 25¢ value 15¢
Men's Fancy TIES 10¢ value 7¢	Boys' Gym SHIRTS 12 1/2¢ value 6¢	Boys' Pullover SWEATERS With zipper front 70¢ value 44¢	Men's Heavy Ribbed UNION SUITS \$1.00 value 54¢
Men's Fancy Rayon HOSE 10¢ value 8¢	Fine Reduction, Men's All-Wool Melton JACKETS \$3.50 value \$1.49	Men's All Wool MUFFLERS values to 70¢ 23¢	Assorted TIE RACKS 10¢ value 5¢
Lifebuoy SHAVING CREAM 25¢ value 14¢	Pocket COMBS 10¢ value 3¢	"Royale" SHELL PAPEL 50¢ value 2 for 5¢	Pure Milled TOILET SOAP 5¢ value 2¢
PETROLEUM JELLY 10¢ value 3¢	Lead PENCILS 6 for 2 for 5¢ value 6¢	Assorted TALCUM POWDER 15¢ value 6¢	Antimony SALT & PEPPER SHAKERS 25¢ value 12¢
New Spring BUTTONS & BUCKLES 10¢ value 2¢	Single Edge Razor BLADES Package of 20 25¢ value 16¢	J & P Coats DARNING COTTON 3 for 5¢ value 4¢	Carded SAFETY PINS 2 1/2 value 4 for 5¢
PIN CUSHIONS Large Size 10¢ value 3¢	125 ft. Heavy WAX PAPER In Cutter Box 25¢ value 10¢	Ladies' HANKIES Box of 4 25¢ value 11¢	Boxed STATIONERY 10¢ value 6¢
Ladies' Printed HANKIES 5¢ value 2 for 5¢	Fine Quality RUBBER GLOVES 12¢ value 11¢	1 inch x 10 ft. GAUZE BANDAGE 2¢	Assorted STORY BOOKS 10¢ value 5¢
Women's GIRDLES with Elastic Reinforcement \$1.00 value 74¢	Sanitary NAPKINS Box of 12 9¢	Ladies' Cotton SLIPS 20¢ value 16¢	Ladies' Extra Size Double Seat RAYON PANTIES 30¢ value 16¢
Ladies' Rayon Taffeta SLIPS 40¢ value 20¢	Stamped APRONS 20¢ value 17¢	Hand Embroidered Pure Linen DOILIES Values to 25¢ 8¢	Infant Long HOSE 10¢ value 6¢
Day CROCHET COTTON 20¢ value 14¢	Infants' Flannel SLIPS 15¢ value 6¢	TABLE COVERS 30¢ value 18¢	Part Linen CRASH TOWELING 10¢ value 2 yds. 7¢
Printed Guest TOWELS 15¢ value 7¢	Sanskrit Embroidery THREAD 5¢ value 3¢	Lily's Rug YARN 4 oz. Skein 25¢ value 14¢	Rayon BED SPREADS \$1.00 value 59¢
Fast Color CRETONNE yd. Newest Spring Prints 8¢	Reinforced SHEETING 10¢ value 6¢	42"x36" Pique PILLOW CASES 35¢ value 20¢	"Boys" CROCHET HOOKS 10¢ value 6¢
Large Box LUX FLAKES 18¢	81"x39" Pique SHEETS \$1.69 value 94¢	22"x44" TURKISH TOWELS 35¢ value 19¢	Dot & Polish MOPS 25¢ value 16¢
Box of 40 CLOTHES PINS 10¢ value 5¢	Oilcloth CHAIR PADS 25¢ value 16¢	Household Paper TOWELS 5¢ value 3¢	Shoe BAGS—Holds 6 Pairs Shoes 25¢ value 16¢
Famous Brand BORAX SOAP 8¢ value 3 for 5¢	Wooden FORK & SPOON SETS 10¢ value 6¢	Feather DUSTERS 10¢ value 6¢	8-Inch SHELF OILCLOTH 2 for 3¢
Box 1000 Sheet TOILET TISSUES 10¢ value 2 for 11¢	Household MATCHES 5¢ value 2 for 5¢	7 1/2" Glass Handled BOWLS 15¢ value 7¢	Assorted PAD LOCKS 15¢ value 7¢

COUPON MONDAY Armour's Star PORK & BEANS 20 oz. can 7¢	COUPON TUESDAY Domino SUGAR 1 lb. Box 9¢	COUPON WEDNESDAY Sun Maid Seedless RAISINS 6¢	COUPON THURSDAY Pineapple or Bridge PLAYING CARDS 16¢ pk.
--	--	---	---

ACHTER'S BARGAIN ARCADE
387 E. MAIN ST. NEAR GIBBS ST.
AND 35 GIBBS ST., OPPOSITE EASTMAN THEATRE
Phone Stone 1880-1881-1882
RIGHT RESERVED TO LIMIT QUANTITIES NO MAIL OR PHONE ORDERS FILLED

FREE PARKING
At The Gibbs St. Station
Opposite Y. M. C. A.
OPEN EVERY NITE
Until 9 P. M. Open Every Day At 9 A. M.

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

A Guide To Better Buying In
More Than 74,000 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. II, No. 17

ROCHESTER, N. Y., THURSDAY, FEBRUARY 23, 1939

74,300 COPIES DELIVERED

Here, There and Yonder

By CRAY REMINGTON

When Stephen Wutti, pharmacist in a Ridge Road West drug store and supervisor of P. O. sub-station No. 7, was a very young man in his home town, Vienna, he read voraciously the fiction output of a then popular Viennese author who specialized in tales of the American Wild West.

"I read, oh, so many of his stories," said Wutti, "and I loved them all. From them I formed my early impressions of America and although I had no idea that I would ever visit the new continent across the ocean I longed to set foot on it and to fight Indians and to shoot the wild bison. It was, as you can imagine, a great disappointment to learn in later years that my favorite writer who concocted the fascinating adventures of American life never saw America.

"Then and there I lost at least a speck of faith in mankind. I experienced the same mental depression felt by the small boy when he discovers that the real Santa Claus exists only in his imagination."



Cray Remington

Eventually, while still a young man, Wutti, voyaged to America to become one of its citizens. He did not find wild Indians or men with shooting irons roaming the city streets, nor did he see herds of stampeding bison trampling down wild verdure, but he did find many virtues his favorite Viennese author had failed to enumerate in his stirring romances.

"I love America," said Wutti, "and I'm glad I came here. I loved Vienna, too, but I do not think that I would care for it now. It cannot be the same. The old Vienna survives only in my memory. I felt a tinge of pride the other day when I read that the President had appointed Felix Frankfurter, also from Vienna, a member of the Supreme Court. Do I know him? No! But he's a home town boy and now we're both Americans, and doesn't this give us something in common?"

Around the town: Lew Mahar will officiate at a skeet shoot at San Francisco's world fair.

(Continued on Page 3)

BUILDING BOOM LAUNCHED HERE

License Bureau To Open

Scheduled to open Wednesday, March 1, the central licensing bureau in the city-owned Fay Building, Spring and South Fitzhugh, will be the object of close scrutiny by both taxpayers and students of municipal efficiency.

This new bureau, established at the insistence of Harold S. W. MacFarlin, head of the Department of Commerce, is intended to afford convenience and time saving to seekers of permits issued by the city.

With the exception of marriage, hunting and fishing and dog licenses, all of which are governed by a state law, and permits issued by the Health Bureau, all licenses will be handled at the new Central Bureau. The City Clerk will continue to issue marriage, hunting and fishing and dog licenses, while the Health Bureau will continue to handle permits now given out by that department.

In its original form, the law setting up the Central Bureau included permits issued by the Health Bureau, but that body objected to relinquishing its licensing function and the law was amended.

Most of the approximately 60,000 permits of various kinds issued annually by the city will be handled at the new bureau. In centralizing the issuance of permits, Commissioner MacFarlin and his aides have worked out a plan whereby any of the bureau clerks will be equipped to handle applications for the various licenses.

New Curtain Designs Stimulate Buying

New designs exhibited at the recent New York curtain show, plus exceptionally heavy purchases by merchants are encouraging signs in this line, according to S. Gottfried of the Rochester Curtain Shop, Clinton Avenue South.

Mr. Gottfried, who attended the New York show, bought a comprehensive line of the newest designs in curtains.

BINGO PARTY DATE
Diamond Circle, Companions of the Forest of America, will hold a bingo party Wednesday evening, March 1st, in Odd Fellows' Hall. Lunch will be served. There will be a short business meeting at 7:30 p. m.

Mrs. Lillian Purcell, 12 Manhattan Street, call at 419 Burke Building for ticket to Lew's Rochester Theater.

Rochester on Parade *** By W. L. James



JIMMIE FIDLER in Hollywood

HOLLYWOOD.—Edgar Bergen, to me, is the most interesting man in Hollywood. Perhaps "bewildering" would be a better word, for he's what a psychologist would call a "split personality." Charlie McCarthy and his creator are distinct individuals. What's more, they are direct opposites in mental makeup. Neither one seems to be so much as influenced by the characteristics of the other.

Bergen, as Bergen, is anything but a wit. He's been a guest in my home on many occasions and I've had ample opportunity to study him. He's shy, retiring—the kind of a man who stands silently on the sidelines. People who have heard his radio programs invariably expect him to sparkle and go out of their way to feed him opportunities for wisecracks.

He never makes any, and it's impossible to question the reason. Bergen, as Bergen, is serious-minded—wisecracks simply don't occur to him. They are foreign to his nature.

But put Charlie McCarthy on his knee and a new person is born. Every line Charlie says drips impudent wit. He interrupts conversations, boasts and swaggers, makes cutting personal remarks. And not one word that spouts from his wooden lips could conceivably come from Bergen, when Bergen is himself.

The first time I met Edgar, I mentioned one of Charlie's rowdierisms—and I was amazed to see him blush. "Sometimes McCarthy embarrasses me," he mumbled. I'm just beginning to understand his full meaning.

ODD INFORMATION: According to the specification of most studio authorities, the perfect feminine leg measures 18 inches at the thigh, 13 1/4 inches at the knee, 12 1/4 inches at the calf, 8 inches at the ankle and terminates in a size 5 1/4 foot. Those remarks.

(Continued on Page 4)

Chamber Opposes Tax Boost

Deep cuts in state government costs were asked by the Chamber of Commerce, as that body joined the widespread protest over increases proposed by Governor Lehman's record-breaking budget.

"Unless drastic economies are made," the Chamber statement said, "a further lowering of the standard of living is in prospect. We look to the Legislature to recognize the seriousness of the present tax load imposed by local, state and federal governments upon the people of this state."

Alarmed over increase in state expenditures, Chamber officials pointed out that "taxes have mounted to a level beyond the capacity of the people to pay," and added that "widespread increases in tax delinquencies are a clear indication of this."

"Total taxes, local, state and national," the Chamber said, "are now absorbing 25 cents of every dollar of income from wages, salaries, interest and every other source—double the amount absorbed by taxes 10 years ago."

SCOUT MOTHS TO MEET
Mothers' Auxiliary, Scout Troop 114, will meet Monday evening, February 27th, 1939, at 8 o'clock at the home of Mrs. A. D. Rosner, 99 Lehigh Avenue. This meeting is important. Kindly all be present.

Plan Addition To National Clothing Main St. Store

Private enterprise in Rochester has beaten the government to the punch in launching the building boom that has been so generally forecast as carrying the torch in the parade of business upturn.

In predicting better times for 1939, most experts put considerable stress on the part that federal guarantees and subsidies to building would play in the revival. Those guarantees and subsidies will be decided factors, of course, but two important projects are going ahead in this city as private enterprises.

The first project to get under way will mean a degree of facelift for Main Street, East, involving as it does a two and half story addition to the National Clothing Company store.

Work will begin immediately, store officials announced, and the building will be completed within three months. The new structure will add twenty feet to the Main Street frontage of the store's lower floors and give about 4,000 square feet of additional space. This will contribute to the convenience of the basement, first and second floors, where business has outgrown room during the last several years.

Included in the enlargement program will be a modernization plan calling for new lighting, rearrangement of display windows, new elevators and new fixtures.

The National Clothing Company expansion, plus the \$1,600,000 multiple dwelling project in the East Avenue-Goodman Street area, is expected to put nearly a million dollars in wages in the pockets of building tradesmen and associated crafts.

Frederick A. Brotsch, contractor for the multiple dwelling, which will provide a total of 777 rooms, an underground garage for 140 cars and stores in Park Avenue, plans to begin work in June.

An attractive East Avenue entrance to the 14 structures has been planned. Brotsch said, with sidewalks and shrubbery lining the roadway to the center plaza. Five of the 14 buildings will be two stories in height and will face the plaza. Other entrances will lead from Oxford Street and Park Ave.

The nine other dwellings will be three stories while all will be colonial in architectural style.

Miss Evelyn Quisenberry, 12 Colton Street, see "Hollywood" at Lew's Rochester Theater, starring Robert Young, Eleanor Powell, George Burns, Grace Allen and Rita Johnson. Call at 419 Burke Building for guest ticket.

Garden Club Meeting Friday

The Garden Study Club of the Rochester Home Bureau will meet at headquarters, 150 Plymouth Avenue North, Friday at 1:30 p. m. Mrs. Roy Draper will speak to the group on "Growing Annuals and Perennials from Seed."

Planting season is approaching rapidly and a beginner can have successful results in her garden, if she observes a few fundamental procedures.

Echoes of the garden program of Farm and Home Week will be a feature of the program following Mrs. Draper's talk, since over half of the club members attended the meetings at Cornell University last week.

BOY'S STATE TALK LISTED
Lieutenant Governor John Whitcomb of Boy's State, Syracuse, will speak on "Government" at the regular meeting of Memorial Auxiliary, American Legion, this evening in the Moose Club, East Avenue.

DO YOU NEED CASH

TO MEET AN EMERGENCY



?

PERSONAL
LOANS AVAILABLE TO THOSE
STEADILY EMPLOYED
REPAYABLE ON
MONTHLY BASIS. NO
COLLATERAL OR CO-MAKER
REQUIRED IF BORROWER'S
CREDIT IS APPROVED

YOUR APPLICATION WILL BE GLADLY CONSIDERED
Member of F. D. I. C.

GENESEE VALLEY TRUST COMPANY

Exchange and Broad

THE BANK OF PERSONAL SERVICE

Champion Shows Spring Sweater Styles

One of the many new style sweaters arriving daily at The Champion Knitwear Company, 71 St. Paul Street, is shown in the above illustration. This embodies many of the new features to be shown this Spring. This model is 100% pure worsted and comes in 4 color combinations. The price is right at \$2.69.—Adv.



IT'S COMING SOON!
ROCHESTER'S GREATEST ONE DAY SALE

BLACK MAGIC QUALITY COAL \$10.65
Egg—Stove—Nut.

Buckwheat \$7.75 (ton)
Pea Coal \$8.75 (ton)

SEMET-SOLVAY COKE \$9.05 (ton)
Always Under Cover

Established for Over 25 Years Phone GEN. 586
PAYNE & DUNHAM

YOUR CREDIT IS GOOD WITH GARSON & WOOD

INNER-SPRING MATTRESS

Guaranteed for 5 Years
SENSATIONAL VALUE!

Button-Tufted

Sale Price **\$19.95**

Are You An "EDGE-SITTER?"

It won't hurt this mattress a bit. If you sit on the edge it has pre-built border with spring unit built to very edge!

BALANCED UNIT KEEPS SURFACE ALWAYS LEVEL!

So precisely made is the spring unit in this splendid mattress, that a heavy person sleeping on one side and a light person on the other, will not unbalance its perfectly even surface!

Double Stitched Edge

Tailored Roll Edge

\$1.00 DOWN

\$29.50 Value!

Don't miss this grand opportunity for real comfort! A \$29.50 mattress for \$19.95! GUARANTEED 5 YEARS! Panel damask covers! Strap handles! Button tufted! Air flow construction! 2 vents. Visit Garson & Wood's big Sleep Shop for this!

EASY TERMS—NO INTEREST CHARGE

Garson & Wood

111 CLINTON AVENUE SOUTH MAIN 5103

ITKIN'S 3 DAY SALE

Offers you the greatest values of the year! This is our most important event... and it is important for you to take advantage of these savings.

COUPON WOODBURY'S or CASHMERE BOUQUET SOAP - 4c	Ladies' Rayon PANTIES 14c And Bloomers, Reg. and Extra Sizes, Former Price 29c
COUPON TOOTH PASTE or TOOTH POWDER 6c	Ladies' Rayon SLIPS 39c Former Price 59c
	Ladies' Cotton GOWNS 29c Former Price 59c
	Children's Flannel PAJAMAS 39c Former Price 59c

Men's Rived DUNGAREES Now 59c Former Price 99c	Big Yank Grey WORK SHIRTS With Zipper 69c Former Price 99c	Big Yank Grey COVER SHIRTS 43c Former Price 79c
--	--	---

ALL WINTER MERCHANDISE NOW AT HALF PRICE AND LESS

Lowest prices ever for first quality merchandise. Mackinaws, Coat Sets, Leggings, Ski Suits, Jackets, Wool Mufflers, Sweaters.

ITKIN'S DRY GOODS
365 JOSEPH AVE. COR. BUCHAN PK.
WE DELIVER OPEN EVERY EVENING



Advertisers in the SUN Can and Do Save You Money

The more a merchant sells, the less the price at which he can afford to and does sell.

Advertising, the greatest increaser of sales is the greatest decreaser of prices. The Rochester Sun is DELIVERED into EVERY Able-to-Buy HOME in Rochester and extends on into the suburbs.

Sun advertisers cover the Rochester field as they have never been able to cover it before.

Sun advertisers do so at considerably less cost than that of fractional coverage heretofore.

Sun advertisers CAN and DO save customers more money, proving to all, the advantages of smaller profits many more times repeated.

HOME OF SIEBERT STOVES



Pioneer dealer in stoves, ranges and allied lines, Sieberts, founded in 1888, occupy a considerable portion of this commodious building at St. Paul and Andrews, where there is ample room for displaying the complete line carried by this firm.

8 U. of R. Students Enter Medical School

Eight University of Rochester students will be admitted to the Medical School as freshmen in September. They are: Gerald Barbour, 130 Bartlett Street, research worker at the Health Bureau laboratory; David Ailing, 40, 281 Berkeley Street, assistant football manager and editor of the Student Handbook; Robert Bernstein, 40, 241 Columbia Avenue, news editor of The Campus; Leonard Gallant, 40, 379 Barrington Street; William Jackson, 38, 71 Daley Boulevard, former varsity baseball player; Donald Phillips, 40, Oak Park; Ill., star swimming team diver; Harry Phillips, 40, 332 Lake Avenue, member of football squad, and Janet Eckhardt, 40, 72 Crawford Street, first junior at the College of Women to be accepted at the Medical School.

New Convent Plan is Broached

Plans for construction of a convent for Sisters of St. Joseph of Blessed Sacrament Church in Rutgers Street was under consideration by the parishioners today. Tentative plans call for remodeling the two residences now used by the nuns at 243 and 247 Rutgers Streets and joining them by construction of a new chapel. In addition, the third floor and roof will be leveled and the entire structure faced with brick to harmonize with the school.

Moose To Study Plans For Enlarging Clubhouse

Rochester Moose Lodge members will study plans for enlarging the club house in the event that the lodge votes to purchase the property next door. One week will be given the membership to consider the matter and final decision will be made one week from tonight.

McMasters University Honors Rochesterian

A Rochester coed, Miss Barbara Weathers, is directing publication of the Silhouette, weekly publication of McMaster University students, Hamilton, Ont. Miss Weathers is daughter of Dean Thomas Weathers of Colgate-Rochester Divinity School. The issue is in charge of the coeds.

Vernon Katsch, 194 Sixth Place, call at 419 Burke Building for guest ticket to Loew's Rochester Theater.

Entrymaking Play Enables Declarer to Make Slam

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

By VIRGINIA LEVY

Over a year ago there appeared in this column a hand in which the key play was that of creating an entry in an entryless hand.

A few days ago there occurred in a tournament a hand containing the very same problem. Because the play is well worth studying, I give you the hand with the bidding and play.

NORTH
S 10
H K Q J 10 3
D 5 4
C 7 4 3
WEST
S 10
H K Q J 10 3
D 5 4
C 7 4 3
EAST
S 10
H K Q J 10 3
D 5 4
C 7 4 3
SOUTH
S 10
H K Q J 10 3
D 5 4
C 7 4 3

South was the dealer and the bidding was as follows:

WEST Pass
NORTH 1 Heart
EAST Pass
SOUTH 2 Spades
WEST Pass
NORTH 3 Hearts
EAST Pass
SOUTH 4 Spades

West's opening lead was the jack of clubs, which declarer won in his own hand with the queen. South saw immediately that if he was forced to take both the trump and the diamond finesse, and both lost his contract was down.

ENTRY ESSENTIAL

He could, however, discard his diamond losers on his solid hearts, making the finesse unnecessary, but he noted the blocked heart suit and dummy's lack of entries. It was therefore necessary to create his own entry in the dummy in order to run his hearts.

There was available for this purpose a Safety Play in trumps. By making use of this play either the jack or the ten of spades would become a certain entry. First, however, he must unblock his hearts. He began by jacking down the ace of hearts at the second trick. Next he led a low spade toward dummy.

HEARTS UNBLOCKED

It mattered little whether the defense took this trick or not. If they did take it, declarer wins whatever lead is made. He then enters the dummy with his other trump which has become an entry and runs his hearts, discarding the diamonds from his own hand.

Actually when the hand was played, West did not take first trump lead. The result was the same, though, as North's ten held the trick and the hearts were run.

It can readily be seen, of course, that if West had only three hearts instead of four, South would not have made his contract, as a heart would be ruffed before declarer could draw the remaining trumps. That was a chance south had to take, however, and as the cards lay as he had hoped, he was successful in making his slam.

By Way Of Mention

Mrs. Arthur S. Blanchard of Lake Road, entertained the Acorn Society for luncheon on Monday at the Century Club.

Mr. and Mrs. Lloyd L. Spencer of Council Rock Avenue, are spending several weeks in Florida.

Mrs. Henry H. Turner of Crossman Terrace, entertained her bridge club for luncheon on Friday at the Roosevelt.

Miss Kathleen Head of Linden Street, left by motor on Friday for California where she will remain for some time.

Mrs. Charles K. Flint of Ambassador Drive, entertained the Kodak Study Group for luncheon today in her home.

Mrs. Charles D. Brown of Strathallan Park, will entertain the Beau DeSire Reading Club for tea on Monday in her home.

Mrs. Oakley Norton will review

"The Life of Benjamin Franklin."

Mrs. George J. French and her daughter, Mrs. Richard M. Worrall, of Elmwood Avenue, have gone to Southern Pines, S. C., for a stay of several weeks.

Mr. and Mrs. Arden Miller of Beach Avenue, entertained at dinner on Saturday in their home. Later they showed moving pictures of their recent trip.

Mrs. James Backus of Thayer Street, is passing a fortnight in Chicago as the guest of her daughter, Mrs. Francis Gibson, and Mr. Gibson.

Miss Clara Feeley of Maplewood Avenue, will entertain the Wisteria Circle of the Seton Workers on Friday in her home.

Miss Dorothy McKay, daughter of Mr. and Mrs. Clarence W. McKay of Rutgers Street, sailed last week for Venezuela. She will be away for about one month.

Thespians Get School Bid

A call from Eli Sharfs, instructor of the class in dramatics at Monroe High evening school, is sent out for anyone interested in play acting.

Several one-act plays are in the process of organization and many additional persons will be required in the casts. Whether those dramatically inclined have had previous experience or not, they are welcome to join these classes by calling at Monroe High school to register. This invitation is also extended to anyone who may be interested in the production part of amateur dramatics, such as costuming, stage lighting and setting, scenery painting, etc.

3 Rochester Students Rate High at Niagara U.

Rochester and vicinity boys, achieved high scholastic ratings at Niagara University, it was announced by officials of the college. Among the 110 on the scholastic honor roll ten were from this area.

Joseph Lacagna, Edward Stauber and Charles L. Leonard are among the ten from Rochester. Others are: William F. Roley, of Geneva; John MacFarland, of LeRoy; Robert McHale, of Corning; Thomas J. Coggins, of Waterloo; Charles Dewey, of Cohocton; William E. Magner, of Wellsville; and Jeremiah Kennedy, of Batavia.

Royal Neighbors Camp Installs New Officers

Emelle Kiefer has been installed as oracle of Genesee Camp, Royal Neighbors of America, with Mary Kouegen as vice oracle.

Other officers are Bernice Lape, past oracle; Helen Moughan, chancellor; Beatrice MacMillan, recorder; Kate Sage, receiver; Barbara Vogt, marshal; Emma Arbor, inner sentinel; Lattie O'Neil, outer sentinel; Margaret Pollette, manager; Elizabeth Huber, sentinel; Barbara Vogt acted as installing officer.

Frank Heinlein, 78 Rugraff Street, call at 419 Burke Building for guest ticket to Loew's Rochester Theater.

E. Main Armory - MARCH 13-18 - 2:30 and 8:30 P.M.
SHRINE CIRCUS
2 NEW CARS FREE Sat. Nite New Plymouth Wed. Nite New FORD
A NEW FORD OR PLYMOUTH GIVEN AWAY TO THE LUCKY TICKET HOLDER ON THESE NIGHTS
ALSO General Admission Tickets From 1c to 40c
Shrine Ticket Office, 105 East Ave. Stone 5890

NEW SPRING PRINTS
Large assortment in new shades. **33c**
Pure Dye Silk Prints \$1.50 and \$2.00 values **79c** yd
Woolens Now At Drastic Reductions
MANHATTAN Silk Stores
(Formerly M. G. Silk Stores)
395 MAIN ST. E. OPEN EVENINGS 383 JOSEPH AVE.
(Corner Stillson) TO 9 P. M. (Opposite Herman)

ADVANCE Spring SHOWING CURTAINS
For Every Room In The Home
● KITCHEN ● BEDROOM ● DINING ROOM ● LIVING ROOM ● BATHROOM
Priced From **59c** and up
We also carry a complete line of draperies, bed spreads, bath mats and oil silk shower and window curtains.
Our Motto: You must be completely satisfied or your money cheerfully refunded.
ROCHESTER CURTAIN SHOP
134 CLINTON SO. IN LOEW'S ROCHESTER THEATER BLDG. STONE 5616

A Saving of \$40
The VIKING
A Striking New Modern Bedroom Suite In "WHEATSTRAW"
THE NEWEST SUNTAN SHADE
\$89
For 3 Pieces—
Bed, Chest and Dresser,
Exactly As Photographed At
LAUER'S
Dignified but smart... Lauer's "Wheatstraw" is a striking new finish that you will hear more of later on. It brings a new liveliness to jaded bedrooms. And, don't think that this is just another bedroom suite advertisement... when you answer a Lauer "ad" you'll find value beyond what you expect... For no photograph can show the well fitting drawer construction and the finer points of finish in this excellent suite.
Price of All 6 Pieces Pictured—\$151.
Also Available in Twin Beds
50 STATE ST LAUER'S 50 STATE ST

W H A M Highlights

SPECIAL FEATURES
**LOU AMBERS — BABY ARIZ-
MENDI — BOXING** — Fri-
day, Feb. 24, 10 p. m.
**GENERAL FEDERATION OF
WOMEN'S CLUB** — Wednes-
day, March, 1, 3:15 p. m.
NEW PROGRAMS
"I LOVE A MYSTERY" —
Monday thru Fridays, 9:45
p. m.
A new Carlton Morse
thriller.
BUSINESS COUNSELLOR —
Sundays, 3:30 p. m. and Wed-
nesdays, 6:15 p. m.
The Counsellor gives advice
to men and women in the
business world.
DRAMA TIME — Fridays at
7 p. m.
This quarter - hour drama
series features Bert Ly-
tell.
ROCHESTER 100 YEARS AGO —
Tuesdays, 6:15 p. m.
Travel through the past
with Dr. Dexter Perkins,
Rochester historian.
"ORPHANS OF DIVORCE" —
Mondays, 7 p. m.
This new weekly dramatic
series replaces Atlas, Jim-
my Valentine. The star of
the new show, Margaret
Anglin.
MUSIC
SUNDAY MUSICALS — Sun-
days, 12:30 p. m.
ON WINGS OF MELODY —
Sundays, 1 p. m.
ARMOR BAND — Sundays, 3
p. m.
**ROCHESTER CIVIC ORCHES-
TRA** — Mondays, 3 p. m.
GERMAN HOUR — Tuesdays,
7:30 p. m.
GILBERT AND SULLIVAN —
Tuesdays, 8 p. m.
"Cox and Box" is the opera
for February 21.
**AMERICAN COMPOSERS'
CONCERT** — Thursday,
February, 23, 8:30 p. m.
Presented by Tte Eastman
School of Music
MILESTONES IN MUSIC —
Saturdays, 11:30 a. m.
METROPOLITAN OPERA —
Saturdays, 1:55 p. m.
Opera for February 18, is
"Tristan Und Isolde".
NBC SYMPHONY — Satur-
days, 10 p. m.
VARIETY
CAMERA CLUB OF THE AIR —
Fridays, 6:15 p. m.
PLANTATION PARTY — Fri-
days, 9 p. m.
RED FOLEY & COMPANY —
Saturdays, 7 p. m.
HANK AND HERB — Satur-
days, 7:30 p. m.
BARN DANCE — Saturdays,
9 p. m.

DIAMOND WALNUT SHOW —
Sundays, 10 a. m.
KENNEL TIME — Sundays,
10:45 a. m.
MAGIC KE YOF 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.
THE CIRCLE — Sundays, 10
p. m.
AMERICA KEEPS FAITH —
Mondays, 7:30 p. m.
CARSON ROBISON — Mon-
days, 8 p. m.
TRUE OR FALSE — Mondays,
10 p. m.
INFORMATION PLEASE —
Tuesdays, 8:30 p. m.
FIBBER MCGEE & CO. —
Tuesdays, 9:30 p. m.
BOB HOPE — Tuesdays, 10
p. m.
HOBBY LOBBY — Wednes-
days, 8:30 p. m.
KAY KYSER — Wednesday,
10 p. m.
GOOD NEWS OF 1939 —
Thursday, 9 p. m.
BING CROSBY — Thursdays,
10 p. m.

DRAMA
HOLLYWOOD PLAYHOUSE —
Sundays, 9 p. m.
THOSE WE LOVE — Mon-
days, 8:30 p. m.
ONE MAN'S FAMILY — Wed-
nesdays, 8 p. m.
TRUE STORIES OF STATE —
Thursdays, 7:30 p. m.
POLICE — Thursdays, 7:30
p. m.
TRUE CASE HISTORIES —
Fridays, 8 p. m.
PETER GRANT — Sundays,
6:45 p. m.
FARM NEWS — Monday thru
Friday, 1:15 p. m.
COURIER NEWS — Satur-
days 11:30 a. m.
YOUR ESSO REPORTER —
Four times daily, seven days
a week.
MARCH OF TIME — Fridays,
9:30 p. m.
COMMENTARY
FATHER COUGHLIN — Sun-
days, 4 p. m.
WALTER WINCHELL — Sun-
days, 9:30 p. m.
FRITZ BROWNELL — Wed-
nesdays, 9 p. m. and Fri-
days, 7:45 p. m.
LOWELL THOMAS — Mon-
days thru Fridays, 6:45 p. m.
HARRY McTIGUE — Mon-
days thru Saturdays, 6:30
p. m.
RADIO FORUM — Mondays,
10:30 p. m.
TOWN HALL MEETING —
Saturdays, 8 p. m.
AL SIGL — Tuesday, Wednes-
day and Thursday, 3 p. m.

Remington:

(Continued from Page 1)
After the shouting and, perhaps,
the shooting is all over it's likely
Neville Chamberlain will emerge
a greater man than either Hitler
or Mussolini. Insurance com-
panies have five billions invest-
ed in realty mortgages and only
four billions in government
bonds, which is significant of
something. If you know what...
Thrilldom of one of radio's most
convincing voices is broken when
one learns it's Lydia Pinkham's
compound. Herbert M. Bran-
ley, who heads Society of the
Eric Canal, pronounces canal
like the canal old timers-canal
... Another patent medicine
concern, advertising on radio,
offers to present a Bible with
every bottle. Best nifty I no-
ticed this week was in "Voice
of People" department in N. Y.
paper, namely, "The earth
rotates on its taxes every 24
hours."

And speaking of that well-
known feminine character, Ly-
dia Pinkham, as we were, I re-
member that while riding on a
sight-seeing bus in Lynn, Mass.,
I was impressed awesomely when
the guide with the megaphone
bellowed:
"At your left, ladies and
gentlemen, is the home of the
late Lydia Pinkham."
With other bus passengers, I
craned a rubbery neck to get a
better view of a frame house,
screaming of that horrible pe-
riod of American architecture,
the late 70's and early 80's, set
far back on an ill kept lawn.
For the first time it dawned
upon me that perhaps Lydia
was not a legendary person,
after all. She may have actually
existed. Who knows? Anyhow,
judging by radio and newspaper
ads, she has become immortal.
And, as the honky-tonk spler
might ask, "What, ladies and
gentlemen, comprises fame?"

**St. Aloysius Guild
Meets at Boys' Home**
St. Aloysius Guild will meet
today in St. Mary's Boys' Home.
Mrs. Joseph P. Leary will be
hostess, aided by Mrs. John
Liese, Mrs. Henry Lenhard, Mrs.
Agnes Lancer, Mrs. Aloysius
Mussmayer, Mrs. M. C. Mar-
tin, Mrs. P. J. Maloy, Miss Min-
nie Monaghan, Mrs. James Mar-
thage, Mrs. A. L. Menard and
Mrs. Arthur Monaghan.

MUSEUM EXPERT TO SPEAK
Dean L. Gamble, president of
Ward's Museum will address to-
day's meeting of the No. 7
School PTA. He will discuss
"Selling to Science Teachers."
Mrs. Norman C. Curtin is chair-
man. Mrs. Hazel May will fur-
nish a musical program.

Frank Goosen, 828 Merchants Road,
call at 419 Burke Building for guest
ticket to Low's Rochester Theater.

City Enters Traffic Contest

Rochester's traffic safety ac-
complishments in 1938 will be
sent this week for entry in the
National Safety Council's Traf-
fic Safety Contest by Rochester
Safety Council of the Chamber
of Commerce.
Judging of all entries for the
title of "safest city in 1938" will
begin March 15, closing date of
the contest. Rochester's entry
will be judged in Group B, com-
posed of cities of 250,000 to 500-
000 population.
Outstanding achievement in
Rochester's safety campaign
last year was the reduction of
automobile fatalities from fifty-
five in 1937 to 38 in 1938, and
the decline in personal injury
accident from 2,600 in 1937 to
1,923 in 1938.
For the first time in 1938,
Rochester had a traffic engi-
neer, whose duty was the study
of traffic danger spots in the
city and planning their elimina-
tion. Police also established an
Accident Prevention Bureau.

Slipper Club Elects New Officers for 1939

Slipper Club has chosen new
officers: Nell York, honorary
president; Meta Van Martel, pres-
ident; Herbert York, vice pres-
ident; Eleanor Kane, secretary;
Lowell DeWitt, treasurer.
The next meeting of the
group will be held May 13 at a
place that a committee which
includes Margaret and Edward
Gruschow, Zelma and William
Mixdorf, and Bert and Carl
Holt, will choose.

Lillian A. Otto, 261 Reynolds Street,
call at The Sun, 419 Burke Building,
for guest ticket to Low's Rochester
Theater.

Soloist



ANNABEL CRANDALL
When the Inter-High Choir
presents "Wings of Song" to-
morrow at 7:15 p. m. at Madison
High School, Annabel Crandall,
daughter of Mr. and Mrs. Frank
Crandall of Arbutus Street, will
sing R. Huntington Woodman's
"A Birthday" as a solo. The pro-
gram will be broadcasted over
WHAM.
Miss Crandall, a coloratura so-
prano, is a senior at East High.
She will go to the World's Fair
with the Inter-High Choir in
June.

Mary Goffel, 42 Elm Street, see "Hono-
rable" at Low's Rochester Theater,
starting Robert Young, Eleanor Powell,
George Burns, Gracie Allen and Rita
Johnson. Call at 419 Burke Building
for guest ticket.

Floyd Aman, 256 Ridge Road East,
call at 419 Burke Building for guest
ticket to Low's Rochester Theater.

Employers Here Get U. S. Refunds

Several thousand dollars in
federal unemployment insurance
refunds were being made to Ro-
chester employers today.
The refunds are being made to
persons whose tardy payment
of their 1938 taxes made them
liable for penalties which were
later suspended by Congress.
Francis A. Dalton, chief de-
puty collector of internal reve-
nue in charge of the Rochester
office, explains that legal com-
plications concerning the time
for paying the 1938 taxes re-
sulted in voluntary refunds by
the government.
The unemployment insurance
taxes for 1938 were due January
31, 1937, but many employers
failed to pay them at that time.
The government later passed a
law extending the time.

Teachers Attend School For Training Classes

With a faculty of sixteen spe-
cialists as mentors, nearly 100
teachers of the adult education
and recreation program of the
Board of Education went back
to school for a weekly in-service
training period starting Mon-
day, last, at schools No. 9, No. 17
and Jefferson High.
Classes are being conducted in
English, public speaking, educa-
tional psychology and philoso-
phy, homemaking, library and
visual aids, teaching techniques,
trade analysis and courses in or-
ganization and social recreation
subjects.

Edwin Koehler, 363 Worthington
Road, see "Honorable" at Low's Ro-
chester Theater, starting Robert Young,
Eleanor Powell, George Burns, Gracie
Allen and Rita Johnson. Call at 419
Burke Building for guest ticket.

Madison High Students To Put On Musical Show

"Once In A Blue Moon,"
a musical melange, will be pre-
sented by the students of Mad-
ison High School in the school
auditorium on March 24 and 25
for the benefit of the school's
general fund.
With a cast of twenty prin-
cipal characters, including ten
soloists, and chorus of sixty
voices, "Once In A Blue Moon"
is said to be one of the most
popular musical offerings avail-
able for amateur production and
as arranged for presentation at
Madison will introduce many
novel musical and dancing spe-
cialties.

PAST PRESIDENTS TO MEET
Past Presidents Club of Clara
Barton Tent, Daughters of
Union Veterans, will meet
Thursday evening March 2nd, at
the home of Mrs. Carrie Groves,
42 Werner Park.

ON THE
Starlight Roof
**HUGHIE
BARRETT**
his piano-his band
**JEAN
DOUGLAS**
song stylist
MOORE
and
GOMEZ
Arthur Murray
Dance Stars
There is NO
cover charge at
the Starlight
Roof
Sagamaw Hotel
Rm. 100

PLAY BINGO
At CENTURY THEATRE
MON.,
WED.,
FRI., SAT.
MATINEES
2:30 P.M.
WED.,
FRI.,
EVENINGS
8:30 P.M.
\$100 CASH DAILY
SPECIAL FRIDAY FEB. 24 \$150.00 IN CASH

END THAT WEEKLY GRIND OVER YOUR WASHING MACHINE!

BENDIX HOME LAUNDRY
washes . . rinses . . damp-dries . . automatically

Throw out all the messy jobs of the weekly grind over your
washing machine. Let a Bendix Home Laundry, the suc-
cessor to the washing machine, do all the work for you . .
Bendix washes clothes, gives them three
automatic rinses, spins them damp-dry
separate fresh water rinses and spins them damp-dry
... automatically . . without attention from you!

**FREE! 150 BENDIX
HOME LAUNDRIES**
For the best letters completing this statement:
"THE BENDIX HOME LAUNDRY (SUCCESSOR TO THE
WASHING MACHINE) SAVES WORK, TIME AND
MONEY, AND PROTECTS HEALTH BECAUSE . . ."

Decide right now, today, to enter
this exciting Bendix Comparison
Contest. You can win a Bendix
free by writing one of the win-
ning letters. Come in today. See
the Bendix demonstrated. Get an
official contest entry blank.

**SMALL
DOWN
PAYMENT**
Trade In Your
Old Washer

ROCHESTER'S THRIFT CENTRE
Edward's
STONE 2302
ELECTRICAL
APPLIANCES
SIXTH
FLOOR

ROCHESTER'S THRIFT CENTRE
Edward's
STONE 2300

Thursdays and Friday
Great **SPRING
SALE**
OF SILVERWARE
The famous design sponsored by Molyneux — noted
French fashion creator — the chic and charming
PARIS PATTERN

Paris in name! Paris in spirit! With the smartness of the
boulevards captured to grace your table! It's seldom
we can offer this well-known silverplate at a reduction —
so don't miss this opportunity. One-third off open
stock prices — but the same fine quality that has always
characterized WM. ROGERS & SON silverplate.
International Silver Co.'s full replacement guarantee
assures service that is practically endless... with
hollow handle knives with mirror finish stainless steel
forged blades.

44 PIECE SERVICE FOR 8
Knives 8
Forks 8
Teaspoons 8
Dessert Spoons 8
Served Forks 2
Table Spoons 2
Butter Knife 1
Sugar Spoon 1
\$19.95
OPEN STOCK PRICE \$30.50
SPRING SALE PRICE —

64 PIECE SERVICE FOR 12
OPEN STOCK PRICE \$44.50
SPRING SALE PRICE — **\$29.75**

WM. ROGERS & SON
Relined Silverplate

OPEN STOCK AT 1/3 OFF

	Regular Price	SALE PRICE
Teaspoons	\$3.50 Doz.	\$2.34 Doz.
Dessert or Oval Soup Spoons	7.00 Doz.	4.67 Doz.
Round Bowl Soup Spoons	7.00 Doz.	4.67 Doz.
Dinner Forks	7.00 Doz.	4.67 Doz.
Vicente Knives	18.00 Doz.	12.00 Doz.
Vicente Knives	18.00 Doz.	12.00 Doz.
Butter Spreaders	7.00 Doz.	4.67 Doz.
Served Forks	7.00 Doz.	4.67 Doz.
Iced Tea Spoons	7.00 Doz.	4.67 Doz.
Table Spoons	1.75 Set of 3	1.00 Each
Serving Spoons	1.50 Each	1.00 Each
Serving Forks	1.50 Each	1.00 Each
Gravy Ladles	1.50 Each	1.00 Each

Other pieces also available.

This Handsome PREVENT-TARNISH CHEST Included.
Stunning solid wood, with beautiful finish and prevent-tarnish lining.

**PAY \$1 DOWN —
BALANCE MONTHLY**
EDWARDS, STREET FLOOR

FURNITURE RECONDITIONED
Re-upholstering, Refinishing
2-pc. Suites re-covered in frieze
cloth \$25.50. Occasional
Chairs, \$10.00. Cane chairs,
\$7.50.
TEXTILE Upholstering Co.
MAIN 4633

FREE!
Six First Love
Tea Spoons With Each
Wedding Ring.
ROSENBERG'S
39 MAIN ST. E.

Expert Optical Service
Prescription Optical Work
Personal Attention To Your Needs
All Work Guaranteed
Theodore Baldino
44 Madison St. cor. W. Main
Office Hours from 8 A. M. to 8 P. M.
Call Main 4124 for Appointment

A TRIAL WILL CONVINCE YOU TRY A TON OF SCRANTON HARD COAL
EGG STOVE \$8.95 TON
COKE \$8.50 TON
PEA COAL ---- \$7.95
CENTRAL COAL CO.
5 LUNDYS LANE
STONE 4886

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



Neal O'Hara reads more words per year than the average proof reader. He reads more books in two years than many a town library contains. His regular daily stint at reading is 63,000 words, equivalent to the contents of an average novel. No wonder his column "Pull Up A Chair" has so many devoted followers throughout the country. O'Hara is able to put into a line and a half what a fairly observing reader might get out of two hours of careful reading in books. Information combined with a rare wit makes "Pull Up A Chair" one of the most popular columns in newspapers today.

Follow Neal O'Hara
Every Thursday In The
ROCHESTER SUN

Tinsman Chapter Style Show

Popular as the spring whose fashions it forecasts, is the annual style show and tea sponsored by the Tinsman Chapter of the Y. W. C. A., at which hundreds of Rochester's prominent matrons gather to obtain hints for their Easter wardrobes and to enjoy a delicious tea.

This year's benefit, which is the seventh, will be held at 2:30 on Wednesday afternoon, March 15, in the auditorium of the Administration Building, Franklin Street. Proceeds of the affair will be used to pay pledges made to the Y. W. C. A. by the chairman of the chapter, Mrs. Frederick W. Hewitt.

Mrs. Kenneth Huse, who is general chairman, is also in charge of reservations, though tickets may be obtained from any member of the chapter. Since the quota of 500 tickets is always sold well in advance, friends of the chapter are advised to ask for theirs early.

McCurdy and Co., for the fourth consecutive year, will furnish the costumes to be modeled by the chapter members and their friends. Mrs. Frank Lowrey is in charge of the revue, "Information, Please," in which complete ensembles will answer molly's questions as to what is smart and proper for a morning board meeting or a formal tea.

Tailored suits, as crisp as the board meeting reports should be, and tea frocks that will outshine the loveliest silver services will be shown, as well as the most glamorous of evening gowns. Inevitably the highlight of any style show. Accessories will play a prominent role in this spring's costumes.

Mrs. Bradford Squire, will make the introductory talk on the general trends of the fashions to come, and she will also give the descriptive commentary during the parade of mannequins. In addition, Mrs. Squire will have charge of the stage setting.

A string trio will furnish music for the revue under the direction of Mrs. E. Scott Roscoe.

Mrs. Vilas M. Swan, is in charge of publicity and programs.

Mrs. Stanley H. Erlenbach heads the tea committee. Serving with her are Mrs. Laurence Littlefield, Mrs. Merle Dundon, Mrs. Robert Forrester, Mrs. George E. Sanders, Mrs. Fred Anibal, Mrs. Charles B. F. Gibbs and Mrs. Huse.

Members of the chapter acting as hostesses will be Mrs. John S. Livermore, Mrs. Harold Crouch, Mrs. Daniel I. Mayne, Mrs. John McMaster, Mrs. John Ray and Mrs. Charles Rumrill.

Church Alliance Slates Dinner

Womens' Alliance of South Congregational Church will sponsor a dinner to be held from 5:30 to 7:30 p. m. Thursday in the church hall. Mrs. Elliott Dickinson will serve as chairman of the arrangements committee for the supper. During the evening there will be a cooked food sale.

Aiding on the committee will be Mrs. J. S. Albright, Mrs. Egbert Cain, Mrs. William Harrington, Mrs. R. C. Harris, Mrs. Leslie D. Hatch, Mrs. Lewis A. Karle, Willis.

Inter Nos Guild members, headed by Mrs. John H. Smith, will be in charge of the dining room, and tickets will be in charge of Mrs. Hatch and Miss Alice Benny.

Directs Revue



MRS. FRANK LOWREY
Tinsman Chapter Fashion Show director.

THEATER GUIDE

LOEW'S ROCHESTER—Now playing: "Pygmalion," starring Leslie Howard and Wendy Hiller; and "My Son Is a Criminal," with Alan Baxter and Jacqueline Wells; Friday, "Houdini," starring Robert Young, Eleanor Powell, Grace Allen, George Burns and Rita Johnson; and "North of Shanghai," with James Craig and Betty Furness.

WICK PALACE—Now playing: "Gunga Din," starring Douglas Fairbanks, Jr., Cary Grant and Victor McLaglen; and "The Practical Pig," with The Three Little Pigs; Friday, "Wings of the Navy," starring George Brent, Olivia De Havilland, John Payne, Frank McHugh, Victor Jory, Regis Toomey and John Littel; and "Beauty for the Asking," with Patric Knowles.

CENTURY—Now playing: "The Three Musketeers," starring The Ritz Brothers and Don Ameche; and "Nancy Drew, Reporter," with Bonita Granville.

TEMPLE—Now playing: "Lancer Boy in Germany," starring Dolores Del Rio, Peter Lorre and George Sanders; and "A Message for Garcia," with Wallace Berry and Barbara Stanwyck; Friday, "Arizona Legion," starring George O'Brien and Lorraine Johnson; and "Sunset Murder Case," with Sally Rand.

REGENT—Now playing: "Tallpoin," starring Nancy Kelly, Alice Faye and Constance Bennett; and "Torchy Blane in Chinatown," with Glenda Farrell and Barton MacLane; Friday, "Gunga Din," starring Douglas Fairbanks, Jr., Cary Grant and Victor McLaglen; and "The Practical Pig," with The Three Little Pigs.

CAPITOL—Now playing: "Paris Mourmouze," starring Bing Crosby and Frances Gail; and "Son of Frankenstein," with Basil Rathbone and Boris Karloff.

LITTLE—Now playing: "On Carnet de Jour," starring Marie Bell and Harry Barrat; Saturday, "Capitain Blood," starring Errol Flynn and Olivia De Havilland.

MADISON & MONROE—Now playing: "Dramatic School," starring Lulu Rulmer and Pauline Goddard; and "Arrest Bulldog Drummond," with John Howard and Heather Angel; Friday and Saturday, "Thanks for the Memory," starring Bob Hope and Shirley Ross; and "Angie With Dirty Shoes," with Pat O'Brien and James Cagney; Sunday through Tuesday, "Out West With the Hardys," starring Mickey Rooney and Lewis Stone; and "The Storm," with Charles Bickford and Jean Grey; Wednesday and Thursday, March 1-2, "A Christmas Carol," starring Vincent Price and Cary Kurland; and "Say It in French," with Ray Milland and Olympe Bradua.

WEST END—Now playing: "Man to Remember," starring Ann Shirley and Edward Ellis; and "The Young in Heart," with Janet Gaynor and Douglas Fairbanks, Jr.; Friday and Saturday, "If I Were King," starring Ronald Colman, Frances Dee and Eileen Dreyer; and "In Old Mexico," with William Boyd; Sunday through Tuesday, "Angels With Dirty Faces," starring Pat O'Brien and James Cagney; and "The Shining Hour," with Joan Crawford and Robert Young; Wednesday and Thursday, March 1-2, "The Great Waltz," starring Ferdinand Gruber and Louise Rainer; and "Arrest Bulldog Drummond," with John Howard and Heather Angel.

RIVIERA—Now playing: "Next Time I Marry," starring James Ellison and Lucille Ball; and "White Key for the Streets," with Michael Whalen and Joan Woodbury; Friday and Saturday, "Charlie Chan in Honolulu," starring Sidney Toler and Phyllis Brooks; and "Arizona Wildcat," with Jane Withers; Sunday, "Sweetheart," starring Jeanette MacDonald and Nelson Eddy; and "Peck's Bad Boy With the Circus," with Tommy Kelly and Spanky McFarland; Wednesday and Thursday, March 1-2, "Comet Over Broadway," starring Kay Francis and Ian Hunter; and "Get a Horse," with Glenda Farrell and Barton MacLane.

TEMPLE—Now playing: "Arizona Legion," starring George O'Brien, and "Star Reporter," with Warren Hull and Martha Hunt.

RABBI TO TALK

Rabbi Israel Chodoff, White Plains, will address Temple Beth El Club at 5:30 p. m. today in the Temple auditorium. His talk on "Jewish Humor" will be preceded by a dinner at 6:30.

Howard Joins Whiting-Buick

MORT HOWARD

Whiting-Buick, Inc., 352 East Avenue, has announced the appointment of Mort Howard to its sales staff. Mr. Howard, who has spent twenty years in the automobile business here, was formerly associated with Buick sales at Whiting's.

Jimmie Fidler In Hollywood

(Continued from Page 1)

allistic icicles that fest on mid-winter settings are made of paraffin, dusted with the kind of Xmas-tree snow you buy in the five-and-ten. Mention poker sharks in the upper strata of Hollywood society and someone's sure to answer "Connie Bennett"—the lady's that expert. Which reminds me that Bob Burns was a champion pistol shot before he learned to slay 'em with that bazooka.

Every year sees women making greater inroads on masculine supremacy in Hollywood—now there's a lady property "man" in one of the studios. Bet you boys wouldn't be so jealous of the screen's great lovers if you knew that all movie kisses are off-center takes—the lovers don't like it either, both kisses photograph better that way. Add odd careers: that of dignified Senor Rodriguez—he buys

the family groceries by imitating crying babies. The revolver carried by Wallace Beery, whenever the script lets him tote one, is a sentimental keepsake—it belonged to his father, who was a Kansas City policeman.

Not that it matters, but Barbara Stanwyck's intimate pals usually call her "Red." The purple, green, red and yellow horses you'll see in "Wizard of Oz" were colored with the dye supplied in "jello" packages—and S. P. C. A. wouldn't okay anything else. You might try to make a hit with Hedy Lamarr by sending her Swiss carvings—she collects 'em.

Twentieth Century-Fox has been having its problems with the blackfoot Indians who were brought here from their reservation to play in Shirley Temple's current production, "Susannah of the Mounties." The braves were particularly de-

lighted with the radiant heaters installed in their dressing room, but they couldn't see the sense of turning off the gas when they wanted to put the fire out. Instead, they just blew it out. And now they're sulky because, after three or four near fatalities, the studio has replaced the gas heaters with electric stoves.

A few weeks ago the barber shop on the Universal lot installed a manicurist and the studio's front office issued a memo urging all players to patronize "home industry." But it hasn't had much effect, for Desanna Durbin has been conducting a one-girl campaign to build business for the manicurist in a barber shop across the street from the studio. As she explained it to me today, it's a question of loyalty. "I used to bite my fingernails—terribly," she confessed, darkly. "She cured

me by putting something awful on them—and I'm not going to go back on her now!"

Jack Haley continues to wall about the tin suit and aluminum face paint he's forced to wear as the "Tin Woodman" in the "Wizard of Oz." "Thought I'd been through the worst of it," he grumbled this morning, "but now they're adding insult to injury. Last evening some dizzy dame caught me standing on the curb and tried to mail a letter in me!"

(Copyright 1939, McNaught Syndicate)

Elizabeth Whittier, 155 Warwick Avenue, call at 413 Burke Building for guest ticket to Loew's Rochester Theatre.

Frank Trapani, 323 Dewey Avenue, after you've milled over the plans for a cinder block store, stop around to The Sun office, 413 Burke Building, and receive a guest ticket to Loew's Rochester Theatre.

SPECIAL! GUARANTEED QUALITY
EGG STOVE COAL \$10.65
NUT
* Pear \$8.75 -- Bkwt. \$7.75 -- Rice \$6.75 *
R. G. & E. DRY AND DUSTLESS COKE \$9.05
GEN. 20
Quality and Finest Service Since 1913
Yards and Office at 500 West Ave.
ARDEAN R. MILLER

Here Is The Most Drastic Offer Ever Made In Rochester
READ EVERY WORD
At Sieberts You Can Buy This Beautiful New FULL SIZE "ODIN" TABLETOP

GAS RANGE FOR ONLY \$29.95

Yes! This is the full price — Not just the down payment! No wonder we call it Sensational!

ON SIEBERTS EASY "PIN MONEY PAYMENT PLAN"
Now—everyone can afford a beautiful new modern range in their kitchen. We've never seen any other stove—anywhere to compare with this value!

ALL THESE EXPENSIVE FEATURES INCLUDED AT THIS PRICE!

- Rust-proof porcelain lined oven for easy cleaning
- Large, roomy oven, big enough for the biggest roaster
- High-speed "Reflexo" burners for maximum economy
- Built like a skyscraper—with double strength electric-welded angle iron frame
- Gleaming white porcelain exterior with ebony trim
- Automatic top burner lighter—sure and safe
- Cooking top cover omitted.

This Range Carries Full A. G. A. Approval!
Since 1888

SIEBERTS
ST. PAUL and ANDREWS ST.
FREE PARKING OPPOSITE STORE OPEN EVENINGS

BUY ON SIEBERTS NEW PIN MONEY PLAN
YOU PAY ONLY 75¢ A WEEK

SEE THIS SENSATIONAL VALUE TODAY OR TONIGHT!

Stove HEADQUARTERS FOR MORE THAN HALF A CENTURY
We carry a complete line of repair parts for almost every stove and furnace made during the last 50 years. Rochester's most complete stock.

Last evening some dizzy
e caught me standing on
curb and tried to mail a
in "dial!"
right 1939, McNaught Syndicate)

Whitely, 186 Warwick
e, call at 419 Burke Building for
ticket to Loew's Rochester
Theater.

Franklin I. Annet, 39 Reelin
Street, "Main Official and American
Tel & Tel" are NOT calling, but Loew's
Rochester Theater is. Call in person at
419 Burke Building for guest ticket to
Loew's Rochester Theater.

Richard Pennington, 4717 St. Paul
Boulevard, see "Honolulu" at Loew's
Rochester Theater, starring Robert
Young, Eleanor Powell, George Burns,
Grace Allen and Rita Johnson. Call at
419 Burke Building for guest ticket.

Floyd D. Hunt, 130 Hazelwood Ter-
race, New York Tel can't keep you
any more than eight hours a day, so
after work, drop around to 419 Burke
Building and receive a guest ticket to
Loew's Rochester Theater.

Robert Kelly, 45 Main Street, see
"Honolulu" at Loew's Rochester
Theater, starring Robert Young,
Eleanor Powell, George Burns, Grace
Allen and Rita Johnson. Call at 419
Burke Building for guest ticket.

Franklin I. Annet, 39 Reelin
Street, "Main Official and American
Tel & Tel" are NOT calling, but Loew's
Rochester Theater is. Call in person at
419 Burke Building for guest ticket to
Loew's Rochester Theater.

Richard Pennington, 4717 St. Paul
Boulevard, see "Honolulu" at Loew's
Rochester Theater, starring Robert
Young, Eleanor Powell, George Burns,
Grace Allen and Rita Johnson. Call at
419 Burke Building for guest ticket.

Floyd D. Hunt, 130 Hazelwood Ter-
race, New York Tel can't keep you
any more than eight hours a day, so
after work, drop around to 419 Burke
Building and receive a guest ticket to
Loew's Rochester Theater.

Robert Kelly, 45 Main Street, see
"Honolulu" at Loew's Rochester
Theater, starring Robert Young,
Eleanor Powell, George Burns, Grace
Allen and Rita Johnson. Call at 419
Burke Building for guest ticket.

Franklin I. Annet, 39 Reelin
Street, "Main Official and American
Tel & Tel" are NOT calling, but Loew's
Rochester Theater is. Call in person at
419 Burke Building for guest ticket to
Loew's Rochester Theater.

Richard Pennington, 4717 St. Paul
Boulevard, see "Honolulu" at Loew's
Rochester Theater, starring Robert
Young, Eleanor Powell, George Burns,
Grace Allen and Rita Johnson. Call at
419 Burke Building for guest ticket.

Floyd D. Hunt, 130 Hazelwood Ter-
race, New York Tel can't keep you
any more than eight hours a day, so
after work, drop around to 419 Burke
Building and receive a guest ticket to
Loew's Rochester Theater.

Robert Kelly, 45 Main Street, see
"Honolulu" at Loew's Rochester
Theater, starring Robert Young,
Eleanor Powell, George Burns, Grace
Allen and Rita Johnson. Call at 419
Burke Building for guest ticket.

Franklin I. Annet, 39 Reelin
Street, "Main Official and American
Tel & Tel" are NOT calling, but Loew's
Rochester Theater is. Call in person at
419 Burke Building for guest ticket to
Loew's Rochester Theater.

Richard Pennington, 4717 St. Paul
Boulevard, see "Honolulu" at Loew's
Rochester Theater, starring Robert
Young, Eleanor Powell, George Burns,
Grace Allen and Rita Johnson. Call at
419 Burke Building for guest ticket.

Floyd D. Hunt, 130 Hazelwood Ter-
race, New York Tel can't keep you
any more than eight hours a day, so
after work, drop around to 419 Burke
Building and receive a guest ticket to
Loew's Rochester Theater.

Robert Kelly, 45 Main Street, see
"Honolulu" at Loew's Rochester
Theater, starring Robert Young,
Eleanor Powell, George Burns, Grace
Allen and Rita Johnson. Call at 419
Burke Building for guest ticket.

Franklin I. Annet, 39 Reelin
Street, "Main Official and American
Tel & Tel" are NOT calling, but Loew's
Rochester Theater is. Call in person at
419 Burke Building for guest ticket to
Loew's Rochester Theater.

Richard Pennington, 4717 St. Paul
Boulevard, see "Honolulu" at Loew's
Rochester Theater, starring Robert
Young, Eleanor Powell, George Burns,
Grace Allen and Rita Johnson. Call at
419 Burke Building for guest ticket.

Floyd D. Hunt, 130 Hazelwood Ter-
race, New York Tel can't keep you
any more than eight hours a day, so
after work, drop around to 419 Burke
Building and receive a guest ticket to
Loew's Rochester Theater.

Women Take Over Edwards On Saturday

Women will have complete charge of the E. W. Edwards and Sons store on Saturday, when the Edwards store, following the custom inaugurated three years ago, will hold its annual Women's Day. All executive positions from general manager down will be filled by women on Saturday from the moment the Women's Board of Directors opens the doors at 9:30 a. m. Heading the Board of Management is Miss Mary A. Huddy, who for the fourth time has been selected as General Manager of the store for this day. Assisting her will be Mrs. Lulu Dee, acting superintendent; Miss Helen Schairer, merchandise manager; Mrs. Bessie Zoerner, credit manager; Mrs. Mary Goodbody, advertising manager; Miss Laura Zintl, chief engineer; Miss Helen Meagher, assistant merchandise manager; Miss Ruth Levy, main floor manager; Miss Ruth Gustafson, interior display; Miss Margaret Redmond, window display; Miss Mae Frey, traffic manager; and Miss Ella Koegh, stock room. In addition to those listed above, about eighty other women will be filling every important position in the store. The celebration will be inaugurated on Friday evening at 8 o'clock, when a spring fashion show will be held on the third floor.

Rochester Girl Seeks Movie Job

Hollywood is the goal of Miss Corinne Snyder of Alameda St., who recently returned from Buffalo where she was a competitor in a contest to earn a job in the movies. Miss Snyder, competing with fifty other young aspirants for a place in the movies, was interviewed by Bryant Washburn and several film executives. She did a bit from "Stage Door" for the judges.

8th Ward Democrats Name Committees

Committees for the year have been named by the Eighth Ward Democratic Club. Supervisor Jacob Komenski made the appointments at a recent meeting at which U. S. Commissioner Leo G. Rosenfeld was guest. Sidney Chazin is head of the membership group. Others named include Robert McCall, entertainment; Clarence Burdett, ways and means; Harry Harris, citizenship and welfare; Ralph Scott, publicity; Joseph Guerra, campaign; and David Posner, finance.

Frank To Modify Tests For Beauty Operators

Modification of beauty shop regulations loomed through activity of City Councilman Harry H. Frank, chairman of the Council's public safety committee. Frank said he would advocate new classification for junior operators in beauty shop, as examinations under existing conditions proved unfair.

Eleanor L. Powell, 1187 Park Avenue, see Eleanor Powell, Robert Young, George Burns, Grace Allen and Rita Johnson in "Honolulu" at Loew's Rochester Theater. Call at 419 Burke Building for guest ticket.

"B-ettes are a blessing at a trying time"



Internal Sanitary Protection... No Odor, No Belts, Pads or Pins

Thousands of women in this community are now enthusiastic regular users of B-ettes. They have found comfort, convenience and security they never dreamed possible in sanitary protection—no belts, pads or pins—no bulge, no chafing—most important, no odor to worry about, because internal absorption prevents it. No wonder they will never go back to older ways! Give B-ettes a trial next time and you'll be won over too! Sold at drug and department stores—12 for 25c (a month's supply) or 4 for 10c. Say "Bee-ettes".



THURSDAY, FRIDAY, SATURDAY & SUNDAY

50c Jergen's Lotion
& 25c Jergen's Cream
75c Value
BOTH FOR **39c**

LUX
FLAKES
Large Size **17c**

Electric
TOASTERS
Reg. \$1.25
79c
Guaranteed

KEY DRUG STORES
470 N. GOODMAN Near Main
92 E. MAIN Near Water
546 MONROE Near Goodman
CUT RATE

Quinine COLD TABS. reg. 30c. **11c**
Father John's Medicine reg. \$1.20. **69c**
Moleskin 1 yd. roll reg. 50c. **33c**
Wildroot, HAIR TONIC with Oil. reg. 60c. **29c**
Jelly Eggs 1b. **10c**
Pint Size Reg. 75c. **39c**
Benedict Solution **39c**
Cartier's Little Liver Pills reg. 75c. **57c**
8 Oz. Regular 5c. **3c**
Nursing Bottles 3 for **5c**
Polident Powder reg. 60c. **49c**
Cashmere Douquet 2 for **17c**
Scott Tissue reg. 3 for 19c. **10c**

FACTORY CLOSEOUT!
Extra Heavy Rubber
WATER BOTTLE
or SYRINGE
We bought an entire closeout lot from one of the largest rubber goods manufacturers in the country.
Regularly Sold from **47c**
\$1.25 to \$2.50
2 for 89c
Every piece absolutely guaranteed for two years. Get yours now—values like these won't last long.

SHOE POLISH Black or Brown. **4c**
MILK OF MAGNESIA U. S. P. pt. **14c**
IODINE with APPLICATOR Reg. 15c. **3c**
EDWARDS OLIVE TABLETS Reg. 30c. **13c**
TODDY 1/2 Lb., Reg. 25c. **12c**
LUDEN'S COUGH DROPS 2 for **5c**
ATHLETIC SUPPORTERS Reg. 50c. **27c**
CUTICURA SOAP Reg. 25c. **16c**
LIGHTER FLINTS Reg. 5c Pkg. 2 for **5c**
FLASHLIGHT BATTERIES Reg. 10c. 2 for **7c**

ANACIN TABLETS
Reg. 75c. **59c**

HERSHEY'S
KISSES
Full pound **23c**

PEPPERMINT
PATTIES
1/2 lb. box **8c**
Reg. 15c

GEORGE WASHINGTON
TOBACCO
49c
Full Pound

MASON'S
Cough Mixture
49c

SPECIAL OFFER!
60c NOXZEMA VALUE
for only **43c**
LIMITED TIME ONLY!
Don't miss this chance to get a cake of wonderful Noxzema Medicated Cream Soap—absolutely FREE—with a 50c jar of Noxzema! Extra creamy—smooth—fragrant and healing. Get your jar of Noxzema and FREE Noxzema Medicated Cream Soap today—while the offer lasts!

Dr. SCHOLL'S
New Super-Soft
ZINO-PADS
FOR REMOVING
CORN
CALLUSES
SOFT CORNS
Quickly Relieve
BUNIONS
31c

Green's
Chocolate Covered
CHERRIES
Reg. 40c
1b. box **21c**

25% SAVINGS ON ALL
SCHOOL SUPPLIES
Tablets, Inks, Typewriting Paper, Stenographer Note Books, and etc.
Regular 10c
YOUR CHOICE **2 for 15c**

Alka-Seltzer
For Quick Relief Of
HEADACHES, COLDS,
SOUR STOMACH,
ACID INDIGESTION
and MORNING MISERY
49c

ATOMIZERS
(Combination Nose and
Throat Spray)
Reg. \$1.25 **63c**

Introducing The New
MILAIRE
COLD CREAM
AND
ALL PURPOSE CREAM
Large 14 1/2 Oz. Jar
Regularly Sold for \$1.00 **49c**

American or Russian
Heavy
MINERAL
OIL
Pt. **25c**
Qt. **45c**
1/2 Gal. **85c**
Gal. **\$1.49**

A
MILD
SMOKE
LUCKY STRIKE
CIGARETTES

Vacuum
Bottles
Quart Size
Reg. \$2.00 **\$1.19**

SWEETHEART
SOAP
4 for **15c**

ENAMELED
MATCH BOX HOLDERS
Ivory or Green
Reg. 19c **9c**

WAX PAPER
Extra Heavy
125 Ft.
Reg. 25c **10c**

BORDEN'S
Chocolate Malted Milk
Reg. 50c
1b. Can **22c**

PRINCESS PAT
Face Powder
Regular 10c
Discontinued Size **4c**

Pinchle or Bridge
PLAYING CARDS
Reg. 35c **19c**
3 for 55c

MOLLE
SHAVING CREAM
Reg. 50c **23c**

ELECTRIC
FLAT IRONS
Guaranteed
Reg. \$1.50 **89c**

TENDER YOUNG FRESH DRESSED
**LEGS OF VEAL OR
LEGS O'
LAMB**
22c lb.
Serve one of these guaranteed Wegman roasts for Sunday's dinner—then you'll know why Wegman's have such an enviable reputation for meats!

COMBINATION SPECIALS!
SOFT-AS SILK CAKE FLOUR **17c**
SPRY OR CRISCO 3 POUND CAN **43c**
Buy a pound of any Wegman brand coffee, and get Soft-As-Silk at this extra low price!
Buy a pound of any Wegman brand coffee, and get Spry or Crisco at this extra low price!

DR. PHILLIP'S GRAPE FRUIT
JUICE 3 cans 19c

26-OUNCE BOTTLES HIRE
CLUB SODAS 3 for 25c

STRAW, or RASP. L. & S. PURE
PRESERVES 19c

FINEST ORANGE PEKOE—1/2 LB.
FOOTE'S TEA 45c

LEA LEGION or RED ALASKER
SALMON can 19c

SMAC MARSHMALLOW
A light, fluffy topping for puddings, cakes, pies and coconuts. A fine sandwich filling, with peanut butter or marmalade. 12-oz. Tin **19c**

Wegmans
HOME OWNED FOOD MARKETS

**FINEST BUTTER
MONEY CAN BUY!**

CERTIFICATE OF QUALITY
United States Department of Agriculture
United States Government
LAND O' LAKES
BUTTER

EVERY PACKAGE OF
LAND O' LAKES
BUTTER CONTAINS
U.S. GOVT. CERTI-
FICATE OF QUALITY!

LAND O' LAKES
Wegmans
POUND ROLL **29c ea.**

CLUB SETS MEETING
Isabel Ames Club will meet Wednesday, March 1st, at 6 p. m. at the home of Mrs. Elizabeth Malchoi, Pittsford. A luncheon supper will be served to members and their husbands. Cards will follow.

Mrs. Ernest L. White of Douglas Road, entertained the First Twig for luncheon on Friday in her home.
Mrs. Albert H. Sulzer of Nunda Boulevard, entertained the Larch Twig for luncheon on Friday in her home.

Sweet, Juicy
FLORIDA ORANGES
35c Per Peck
Any Size—5 Sizes to Choose From
or by the dozen if 8c dozen up
you prefer.
FLORIDA FRUITS 1 MT. HOPE AVE.
AT SOUTH AVE.

FOR REAL ECONOMY
BURN DEEP MINED HARD PENNSYLVANIA
COAL EGG \$8.95 Ton
STOVE \$9.70 NUT RECO COKE \$8.50
PEA COAL --- \$8.25
PHONE YOUR ORDER NOW—GLEN 5960
LIBERTY COAL CO.
727 DRIVING PK.

Choice QUALITY MEATS
AT CLARK'S Notice the savings! Prices are always lower at Clark's.
BEEF Roast cut from U. S. Inspected young steers. 16c lb.
Chickens Milk fed. For roasting. 3 1/2 to 4 pound average. 22c lb.
FOWL Milk fed. For fricassees, 3 pound average. 19c lb.
LAMB Genuine Spring Leg. 23c lb.
FRESH FISH
Fresh Opened **OYSTERS** 30c qt.
Cherry Stone **CLAMS** 12c doz.
Haddock **FILLETS** 10c lb.
Fresh Sliced Boston **Blue Fish** 10c lb.
BEEF SHORT RIBS 12 1/2c lb.
SAUERKRAUT 3 POUNDS 10c
Neck Spare Ribs 10c lb.
CHICKEN CUTS
Buy all you want of the particular cuts you prefer.
Breasts lb. 41c Giblets lb. 19c
Legs lb. 35c Livers lb. 45c
Wings lb. 23c Necks lb. 15c
CLARK'S MARKETS
600 Jefferson Ave. Cor. Bartlett St. Gen. 1417
Free Parking At Both Stores
906 N. Goodman St. Cul. 4870

FREE!
150 BENDIX HOME LAUNDRIES
For the best letters completing this statement: "THE BENDIX HOME LAUNDRY (SUCCESSOR TO THE WASHING MACHINE) SAVES WORK, TIME AND MONEY, AND PROTECTS HEALTH BECAUSE..."
Bendix Home Laundry
WASHES RINSES DAMP-DRIES AUTOMATICALLY
Come in today. Get an official Bendix comparison contest entry blank. Enter the exciting Bendix comparison contest. You may win a Bendix Home Laundry absolutely free. Bendix, the successor to the washing machine, washes clothes, gives them three separate fresh water rinses, spins them damp-dry and shuts off... all automatically. Bendix is safe, sanitary and actually pays for itself. The Bendix Home Laundry may be purchased on convenient monthly terms.

GET YOUR ENTRY BLANK AT PEERLESS RADIO TODAY
—AND SEE THE—
BENDIX HOME LAUNDRY
WASHES RINSES DAMP-DRIES AUTOMATICALLY
Come in today. Get an official Bendix comparison contest entry blank. Enter the exciting Bendix comparison contest. You may win a Bendix Home Laundry absolutely free. Bendix, the successor to the washing machine, washes clothes, gives them three separate fresh water rinses, spins them damp-dry and shuts off... all automatically. Bendix is safe, sanitary and actually pays for itself. The Bendix Home Laundry may be purchased on convenient monthly terms.
ASK FOR FREE HOME DEMONSTRATION NO OBLIGATION
TERMS AS LOW AS 75c A WEEK AT
PEERLESS RADIO CO.
1059 DEWEY AVE. GLEN. 840 Open Every Evening

Pull Up a Chair

By Neal O'Hara

Winter isn't over yet, so be apprised that: The parts of the body where blood circulation is poorest are the most susceptible to frost-bite—the ears, nose, hands and especially the feet... Red tape item: When the new WPA head of Haverhill, Mass., assumed his office, he picked up the telephone on his desk and asked what was his number. Central was sorry, but he wasn't allowed to tell him because the number was unlisted. So the WPA chief ordered the telephone out... Embarrassing moment: When Mussolini, at a recent public function, ordered the Fascist party's Secretary Starace to sing "The Hymn of the Empire," that functionary had to admit he didn't know the words—although he is supposed to have written the anthem. It all made Benito pretty sore.

Headline in Variety: "BLIZ BOFFING BUFFALO BIZ." Translation: The recent blizzard is blighting Buffalo theater business... For some unexplained reason, the powerful drug belladonna affects children far less than adults... Today's favorite gag: MR. TIGHTWAD—"Money, money, it's always money! Do you think I'm the goose that lays the golden eggs?" MRS. TIGHTWAD—"No, dear; not that one."... A federal survey on the servant problem in the District of Columbia reports an amazing lack of "nooks" for spooning purposes and notes that a majority of Washington householders permit their servants no entertaining of boy friends anywhere at any time in their homes... The dear old German—"American" Bund units in New York, New Jersey and Pennsylvania have already prepared lists of outstanding Jews and anti-Nazis who are to be "purged when we come into power"... A suburban sign reads: "Oldest used car dealer in town." (He wouldn't mean the oldest dealer in used cars, would he?)... Because they expect business to be booming from April on, due to the World's Fair, many New York hotels and stores are asking their help to be taking their 1939 vacations now.

Paradox: Georgia Yankee is the actual name of a woman resident of City Mills, Mass. Indeed, there's a whole family of Yankees there, the only ones of that surname known in New England... All members of the President's family are entitled to secret service protection and surveillance, but Mrs. F. D. R. never availed herself of the privilege. (That's O. K. with the secret service boys, too—it'd be a tough job keeping up with her)... Because the ancient Greeks believed trousers were a symbol of slavery, only their servants were allowed to wear 'em... Radio broadcasts can now be recorded on a tape-like sound-track instead of a photograph disc, with the added advantage that it can be edited like a movie film, with parts clipped out and the remainder pasted together.

Maybe you'll get fewer in each bag at the ball park this season. Anyway, wholesale prices of peanuts have been steadily mounting... Etiquette item: In cultured Boston, police officers in uniform are required to keep their hats on in hotel elevators—but Emily Post didn't contribute that rule... In only two states, Maryland and Virginia, is pre-marital unchastity a grounds for divorce... For clothing to be warm, there have to be layers of air between the fibers or layers of clothing... That's why wool is ideal protection against cold—the meshes of the wool form air cells... The earth curves 340-1000ths of an inch every 1000 feet, if anyone should ask you.

Before a baby is four months old, science can now discover if it's going to have asthma or hay fever when it grows up. The symptoms: Rash or eczema; vomiting; stomach and intestinal distress such as colic, gas and diarrhea... Harvard University traffic researchers report that women drivers are as a rule 10 per cent slower in their reflexes than male motorists. But, to assuage the femmes, they go on to note that the best women drivers are just as good as the cream of the masculine crop... Hey, sucker: Of all taxes levied in the United States, 57% are imposed on real estate against 19.7% in Great Britain, 11.7% in France 3% in Sweden and 1 1/2% in Switzerland... "Benny the Bun" is the intriguing name of one of Philadelphia's leading night spots. (Copyright 1939, McNaught Syndicate)

Bidding Due Soon On New Highway

Early letting of contracts for construction of the Rochester district's first modern, divided highway—a three and a half mile stretch of road between Bushnell Basin and Victor—is expected by District Engineer Howard E. Smith of the State Public Works Department.

Condemnation proceedings for rights-of-way in the Monroe County section are expected to be ended by early spring, and with the purchase of rights-of-way on the Ontario County stretch approved, the way should be clear for an award of contract, Smith said.

Unusual importance is attached to the road because it will be the first concrete mail-separated highway in this area. It will eliminate dangerous

curves on the Pittsford-Victor Road and will connect Rochester with the cross-state super-highway if and when that is constructed. Eventually, although not in the immediate future, the divided highway will be extended south to meet traffic arteries near Victor and north to meet Rochester highways, including the Pittsford-Palmira Road.

The initial work will be the most expensive ever undertaken in this part of the state, about \$115,000 a mile, or \$350,000 for the job.

Mrs. Thomas A. Sharp of Pelham Road, entertained the Thursday Aid for luncheon today in her home.

Mr. and Mrs. George A. Hamilton of University Avenue, entertained on Friday evening before the Monroe Golf Club reunion.

10th Ward Democrats Set Dance March 17

The Elks Club has been chosen as setting for its annual organization meeting and dance St. Patrick's Night, March 17, by 10th Ward Democratic Committee.

Raymond L. Clark is general chairman, with Austin J. Donovan as vice chairman; George F. Rogers, honorary chairman, Fred Wilcox, treasurer, and Joseph Vincelli, secretary. Ex-officio members of the general committee are Everett Kulp, George L. Welch and Mrs. Jessie Rause.

CORWIN TO SPEAK
George B. Corwin, former director of Todd Union, will be toastmaster at a meeting of the State Christian Movement in the building tomorrow Friday, February 24.

TAKE ADVANTAGE of these LOW PRICES ON THIS DEPENDABLE FUEL

GLIO-BRITE ANTHRACITE COAL
Pennsylvania Hard Coal
Pea \$8.75
Rice \$6.75
Buckwheat \$7.75
EGG-STOVE or NUT \$10.65 Ton
STOVE or NUT COKE \$8.75 Ton

GLENWOOD 59-58-57
ROCHESTER FUEL
AND FEED COMPANY
OFFICE & YARD - 1525 CLINTON AVENUE NORTH
Fairport Plant, 44 N. Main St.—Brockport Plant, 165 Park Ave.

Buy Your Fine Wines and Liquors at LIVADAS SPECIAL LOW PRICES

READ These VALUES and SAVE



Our Famous LIVBRO Brand
RYE WHISKEY

Straight whiskey in this product is 4-yr. old 51% straight Whiskey, 49% neutral spirits, distilled from grain. Distilled, blended and bottled by the largest distillers in the world. A very spectacular purchase makes possible this low price... another example of Livadas Bros. policy selling the best at the lowest possible price, consistent with this high quality.

\$2.00 Full Quart
Special Case Price \$2.75
Compare! \$2.95 Value!

LIVBRO FAMOUS 90 PROOF GIN

\$1.35 Full Quart
Compare! \$1.89 Value!



Made from 100% grain spirits. A fine quality gin at a spectacularly low price! Smooth and mellow to suit the finest taste. Try this famous LIVBRO brand and you'll adopt the habit if you are a connoisseur. We claim there is no better gin at any price. Try it and you'll agree with us.

IMPORTED FRENCH
CHAMPAGNE
POL CLEMENT
Vintage 1928
\$1.98 Large 26 Oz. Bottle
Reduced for the first time, this world-famous Pol Clement (extra dry) French Champagne.

\$1.25 Full Gallon
Alcohol 19% to 21% by volume. Port, Tokay, Sherry, Muscatel, White Port.

\$1.35 Full Quart
Compare! \$1.95 Value!
90 proof. A fine quality whiskey carefully distilled and matured naturally in charred oak barrels. A smooth pleasant whiskey when used either straight or in mixed drinks.

GILBEY'S SPEY-ROYAL
SCOTCH WHISKEY
A Blend of 5% Scotch—All 10 Years Old
Yes, one of the Premier Scotches of the world at this exceptional price! — You'll taste the extra mellowness and flavor due to 10 years of aging in sherry casks. 86.8 PROOF.
\$2.59 Fifth
Compare! \$3.39 Value
Special Case Price... \$30.00

Glen Fork Kentucky Straight
BOURBON WHISKEY \$1.00 Pint
A selected full bodied sour mash whiskey. Distilled in the Limestone district of Kentucky and aged under ideal conditions. Fine quality at a low price.
IMPORTED FRENCH WINES
FORTIER—PICARD
1929 Vintage
White or Red Burgundy
A really fine French Wine.
A usual \$1.39 value.
79c fifth

SCHENLEY'S
7 YEAR OLD ANCIENT AGE
STRAIGHT RYE WHISKEY
A \$3.29 VALUE
90 proof. Distilled in Canada. A fine, mellow straight Rye Whiskey. Whiskey, aged 7 years in wood.
\$2.95 Full Quart

A Name You Can Trust
LIVADAS
183 MONROE AVE.
Open Until Midnight
STONE 5549 FOR FREE DELIVERY
N. Y. S. LICENSE L-4229

Marin Gold Label
Distilled Puerto Rican
RUM
85 PROOF
\$1.29 Fifth
Compare! \$1.95 Value

City Club 90 Proof
STRAIGHT WHISKEY BOURBON
\$1.25 FULL QUART
Compare! \$1.85 Value!
This whiskey is all 2 1/2 years old and is distilled from 100% ripe, tall flavored. American grains and stored in steam-heated warehouses. It is distilled in the old fashioned, expensive way, which accounts for its smoothness and palatability.

Low PRICES
FUEL

Pea \$8.75
Rice \$6.75

Buckwheat \$7.75

STOVE or NUT
COKE TON \$8.75

57
FUEL

TON AVENUE NORTH
Port Plant, 165 Park Ave.

and
CES
VE



3 YEAR OLD
BOURBON
KEY

\$1.35

Full Quart

YE'S
CIENT AGE
GHT
ISKEY

2.95

Full Quart

Club 90 Proof
RAIGHT
ISKEY
URBON

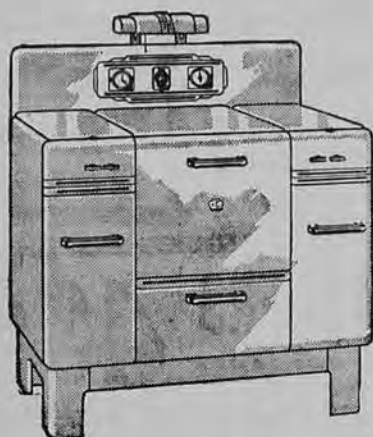
1.25

FULL QUART

! \$1.85 Value!
is all 2 1/2 years old
ed from 100% ripe,
American grain
in steam-heated
it is distilled in the
expensive way,
is for its smooth-
stability.

NOW! IS THE TIME

TO BUY AN ELECTRIC REFRIGERATOR OR STOVE



CHOOSE FROM 5 LEADING MAKES

BUY AT SENECA
AND GET ANY ONE
OF THESE FAMOUS
APPLIANCES



AT NO EXTRA COST

RADIO

Choice of
PHILCO,
ZENITH or
RCA

VACUUM
CLEANER



BICYCLE

BOYS' OR GIRLS' MODEL

Sweeper-Vac,
Royal,
Westinghouse
or Eureka



WASHING
MACHINE

Choose From Leading
Makes



AND MANY OTHER ITEMS
TO CHOOSE FROM INCLUDING

BREAKFAST SETS, IRONERS, AUTO RADIOS
SEWING MACHINES

PAY

2

NICKELS A DAY

YOUR FIRST PAYMENT IS A MONTH AWAY!



BUY YOUR TIRES NOW!

GOODYEAR-NORWALK-MOHAWK-ANY SIZE-ANY NUMBER

GET A TUBE WITH EACH TIRE
AT NO EXTRA COST
PAY ONLY 2 NICKELS A DAY!

SENECA STORES

149 MONROE AVENUE
OPEN EVENINGS UNTIL 9:30 P. M.

OPPOSITE
MANHATTAN
STREET

Handy Bank
GIVEN



★
MAKES IT
EASY TO
SAVE
YOUR 2
NICKELS
A DAY
★

BINGO
PLYMOUTH CHURCH
108 TROUP ST., cor. TROUP and PLYMOUTH
Every Saturday 8:30 P. M.
Merchandise and Cash Awards
JACK POT—\$30.00 23 GAMES—25c

CRASH PRICES SLASHED



Full Size
Hydro Velvet
**Chenille
SPREAD**
\$1.79

Fine Quality
Embroidered
**SHEET
SETS**
Reg. \$3.95
\$1.59

COUPON
Large Size
**SHEET
BLANKETS**
Reg. 89c
39c

COUPON
Hand Made Tuscany
**CHAIR
SETS**
Reg. 69c
19c

COUPON
Imported Chenille
**WASH
CLOTHS**
4 For 25c
7 1/2c

Size 15x17
**BABY
PADS**
Reg. 15c
8 1/2c

Hand Made
**MOSAIC
BANQUET
CLOTHS**
12 Napkins
Included 3.95
Reg. \$14.95

**NATIONAL
LINEN SHOP**
98 MAIN ST. E. Near Water St.

THREE-RING PREVIEW



Among the "colossal" acts coming to the Shrine Indoor Circus at the Main Street Armory, the week of March 13, are Bonnie Hunt and her herd of trained elephants.

Shriners Selling Tickets For Annual Winter Circus

General admission tickets to the Shrine Winter Circus, which opens at the State Armory for one week, commencing Monday evening, March 13, are now in the hands of all members of Damascus Temple, and are selling at one cent to forty cents. When the show opens the tickets will be fifty cents, according to Martin W. Utz, circus chairman. In addition to being good for admission to the circus each purchaser will be given a chance to win a 1939 Plymouth Sedan and a 1939 Ford Sedan, both door prizes. Opening night's program will include the Damascus Temple Band, the Legion of Honor, the Patrol, the Chanters and all past Potentates of the Shrine. All the performers and animal acts, except Captain Roman Proske's Bengal tigers will take part Monday night will be known as Shrine night.

Rand School Director Amalgamated Speaker

August Claessens, director of the Rand School of Social Science of New York, will give an address on democracy tomorrow at 8 p. m. in Amalgamated Center, 476 Clinton Avenue North. Democracy — an ideal or a racket? will be the subject of his talk. The address was postponed a month ago because of the heavy snow. It will be the second in a series of open forums arranged by the Cultural Department of the Amalgamated Clothing Workers.

Mrs. John W. Remington of Trevor Court Road, entertained the Strong Chapter of Genesee Hospital for luncheon on Monday in her home.

Mr. and Mrs. Albert E. Vogt of Highland Avenue, left this week for Florida where they will remain for several weeks.

Mrs. Edward Harris 2d of Portsmouth Terrace, entertained the Thirteenth Twig for luncheon on Friday in her home.

Mrs. H. E. Swezy of Rutgers Street, will open her home on Monday for tea to the Current Event Group. Mrs. Milton E. Gibbs will lead the discussion.

Mrs. Robert T. Headley of Penfield Road, left Saturday for Buford, Ga. to be the guest of her mother Mrs. James Allen, and Dr. Allen.

GENERAL COUNTY TAXES

Payable in 1939
Monroe County Treasury

Rochester, N. Y., January 2, 1939.

The assessment rolls for the general county tax levied in 1938 and payable in 1939 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 13 of Chapter 441 of the laws of 1938:

FEES WILL BE ADDED AS FOLLOWS:

All of January without fees.
February 1st to 28th, inclusive, 1 per cent.
April 1st to 14th, inclusive, 3 per cent.

After April fourteenth said addition of 3 per cent and also fees and penalties at the rate of 8 per cent per annum.

In case of default a warrant will be issued for the collection thereof according to law.

On August 1st an additional fee of \$1.50 for advertising will be charged. On the 15th day of August, a list of all unpaid taxes will be published. On the 20th day of August all unpaid taxes will be sold, and can be redeemed only by paying advertising and sales charges, with interest.

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 for bill. 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 1st, but should be paid to the Town furnished by the County Treasurer on request.

CLARENCE A. SMITH,
Director of Finance.



SAVE!

\$40.00

AT THE FACTORY ON THIS

2-PC. MODERN

Matching
Chair \$29.50

\$69.00
\$6.90
Delivers

Similar Sale Savings On

BEDROOM SUITES
DINING SUITES
BREAKFAST SUITES
STUDIO COUCHES
FLOOR COVERINGS

Budget
Terms

LYONS

FURNITURE MANUFACTURERS

175 N. WATER ST.

Liberal Allowance
for Your
Old Furniture

Open Tues.
& Thurs.
Evenings

ACHTER'S

387 E. MAIN ST., NEAR GIBBS ST.

BARGAINS

EVERY DAY

SPECIALS FOR FRIDAY & SATURDAY

Men's & Boys'
Striped Crew
SOCKS
10c value
2 pr. for
13c

2 Lb. Box Stat
**SODA
CRACKERS**
10c value
11c

10c value
MOP HEADS
6c

1000 Sheets
TOILET TISSUES
2 for 7c

Pkg. of 12
Boxes
**SAFETY
MATCHES**
10c value
4c

3 oz.
ABSORBENT
COTTON
10c value
6c

All Colors
MACHINE
THREAD
6 for 5c

Black Rock
Unbleached
MUSLIN
12 1/2c value
7c

Men's
Broadcloth
PAJAMAS
\$1 value
59c

Extra Special!
Men's Solid Color
DRESS SHIRTS
A real value at this price.
66c value.
38c

COUPON
FRI. & SAT.
CLEANSING
TISSUES
200
Count
6c

Dye-Tint
DYES
Ass't Colors.
10c value
4c

50"x50"
**TABLE
COVERS**
60c value
34c

Embroidered
**GUEST
TOWELS**
10c value
6c

Rayon
**TABLE
Napkins**
5c value
2c

Infants'
**RUBBER
PANTS**
10c value
3c

Ladies'
Over 25c Wool
ANKLETS
19c value, pr.
5c

Wool Soap Flakes
To wash silk and wool,
10c value
2 for 9c

SPECIAL!
Fri. and Sat. Only
Ladies'
New Spring

SPORT SWEATERS
Smart new styles in soft Spring tones—Buy several at this low price. Sizes small, medium, large. Regular 79c value.
43c

Specials For MONDAY February 27

Men's White HAND-
KERCHIEFS 2 for 3c
5c value

Boys' Fancy TIES 6c
10c value

Close out Men's SWEATERS
Assorted styles and sizes
Values to \$3.49
\$1.47

STYPTIC PENCILS in
unbreakable tube
5c value
2c

13"x36" F. SHELF
LINING PAPER
10c value
6c

Common PINS
200 Count
10c value
2 for 3c

Sponge Rubber
BALLS
10c value
3c

Ladies' Rayon
HOSE
19c value
9c pr.

Ladies' Satin & Bemberg
PANTIES
25c value
19c

Colonial Bed
SPREADS
\$1.49 value
57c

Assorted Bedspread
CROCHET COTTONS
20c value, skein
15c

42 Inch Pillow
TUBING 2 yds.
19c value
2 for 25c

18"x18" Fancy
DOILIES
15c value
7c

42"x36"
PILLOW CASES
19c value
9c

Lux SOAP
FLAKES
10c value
2 for 15c

30 Ft.
CLOTHES LINE
19c value
12c

All Metal Kitchen
STOOLS
\$1.25 value
81c

1 Lb. Box GIOIA
SPAGHETTI
10c value
8c box

Coupon Monday
JELL-O
All Flavors
2 boxes for 7c

Specials For TUESDAY February 28

Boys' Fancy
DRESS SHIRTS
49c value
24c

Men's Work SHIRTS with
Double Shoulder
69c value
43c

Men's OVERALLS
\$1.19 value
77c

Vigil Lite
CANDLES
12 1/2c value
7c doz

NOTE BOOK AND
FILLER PAPER
15c value
8c

Children's SEWING SETS
With Doll
10c value
4c

Dressing COMBS
Assorted colors
10c value
4c

Ladies' Initial
HANKIES
10c value
3c

Orchard
GUIMPE
12 1/2c value
7c spoon

Infants' 8 Oz.
NURSING
BOTTLES 3 for 5c

Hand Made Lace
DOILIES
12 1/2c value
4c

36"x36" Table
COVERS
25c value
11c

Pure Linen
NAPKINS
15c value
9c ea

18"x36" Turkish
TOWELS
12 1/2c value
8c

MEDICINE CABINETS
with Mirror Front
\$1.25 value
78c

Enameled
ROASTERS
79c value
47c

24 oz. Furniture
POLISH
20c value
7c

Woodbury's
FACE SOAP
10c size
6c

Coupon Tuesday
Tall Can
Van Camp's
EVAP. MILK
3 for 17c

Specials For WEDNESDAY March 1

Men's BILLFOLDS 5c
10c value

Men's Sweat
SHIRTS
69c value
41c

Boys' Athletic
SHORTS
15c value
9c

25 Count
ENVELOPES
3c value
2c

STAMP BOOKS
10c value
4c

New Spring
RUFFLING
3 yds
5c value
3 for 10c

500 Count Cleansing
TISSUES
25c value
13c

Close Out Ladies'
SHOES
Values to \$1.98
15c pr. up

1/2 oz. Darnis
KNITTING WORSTED
10c value
6c

Children's Flannel
SLEEPERS
With feet
39c value
22c

Part Linen
DISH TOWELS
10c value
6c

Unbleached 2 yd.
MUSLIN 2 for 13c
Value 12 1/2 yd.

36" Solid Color
BROADCLOTHS
Value 12 1/2 yd.
7c yd

TOOTH
PICKS
5c value
2 for 5c

20"x40" TURKISH
TOWELS
29c value
16c

WASH
CLOTHS
3c value
2 for 5c

LIFEBUOY
SOAP
5c value
2 for 9c

Book MATCHES
Box of 50
10c value
2 for 11c

Coupon Wednesday
24 oz. Sterling
SALT
3c box

Specials For THURSDAY March 2

Men's Canvas Work
GLOVES
10c value
6c pr.

PIPE
CLEANERS
Pkg. of 24
3 for 5c

Children's Toy
BROOMS
10c value
6c

Cartier's INK
10c value
4c

1/2"x1 yd.
ADHESIVE
TAPE 2 for 3c

230 Sheets Pond's Cleansing
TISSUES
15c value
9c

HAIR NETS
All Colors
3 for 5c

Bunch of 40
SAFETY PINS
Nickel Plated
3c

Ladies' Cotton
HOSE
20c value
11c pr.

Ladies' Rayon PANTIES
Regular and Extra
Sizes
19c value
11c pr.

Close Out Men's
SWEATERS
Values to \$1.98
95c

CHEESE CLOTH
5c value
3c yd.

Embroidered PILLOW
CASES
25c value
12c each

36 Inch Plain Color
FLANNEL
12 1/2c value
8c yd.

Table CLOTH
25c value
16c yd.

Ironing BOARD Complete
With Cover
\$1.19 value
71c

Paring KNIVES
5c value
2c

38 oz. Pride
WASHING POWDER
8c

Coupon Thursday
J & P Coats
**MACHINE
THREAD**
2 for 5c

FREE
Parking
at the
GIBBS ST.
STATION
Opposite
Y.M.C.A.

ACHTERS

BARGAIN ARCADE

387 MAIN ST. E. GIBBS ST.

PHONE STONE 1880 1881 1882

RIGHT RESERVED TO LIMIT QUANTITIES NO MAIL OR PHONE ORDERS FILLED

OPEN
Every Night
Until
9 P.
M.
Opens Daily
at 9 A.M.

Dye-Tint DYES 4c
Ass't Colors, 10c value

TABLE COVERS 34c
50"x50" 60c value

Embroidered GUEST TOWELS 6c
10c value

Rayon TABLE NAPKINS 2c
30c value

Infants' RUBBER PANTS 3c
10c value

Ladies' Over 25" Wool ANKLETS 5c
10c value, pr.

Wool Soap Flakes 2 for 9c
to wash silk and wool, 10c value

MUSEUM GETS COSTUMES
The Ska - nase - gao Chapter, ma Daughters of the American Revolution, has presented Indian costumes to the Rochester Historical Society Museum, 100 Lake Avenue.

BUDGE vs. VINES
PROFESSIONAL TENNIS
ARMORY, MAR. 2nd
— Tickets On Sale At —
Seneca, Powers, Rochester Hotels,
McGrath's Sport Shop, Roch. Sporting
Goods and Armory.
All Res. Tickets \$1.50—None Higher

Have YOU tasted GENESEE recently?
... to taste it is to like it; so its popularity grows and grows!



GENESEE All Malt BEER
Rochester's "thirst-choice" beer by 5 to 1!

DRAUGHT • BOTTLES • STEINIES • CANS • EVERYWHERE

Former Rochesterian Advanced by U. S.
H. Merrell Benninghoff, career diplomat and former Rochesterian, has been appointed second secretary of the American Embassy at Peking, China.
A member of the Class of 1926 at the University of Rochester, Benninghoff, still in his mid-thirties, entered the consular service following graduation and has held posts in many parts of the Orient. He most recently has been consul at Harbin, Manchukuo.

Wings Sign Gillenwater

Cardin Gillenwater, one of the most promising young outfielders to come up with the Red Wings in a long time, has signed his 1939 contract, President Oliver French announced today.
Gillenwater, whose baseball activities were cut short in the final week of last season, when he underwent an appendectomy at Toronto, sends word that he is in fine fettle and ready to start training at the Winter Garden camp of the Wings.
Rochester fans still talk about Gilly's game winning home run of Johnny Gee, Syracuse pitching ace, in an extra-inning night game last season. It was the only tally of a pitching battle between Gee and St. Johnson and it was the blow that reduced the towering Gee to tears.
Gillenwater, who came to Rochester from Kingston club of the Coastal Plains League, had played only ninety-eight games in organized baseball before joining the Reds. He batted .278 in 111 games, his hits including nineteen doubles, one triple and one homer.

Two Meetings Listed For Zonta Club Members

Zonta Club of Rochester has listed two meetings for next week. Members of the Board of Directors and committee chairmen will meet Monday at 6 p. m. at 1234 Granite Building. A buffet supper will be served. Miss Adeline Bush is chairman in charge of arrangements.
The regular luncheon meeting of the club will be held Tuesday at 12:15 in the Rochester Club, A. G. Grant of Sun Valley, Idaho, will give an illustrated lecture on Sun Valley. Miss Flora Armbruster is chairman of the program.

PRO TENNIS ACE



DON BUDGE
This Sensational Red Head Will Play Ellsworth Vines At The Armory On March 2

Budge and Vines Headline Tennis Bill at Armory

America's outstanding athlete of 1938, J. Donald Budge, recent world amateur tennis champion and the only tennis player of all time to accomplish a "Grand Slam" by winning all four major international titles in the same year, is expected to draw a record tennis crowd to the Armory a week from tonight, Thursday, March 2, when he plays Ellsworth Vines in one of a series of matches to decide the world professional tennis title.

No athlete received as much publicity in the last year as Don Budge, the red-headed youngster from Oakland, California, who saved the famed Davis Cup for Uncle Sam last summer in the challenge match against Australia.
Budge is regarded as one of the greatest tennis players of all time. Even Bill Tilden was unable to win the U. S. British, French and Australian championships in the same year. Tilden managed to garner three of the titles.
Besides Vines, present holder of the barnstorming professional tennis title, two other well-known professional stars will appear in the local tennis match next Thursday. Bruce Barnes, the gum-chewing Texan, a veteran of the pro game, and Dick Skeen of Hollywood, who teaches Hollywood's screen stars the fine points of the net game, will complete the exhibition.
Two single and a doubles match will be on the Armory program next Thursday night.
Charles Schindler, 38 Alcazar Street, who has complete the arrangements for "The 50 Club," drop around at The Sun, 419 Burke Building and get another ticket—a ticket to Loew's Rochester Theater.

Delta Sigma Nu To Install Officers

Delta Sigma Nu sorority will have its annual banquet and installation of officers today at Hotel Rochester.
Those to be inducted are Josephine C. Mancuso, president; Gladys M. Antonelli, vice president; Edna DeFrank Fasino, secretary; Esther C. Martilotta, treasurer; Nellie G. Prestanni, historian; Josephine J. Lapi, social chairman.

Union League Club Picks New Officers

Charles O. E. Doerr, this year will be at the helm of the Union League Republican Club, one of the oldest political organizations in the city, having been elected president of that group.
Other officers are: Vice president, William F. Pundt, Peter Manning and Irving Drew; recording secretary, Harry J. Bareham Jr.; financial secretary, Everett Myers and treasurer, Charles Schenkel. The club will hold a social night Tuesday.

Lake Ave. Church Unit Meets at Supper Today

Women's executive committee of Lake Avenue Baptist Church Webster will have a supper meeting today in Webster House.
Mrs. William B. Platt will serve as chairman, and will be assisted by Mrs. F. E. Zimmerman, Mrs. James J. Metts and Miss Ann Jackson.

Mrs. Grace E. Allen, 4 Hughes Place, Grace Allen may, or may not be, related to you, but you'll want to see her in "Honolulu," together with George Burns, Robert Young, Eleanor Powell and Rita Johnson at Loew's Rochester Theater, call at 419 Burke Building for guest ticket.
Mrs. Alice Cooke, at Nicholson Street, be the guest of Loew's Rochester Theater at "Honolulu," starring Robert Young, Eleanor Powell, George Burns, Grace Allen and Rita Johnson, and "North of Shanghai," with James Craig and Betty Furness. Call at 419 Burke Building for guest ticket.

SPORTS

By JOHN BURNS

Winter is a time when occupants of the front office of a baseball club concentrate on heavy thinking. It keeps the boys out of trouble and now and then they hatch up a scheme that pays dividends in the good old summer time.

News that Oscar Judd, Canada's contribution to the Red Wings, has signed his 1939 contract brings to mind bits of conversation which lead to the belief that Judd may earn his pay this season as an outfielder instead of as a southpaw pitcher. Anyhow, that's the experiment Oliver French, head man of the Wings, has in mind. Judd is a first-rate hitter; he owns plenty of leg speed and is not without experience in the outfield.

Perhaps our Oliver prefers to forget the red tape he was forced to untangle in order to get Judd out of Canada in 1937, his first year with the Reds, and also to forget the spasms of anguish that have shaken the sturdy French frame as he watched Judd succumb to wildness, the bugbear of so many left-handers. No doubt the Hon. Pres. figures it will be less nerve wracking to shift Judd to an outfield post, where light and tense situations are less frequent than in the pitching box. There's another factor, too that may have entered into French's decision to try the left-handed Oscar in the outfield. He might have recalled Judd's first appearance at bat in the International League. It was at Newark and the nonchalant left-hander became the hero of that affair when he socked a home run into the right field stand.

Without taking any credit from Judd for that home run, in all justice one must give Tony Kaufmann at least an assist on the hit. It happened this way: Judd was selecting a bat from the flock of wood in front of the Rochester dugout when Kaufmann contributed this bit of wise advice.
"When you go up there, Lefty, take a toehold," counseled Kaufmann. "They'll figure you for just another pitcher and that first one probably will be right in there. If it is, sock it!"
It was one of those occasions when advice and execution made a perfect combination. Incidentally, that was the last grooved pitch Judd received in that game.

MAJESTIC'S FEBRUARY FURNITURE SALE
OFFERS YOU ROCHESTER'S OUTSTANDING VALUES!
Come In And See For Yourself
HURRY! LAST FEW DAYS



Our Most Sensational Value!

Complete Outfit! 17 Pcs.!

LIVING ROOM \$86

Think of it! An entire living room for less than the regular price of the suite alone! Beautiful rayon velvet davenport in choice of colors. Buy this suite and we'll give you all the rest of the furniture at no extra cost.

BUY ON EASY TERMS! \$5 DOWN DELIVERS!

Sale Special!
GENUINE INNERSPRING
MATTRESS \$7.95
Where else can you find such value? The usual selling price of this mattress is \$12.95. You pocket a \$5.00 saving by buying now.

Sale Special!
4-PIECE WATERFALL
BEDROOM SUITE \$57
Beautiful walnut veneer! 4 pieces too—not 3. And you save almost half by buying now!

MAJESTIC FURNITURE COMPANY
204 COURT ST.
OPEN EVENINGS TO 9 P.M.

Sunday dinner at the Chateau is more than just a meal... it's a gay dining experience. Not only do you get the finest foods the markets produce, but you can always choose from a menu that is as famous for its variety as for quality. Generous portions served in an atmosphere you'll enjoy all add their part to making a Chateau dinner something "out of the ordinary." But that isn't all... at the Chateau you have the finest wines and liquors at your call before, during or after your meal. A fine orchestra offers music for dancing and we know we are offering Rochester's finest floor show entertainment. Best of all... your complete dinner costs only \$1.00 per person (steak dinners at \$1.50) and we serve from noon til closing. So decide now to make next Sunday a Chateau Sunday. We're "at home" at Monroe Avenue at the Twelve Corners.

"FAMOUS FOR WINES AND LIQUORS"
BERGHASH'S
Price Slashing
WINE AND LIQUOR SALE
Bringing You the World's Finest Brands at Consistently Low Prices

Compare! To Any \$1.49 Value! 4 Yrs. STRAIGHT BOURBON Whisky—90 PROOF Old Pint \$1.09	LONDON INN GIN 90 Proof Case of 12 FIFTHS \$11.39 FIFTH
Compare! To Any \$1.89 Value California BRANDY FIFTH \$1.38 Large 25 Oz. Bottle 3 for \$4.00	Compare! To Any \$1.75 Value "3 Quarts for \$4.00" Single Quart \$1.39 "HIGH RANK" BLENDED WHISKY
REGULAR \$1.39 VALUE! IMPORTED FRENCH VERMOUTH 30 Oz. Bottle 97c	LOWEST PRICE EVER! GOLD CROSS SLOE GIN Pint 2 PINTS FOR \$1.00
APRICOT LIQUEUR Large 25 oz. Bottle \$1.51 Reg. \$2.25 Value!	Compare! To Any \$3.09 Value Imported 100% All Scotch SPECIAL RESERVE FIFTH \$2.39 Large 25 Oz. Bottle 4 BOTTLES FOR \$9.00

GRAND MARSHAL STRAIGHT RYE WHISKY
3 YEARS OLD
4 Quarts 90 Proof **\$1.87**
SINGLE QUART
COMPARE TO ANY \$2.50 VALUE

9 YEAR OLD CANADIAN WHISKY Full Quart \$2.98 \$3.69 Value	RENAULT WINES! Reg. 79c Value! 2 BOTTLES FOR -- FIFTHS Case 12--\$5.50 \$1.00 Sherry, Port, Tokay, Marsala
40 YEARS OLD SPANISH BRANDY Regular Price \$5.00 \$3.50 FIFTH	ROCK-N-RYE FULL QUART \$1.65 Compare To Any \$2.25
FRENCH IMPORT REG. \$5.75 VALUE VEUVE CLICQUOT (Yellow Champagne) Large 26 Oz. Bottle \$4.00	READY TO SERVE COCKTAILS \$2.39 Value FULL QUART \$1.87
100% IRISH WHISKY All 12 Years Old Reg. Price \$3.18 FIFTH \$2.73	IMPORTED FRENCH Sauterne Claret Burgundy FIFTH 98c

EXTRA! 2 GALLON SALE!
100% PURE CALIFORNIA WINE
Sherry, Port, Muscatel, Tokay, Angelica, Madeira, Marsala, Sauterne, Claret, Burgundy

DIPLOMAT 89c
2 gallon \$2.79 single gallon \$1.59

2 YR. OLD BOURBON WHISKY Full Quart \$1.39 4 Quarts \$5.25	Imported Cuban Gold Label RUM 95 Proof 4 Years Old \$3 Values. FIFTH \$1.99
4 1/2 Years Old BOTTLED IN BOND 100 PROOF BOURBON WHISKY Reg. \$3.39 QUART \$2.44	OLD MILL APPLE JACK BRANDY 2 1/2 YEARS OLD. \$2.49 Value \$1.88

Berghash Liquor Store
124 CLINTON AVE. SOUTH — NEXT TO LOEW'S
FREE PARKING OPPOSITE STORE
PHONE MAIN 786

OPEN
Every Night Until 9 P.M.
Dance Daily 9 P.M.

Jeremiah Moynihan, 19 Alberta Street, Stone 6901—and NOT Main 35—is calling. He is the "Honolulu" at Low's Rochester Theater? Of course you would. In it are starred Robert Young, Eleanor Powell, George Burns, Grace Allen and Rita Johnson. Just call at 419 Burke Building for guest ticket.

LEONARD REFRIGERATORS
BRAND NEW IN CRATES
WHILE THEY LAST

JUST	WAS	NOW
4...7 cu. ft. De Luxe	\$264.50	\$139.50
2...7 cu. ft. De Luxe	\$239.50	\$129.50
3...6 Cubic Feet	\$184.50	\$129.50
2...5 Cubic Feet	\$164.50	\$119.50
1...5 Cubic Feet	\$184.50	\$119.50

PREMIER CLEANER \$39.95
Hand Cleaner \$16.50 Both For **\$39.95**
\$56.45

LESS THAN \$1.00 per week
5 YEAR WARRANTIES
ROBOT APPLIANCE CO.
1725 Dewey Ave. At Ridge Rd. GLEN 818 Open Evenings Till 9

FREE PLATES
or CASH DISCOUNT
With Every Used Car!!

Siebert's offers you FREE... your 1939 license plates, or the price of the license plates as a cash discount on any USED CAR listed at the following BARGAIN PRICES:

You Must Bring This Ad With You.

'36 Chevrolet De Luxe Coach original black paint, low mileage	\$345	'37 Ford Business Coupe, new owner, very clean	\$325
'36 Chevrolet 19-ton Panel completely reconditioned and guaranteed	\$275	'35 Plymouth De Luxe Coupe, mechanically excellent	\$195
'35 Chevrolet De Luxe Town Sedan with Radio and Heater, looks and runs like new	\$295	'34 Hudson Sedan, trunk compartment Radio & Heater, original paint like new, one owner	\$245
'35 Chevrolet long wheel-base State truck	\$195	'36 Pontiac Coupe	\$375

50 Other Bargains Not Listed From \$25.00 Up
No Down Payment on Cars Under \$300

SIEBERT'S
615 SOUTH AVENUE

GOOD-BYE Forever...

The Big Deal Ends SATURDAY
Think Quickly—ACT IMMEDIATELY!
... No Time For Delay

COUPON

Bring, or mail this coupon together with 98c to The Rochester Sun, 419 Burke Bldg., (5 St. Paul St.) Rochester, N. Y., for both The Dictionary and the free Atlas. On Mail Orders add 8c for postage.

The Way To A Man's Heart
BY IRENE MUNTZ

Yeast cookery is really fun. Yeast doughs are so pliable and soft and they may be shaped so easily and attractively that you not only enjoy working with them, but you also have reason to be proud of the delicious, golden-brown products from your oven.

The recipe for one-hour rolls is so simple to mix and so quickly made and shaped that even the busiest housewife can find time to prepare them. And she will find her time well spent in doing so for they have such a delicious flavor that although this recipe makes about 4 dozen rolls, there will be no problem in disposing of them.

Of course, if your family is small, divide the recipe in half, but there are so many variations that you may use for this dough that you will find that it is easily used.

ONE HOUR ROLLS
Temperature: 400 Degrees F.
Time: 15 minutes

4 cakes yeast
1/2 c sugar
1/2 c all-purpose flour
1/2 c salt
1/2 c melted butter

Crumble yeast into a mixing bowl, add sugar and mix until a liquid results. Add eggs and beat well. Add the milk which has been cooled to lukewarm and 4 cups of the flour. Beat thoroughly, add butter, salt and enough more flour to enable kneading to a smooth elastic ball. Put in a lightly greased bowl, brush with melted butter and cover. Set bowl in a pan of warm water and allow to rise until very light (about 25 minutes.) Form into desired shapes and place on buttered pan. Cover and let rise until light (about 20 minutes.) Bake in a preheated oven.

If you like, this recipe may be mixed in an electric mixer. An easy way to prepare it is to add about 6 cups of flour so that you have a very soft dough. Place the 7th cup on your kneading board and turn the dough out on it. With a floured knife start turning the edges of the dough in toward the center so that the outside of the ball of dough is generously coated with flour. Then start kneading the dough and you will find that your hands become less sticky and less flour is worked in as you knead.

Knead about 10 minutes, (adding more flour if necessary) or until the ball of dough is smooth, elastic and will spring back quickly when you poke your finger in it. The less flour you add, the lighter and fluffier the rolls and the longer they will stay moist.

To make pan biscuits, roll the dough in balls the size of an egg, arrange close together in a buttered pan, brush with melted butter and set aside to rise.

CINNAMON KUCHEN
Temperature: 400 Degrees F
Time: about 25 minutes

Roll one-hour roll dough to 1/2 the depth of the pan and place in well-buttered pan. Brush with melted butter and top with the following mixture:

CINNAMON KUCHEN TOPPING
1/4 c sugar
1/4 c cinnamon
1/4 c chopped nuts
1/4 c melted butter

Combine ingredients in order given and sprinkle on kuchen. This is enough to cover two 8x8x2" pans. Set aside to rise and when doubled in bulk, bake kuchen in a preheated oven.

HONEY TWIST
Temperature: 375 Degrees F
Time: 25-30 minutes

Shape one hour roll dough in a long roll about one inch in diameter. Roll the roll in a buttered cake pan small-fashion. Brush with honey topping, cover and let rise until light. Bake in a preheated oven.

HONEY TOPPING
1/4 c butter
1/4 c confectioners 2 T honey
sugar
Mix ingredients, until smooth and creamy.

This honey twist makes a delicious breakfast coffee cake, is sweet enough for a dessert for luncheon or to top off an evening snack.

In addition to these recipes, there are all the dinner rolls you can shape: Parkerhouse, snails, bow knots, braided rolls and the like and don't forget the Swedish Tea Ring that is always so popular at any meal from breakfast till late in the evening. Try some of these new tricks with this quick, easy roll recipe and you'll find that your meals will have new flavor appeal.

CASSEROLE SUPPER
Winton Congregational Church will hold a casserole supper tomorrow at 6 p.m. sponsored by the Ladies Aid Society. Mrs. Robert Burnham is chairman, assisted by Mrs. Burnett Eddy, Mrs. Fred Putzig, Mrs. Louis Frenz, Mrs. Harry McMurry, Mrs. Robert Smith, and Mrs. John Nicholson.

Aunt Jemima Comes To Town

Aunt Jemima, the symbol of perfect pancakes the world over, will appear in person today and tomorrow at the Miracle Market, 694 Lake Avenue.

She will demonstrate the proper method of making pancakes, and samples of her skill in turning batter into cakes that melt in one's mouth will be well worth investigating.

Robert J. Young, 207 Herald Street, says, "Aunt Jemima is a relative of yours, but anyhow, you'll want to see her in 'Honolulu' at Low's Rochester Theater, together with Eleanor Powell, George Burns, Grace Allen and Rita Johnson. Call at 419 Burke Building for guest ticket."

Industrial Accident Deaths Show Decrease

Deaths resulting from industrial accidents are decreasing, according to the state labor department. Six industrial deaths occurred in the Rochester area during the month of January.

A total of 99 fatalities from industrial accidents for the state during the last month showed a decrease of 22 from the December total, and was nine less than in January 1938.

ST. PATRICK'S DANCE
Monroe County Board and the Ladies Auxiliary, Ancient Order of Hibernians, will celebrate St. Patrick's Day, March 17, with a dance at the Rochester Club. Michael Cullane is chairman.

LAKE COAL & COKE CO.
255 Lyell Ave.

SURE FIRE BRAND EGG STOVE NUT	COKE DOMESTIC	Pennsylvania's Finest Brand EGG STOVE NUT
\$970	\$8.50	\$10.65
FRESH MINED HARD COAL	TON	PEA COAL \$8.75

None Better At Any Price

Phone Your Order NOW
GLEN - 538 - 537

THE MIRACLE MARKET
694 LAKE AVENUE

SPEND LESS MONEY For Better FOOD!

Do all your shopping regularly at the Miracle Market and prove to yourself that you do save money. And that's only half the story. Every item you buy at Miracle is fully guaranteed to be of high quality. No guessing here... the quality must be right before we'll sell to you.

WE WILL MEET OR BEAT ANY ADVERTISED PRICE IN THE CITY
OPEN FRIDAY and SATURDAY 'TIL 9 P. M.
Free Delivery — On Orders of \$3 or More.
We Reserve The Right to Limit Quantities

DelMonte PEAS 11 1/2c	FANCY RED LABEL Chicken of the Sea TUNA 11 1/2c	Gold Medal FLOUR 24 1/2 lb. Bag 79c
TOMATO PASTE 3 for 10c	PET. CARNATION, BORDEN'S EVAPORATED MILK Tall Can 6c	SPRY 3 lb. Can 42c
Phillips SOUPS 4c	JELL-O ALL FLAVORS 2 for 9c	RINSO Large Package 13c
Fancy Golden Bantam Corn Large 303 Can 5c	TOMATO JUICE 4 for 23c	LENTEN SPECIALS!
Salad Dressing Full Qt. 19c	Post Toasties Giant Boxes 2 for 15c	ELBOW MACARONI or SPAGHETTI 4 lbs. 21c
PEANUT BUTTER Pound 12c	Mackerel Lge. Can 9c	PINK SALMON 2 for 19c
All You Want Of Fresh Chicken Cuts	Boneless Rolled Steer RIB ROASTS OF BEEF lb. 27c	FANCY WET PACK SHRIMP 2 for 19c
Chicken LEGS lb. 35c	BEEF ROASTS Cut From U. S. Inspected Young Steers lb. 16c	FANCY RED ALASKA SALMON Large Can 17c
Chicken BREASTS lb. 41c	Swift's Georgia Peanut Premium Quality Skinned HAMS COOKED Whole or Shank Half lb. 27c	COUPON VAN CAMP'S EVAPORATED MILK 4 FOR 19c
Chicken LIVERS lb. 45c	Milk Fatted Young ROASTING CHICKENS 3 1/2 to 4 lb. Average lb. 22c	
Chicken WINGS lb. 23c	Arpenko and Wilson Certified Lean, Sliced, Rindless BACON lb. 23c	
Chicken NECKS lb. 15c	Fresh Opened OYSTERS . qt. 30c	
Chicken GIBLETS lb. 19c	Haddock FILLETS lb. 10c	
	Fresh Sliced Boston BLUE FISH lb. 10c	
	Cherry Stone 30c a hundred	
	CLAMS doz. 12c	

Last minute orders are beginning to pour in. Do not miss this sensational Free Atlas offer. To facilitate matters and to make for your convenience clip only one coupon NOW and present or mail it with 98 cents to this paper.

NEW UNIVERSITIES DICTIONARY POPULAR ATLAS FREE!

All good things must end. We have definitely decided to bring this sensational educational offer to a close this week.

FREE!

To Readers of this newspaper. Tell your friends about this wonder of offers. The Popular Atlas of the World will be given to you FREE with each purchase of The New Universities Dictionary.

You too can explore the increasing new worlds of thought and action. Automotive engineering, aviation, radio, the moving picture industry, beautiful and detailed maps ready to point out the strategic geographical positions of current foreign and international affairs. Definitions and syntax of many new words. These are but a few of the countless invaluable bits of information afforded you by The New Universities Dictionary and The Popular Atlas of the World.

How To Get the Two Books
BRING OR MAIL COUPON TO
ROCHESTER SUN
419 BURKE BLDG. 5 ST. PAUL ST.
ROCHESTER, N. Y.
Add 8c Postage On Mail Orders

Large Iceberg Head LETTUCE 7c	Hot Cross Buns 2 doz. 29c	Borden's Cheese
Large No. 1 Potatoes, pk. 27c	Large Size Cherry Pies 2 for 25c	Chateau Limburger 2-HALF LB. Packages for 25c
Large Cooking Onions 5 lbs. 10c	Mary Ann Cakes 15c	BORDEN'S CREAM CHEESE 3 OZ. PKGS. 2 for 13c
Lge., Juicy California Oranges doz. 15c	Topped With Luscious Cherries	Butter 2 lbs. 53c
Pink Seedless Grapefruit 6 for 15c		Fancy Grade "A" EGGS doz. 24c

COKE CO.
1 Ave.

KE
STIC
50
TON

EGG \$10.65
STOVE
NUT
PEA COAL \$8.75
None Better At
Any Price

Order NOW
88-537

LE
LAKE
AVENUE

your shopping regularly
Miracle Market and prove
yourself that you do save mo-
re and that's only half the
Every item you buy at
is fully guaranteed to
quality. No guessing
the quality must be
ore we'll sell to you.

ld Medal
OUR
79c

Value in Town

42c
15c

Large
Package
13c
10c

SPICIALS!
4 lbs. 21c
2 for 19c
2 for 19c
Large Can 17c

ON
EVAPORATED
4 FOR 19c

27c
16c
27c
22c
23c
10c
12c

heese
HALF LB.
packages for
25c
13c
53c
24c

A Guide To Better Buying In
More Than 74,000 Rochester
Homes. News and Advertising
Of Interest To Every Member Of
The Family

VOL. II, No. 18

ROCHESTER, N. Y., THURSDAY, MARCH 2, 1939

74,300 COPIES DELIVERED

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

Here, There and Yonder

By CRAY REMINGTON

When Walter Johnson, Averill Avenue, climbs down from his truck nights, after a hard day's driving and loading unloading, he takes a peek at Zip before entering his home for dinner. If Zip is sound asleep in his pen, converted from a barrel and located in the back yard, Johnson, who does not disturb him, for he realizes that Zip is one of the hibernating species and that this is the winter season, and a cold one at that. So Zip, the lazy rascal, snoozes on and on, often for four consecutive days, as you and I would love to do but cannot for obvious reasons too numerous to mention.



Cray Remington
Johnson, without exaggeration, (Continued on Page 5)

Milk Price Reduced One Cent

Heavy production and collapse of price-fixing legislation caused a cut of one cent per quart in the retail price of milk in Rochester. This reduction, effective March 1, brought the price to 12 cents per quart.

Recent court ruling, declaring the Rogers-Allen Milk Control Law illegal, tossed the state's wide flung dairy industry into a muddle and officials of the Dairy Farmers' Union, comprising about 13,000 upstate producers, are trying to straighten out the tangle.

Arcile, Wright, president of the Union, said his organization would push a drive for collective bargaining and fair trade practices.

PARENTS' FORUM

The need for parent co-operation with secondary education will be discussed at a parents' forum in East High School tomorrow at 8 p. m. William Wolgast, principal of East High School, will be one of several speakers at the meeting.

Let Us Show You How
This Tiny Instrument
Restores Natural Hearing

to the DEAF! ACOUSTICON

FREE
Demonstration
Daily
Visit the BAUSCH
store this week. Try
both types of Acous-
ticon. No charge.
obligation whatsoever!

E. E. BAUSCH & SON CO.
STONE 5277 61 EAST AVE.

Rochester on Parade *** By W. L. James



New Apparel Store Opens in Main Street

Robins ladies apparel store opened today at 180 Main Street East under the general management of George Hafford, who figures that 1939 will be a boom year in the ladies' apparel business.

This new store will give employment to about twenty-five persons. Mr. Hafford will be assisted by Marvin Adams and several department managers.



JIMMIE FIDLER in Hollywood

HOLLYWOOD—With the League of Decency endorsing the New York State censors' ban against "Yes, My Darling Daughter," Hollywood is doing irate, "how-dare-they" nip-ups. Somehow, I find it a bit difficult to share the general indignation.

In making that picture, with its flippant, approving treatment of "trial marriage," the Warner Brothers knew they were flirting with dynamite. Censorship—whether Hollywood likes it or not—is a fact, not a theory, and censor boards have a habit of reflecting the average, adult American's disapproval of anything which violates our established moral code. I believe Warner Brothers

dared the censors for just one reason—if they could squeeze that picture through, its sensational angles would bring curious adolescents to the box-office in swarms. In other words, they tried to "get away with something"—and got caught. In this case, I must admit that if I had a sixteen or seventeen-year-old daughter, I'd send the (Continued on Page 8)

Pull Up a Chair

By Neal O'Hara



A nose, anti-New Deal editor dug up the fact that when F. D. R. board a naval cruiser for one of his aquatic jaunts, he pays at the rate of \$1.50 a day for his personal accommodations, which really doesn't seem too much.

An eminent medico observes that he can't produce statistics to prove it, but good nursing is about seven-eighths of the battle against pneumonia.

The British write much more fan mail, per capita, to their radio stations than we Americans. That Hell-and-Maria temperament. In making a recent important speech on the European situation, General Charles G. Dawes roused the ire of his huge Chicago audience by refusing point blank to use the result that 80 per cent of the guests could hear a word he said. Today's favorite gag: FIRST GLOUCES-TERMAN—"Where's the cabin boy?" SECOND MATE—"Oh, we had to get rid of him. He broke all the saucers on our last trip and we had to drink out of cups for the rest of the voyage."

C. of C. Statistics Show Improvement In Key Yardsticks

Continuation of the upward trend shown by Rochester business in January is forecast by the Statistical Committee of the Chamber of Commerce. A slight tapering off during February will be more than offset by the expected advance in March according to the committee's findings.

Business yardsticks that exceeded the January 1938 level were: express shipments, freight car loadings, building permits, job placements, retail advertising, insurance and business electricity, passenger car, life insurance and real estate sales.

Business electricity sales were the highest for any January on record and residential sales were up 9 percent from a year ago.

Express shipments surpassed every January since 1931, although normally lower than December.

The average weekly factory wage paid during January 1939 was \$30.33, the highest average paid for any January. It exceeded by 3 per cent the average weekly wage figure for January a year ago, which was \$29.41.

Freight car loadings, always a significant index of conditions, showed a 5 percent increase over January a year ago. Loadings for January 1939 numbered

DANCING MASTERS MEET

The Western New York Council of Dancing Masters, an affiliated club of the Dancing Masters of America, will hold their spring convention in Rochester on Sunday at Hotel Sagamore. The day will be devoted to a business meeting and Virginia Bolt Scheer of Springfield, Ohio, will teach children's dances and Fredrick A. Otto of Rochester, will teach ballroom combinations. In the evening a dinner dance will be held on the Starlight Roof.

MARNA TRENT, 64 Wilcox Street, you may, or may not be, related to John Trent who, together with Marjorie Reynolds stars in "Sky Pirates" at Low's Rochester Theater. First film on the bill is "Made for Each Other," starring Carole Lombard, James Stewart and Charles Coburn. Call at 419 Burke Building for guest ticket.

SPECIAL 3 DAYS ONLY

A Genuine \$4.00
PORTRAIT
VALUE
FOR ONLY \$2.00

Take advantage of this offer now and get 3 beautiful portraits for the price of one. Every picture will please you... because every picture will be taken personally by Mr. Henry Leichter, our artist-photographer. Your choice of several poses to get the very best pose. No appointment is necessary.

Here Is What You Get—
1—8x10 De Luxe Tapestry Portrait... Reg. \$2.00
2—8x10 Ivorytone Portraits, Reg. \$1.00 Ea.
3 LARGE PORTRAITS IN ALL

PHOTO STUDIO.
Main Floor
200 MAIN ST. E.

ANNUAL MARK-DOWN SALE

3 DAY SPECIAL
THURSDAY
FRIDAY
SATURDAY

2 Pc. Custom Built
Rayon Velour
Living Room Suite

A Genuine \$89 Value
\$64

Buy Now!
Pay Later!

This is the first time a genuine custom built suite of this type has ever been offered in Rochester at less than \$89. All steel construction assures a life-time of comfort and service. Massive sturdy davenport that proves its quality. Buy with confidence. We guarantee you can't duplicate this for less than \$89. Money refunded if we're wrong. Choose from 4 popular shades. Price returns to \$85 Monday morning so buy now and save \$25.

Majestic Furniture Co.
204 COURT ST.
OUT OF THE HIGH REAR DISTRICT
OPEN EVENINGS

\$5 DELIVERS
Balance Easy Terms

NOW AVAILABLE PERSONAL LOANS

for
UNEXPECTED
OBLIGATIONS
or
EMERGENCIES

★

We will gladly furnish you with money at once if you are steadily employed and if you have a good credit standing. No collateral or co-maker necessary. Loan is repaid on a convenient monthly basis.

Member of F. D. I. C.

GENESEE VALLEY TRUST COMPANY
Exchange and Broad
THE BANK OF PERSONAL SERVICE

SPRING FESTIVAL OF FABRICS

DRAPERY • SLIP COVERS • UPHOLSTERY

NEW LOW PRICES

Fast Color PEARL GLOW Reg. 95c yd.	59c yd.	New Spring DRESS SILKS Reg. 79c yd.	39c yd.
Hand Blocked 50" Wide LINENS Reg. \$1.19 yd.	69c yd.	13" Washable HERRING BONES Reg. 49c yd.	35c yd.
9" Fast Color DUSTITE CLOTH Reg. 59c yd.	48c yd.	SPECIAL 38" Wide CHINTZ Reg. 39c-49c	18c

Washable French Ninon, Reg. 79c Yd. Now 49c Yd.
Sun and Tub Fast Ruff-Tex, 50", Reg. 1.59, Now 78 Yd.
Washable Casement Cloth, 50", Reg. 89c, Now 55c Yd.

Custom Made! 3-PC. SLIP COVER SET
Choose from a large assortment of new spring patterns in dustite, linenized, wash and stripes. Our experts will cut and fit materials in your own home.
\$21.48
Labor and Materials Complete

MILL END SHOPS

71 CLINTON AVE. SO.
PHONE STONE 4787
Opp. J. E. Thompson Co.

Mr. Constance Lombard, 132 Reynolds street, wouldn't you like to see Carol Lombard in "Made for Each Other," at Lee's Rochester Theater? Also in the cast are James Stewart and Charles Coburn. Call at 415 Burke Building for guest ticket.

Harry M. Nardimen, 27 Farrington Place, call at 415 Burke Building for guest ticket to Shrine Circus.

Heleen A. O'Connell, 859 Avenue D, call at 415 Burke Building for guest ticket to Shrine Circus.

HERE AT LAST Not An Average Home But one

"architecturally speaking" difficult to find for sale.

Think of a cobblestone house built about 100 years ago with all modern conveniences, featuring a mammoth living room with woodburning fireplace, den or office on 1st floor, four bedrooms on 2nd floor, Parquet floors throughout, hot water heat, attached garage on a well-shrubbed 100' lot for only \$5,500, on a total carrying cost of \$50.95 monthly. You will say to yourself, "Here is the opportunity I have been waiting for. Those rent checks from now on will pay for this home". Call us at Main 250 for full information and inspection.

C. E. MCINTOSH CORP.
"REALTY HOUSE"
23 EXCHANGE ST. ROCHESTER, N. Y.

— THE — TYPEWRITER STORE

Announces Its Removal To
77 CLINTON AVE. NORTH
In the R.K.O. PALACE THEATRE BLDG., Ground Floor
EXCLUSIVE DISTRIBUTORS
**WOODSTOCK
TYPEWRITERS**
Underwood — Royal — Remington — C. Smith
Used Typewriters—All Makes—All Prices
The TYPEWRITER SHOP
77 CLINTON AVE., NORTH
Ground Floor—R.K.O. Palace Theatre Bldg.

Whelan DRUG STORES

140 Clinton Ave., South
CORNER COURT & CLINTON
TEL. MAIN 9020
"SHOP AT THE FRIENDLY STORE"
We Reserve The Right To Limit Quantities

A-B-D-G CAPSULES
Four all-important vitamins combined in a perfectly balanced capsule. Here is your health insurance—build resistance against winter ills.
Regularly 1.79
Box of 100 **1.49**

KANDŌ CAMERA
Meniscus lens. Snapshot or time exposure.
Eye-level view finder.
1.98

*50c Size BARCELONA SHAMPOO
60c Size ZONITE **47c**
1.10 Value — BOTH for
60c DRENE SHAMPOO
25c DANYA LOTION **53c**
85c Value — BOTH for
25c Gillette Type Blades
With Jumbo Tube of Gillette's Shaving Cream Value 60c — BOTH for **39c**
20c Jar DRESKIN COOLIES Facial Pads
35c ITALIAN BALM **29c**
55c Value — BOTH for

MARY SCOTT ROWLAND
25% DISCOUNT SALE
Special Discount of 25% Given During the Month of March on All Mary Scott Rowland Toiletries
Reg. 85c SPECIAL **64c**
LIP STICK Reg. 75c SPECIAL **56c**
FACE POWDER Reg. 75c SPECIAL **56c**
COLD CREAM Reg. 75c SPECIAL **56c**

CIGAR AND CANDY SPECIALS
Miniatures Chocolates Full Pound **39c**
Chocolate Peppermint Patties Full Pound **14c**
Chocolate Cordial Cherries Full Pound **23c**
Blue Boar Tobacco 16 oz. **\$1.49**
Bugler Cigarette Maker 12 oz. **25c**
First Mate Tobacco 12 oz. **49c**
Planter's Pride 14 oz. **49c**

WEEK-END FEATURES
EPHEDRINE NOSE DROPS Reg. 33c **17c**
ASPIRIN TABLETS . . . Bottle of 100 **11c**
IRONIZED YEAST . . . 1.00 size **49c**
RUBBING ALCOHOL . . . Pint **6c**
ABSORBINE, JR. . . 1.25 Size **69c**
MENNEN'S TALC . . . 25c size **19c**
FATHER JOHN'S . . . Med.—60c size **33c**
DR. LYON'S TOOTH POWDER 50c size **21c**
FACIAL TISSUES TYRA . . Box of 200's **6c**
PAPER NAPKINS . . . 100's **5c**
WAX PAPER . . . Cutter Box, 100 ft. **7c**
WASH CLOTHS . . . Lge. Reg. 10c **3-8c**

Obligatory Finesse Gives Declarer Maximum Tricks

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

By VIRGINIA LEVY

There are certain suit distributions which seem to create difficult problems for the average player as to the proper method of handling the suit, in order to get the most tricks out of it.

One of the commonest of these distributions is that in which one hand holds five to the king or queen of a suit, and the other, three to either the king or queen. The correct way of playing this type of suit holding is called an Obligatory Finesse. The hand which follows offers an example of this particular play.

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

With West as the dealer, the bidding was as follows:
WEST NORTH EAST SOUTH
1 Diamond 1 Spade Pass 2 N. Trumps
Pass 3 N. Trumps Pass
Double Pass Pass Pass
West opened the queen of clubs and declarer, deciding that he wished to lead the next trick from the dummy, won with the ace. The hand didn't look so good to him, as the spade suit was pretty sketchy and he was reasonably sure the diamond finesse would not work.

He began to count his possible tricks and saw two clubs, one diamond and two hearts, it seemed to him, therefore, that in order to make his contract he would find it necessary to take

four spade tricks. There was only one possible distribution of the outstanding spades which would allow him to take four tricks in the suit, and, even granting the possibility that they were divided in the way he hoped, it was necessary that he know the proper method of playing for this break. He had this knowledge and therefore fulfilled his contract.

In order to lose but one trick with the spade distributions in this hand, one must find the ace and one small on his right. Correct play then, is to lead low toward the queen, and if East ducks, the queen holds the trick. This more or less places the ace in East's hand. A low spade is next led and West's ace falls. Declarer must duck this trick and it is won with East's ace. Of course, the remaining three spade tricks are declarer's, he having lost but one.

This is the only correct method of handling this distribution. Of course, if the defender lead the suit for you it simplifies matters somewhat, but generally it is up to you to tackle the suit first, and the knowledge of the correct way to play this Obligatory Finesse will be found very helpful on many hands, as it is a very common type of suit distribution.



BY IRENE MUNTZ

"Hot cross buns, hot cross buns One a penny, two a penny, Hot cross buns!"

So the old rhyme goes and each Lenten season Ash Wednesday and the following six Fridays bring out these delicious, crusty rolls.

This recipe is so easy and so good that you won't mind when you see the whole pan disappear before voracious early morning appetites. The special advantage of these buns is that if you like them freshly baked they may be mixed and shaped the night before, covered with wax paper and stored in the refrigerator overnight.

Then, when the alarm clock wakes you in the morning, slip downstairs and take the pan out of the refrigerator. Set it in a shallow pan of warm water to rise and go back upstairs to dress. By the time you are ready to come down, you will find them nicely risen (for they start to become light in the refrigerator.) Snip the crosses in the top of the buns and bake them while you are preparing the rest of the breakfast. Of course, if you want to have them all baked the day before to just reheat them for

Charles Page, 1 Mt. Pleasant Park, call at 415 Burke Building for guest ticket to Shrine Circus.

Mr. Louis Quinn, 193 Aldine Street, call at 415 Burke Building for guest ticket to Shrine Circus.

W H A M Highlights

NEW PROGRAMS
SUNBRITE SMILE PARADE
Thursday, 4 p. m.
This new half-hour daytime program will bring you the nitwit of the air ways, Ransom Sherman and his gang of harmless helpers. A great show for that tired feeling after the house work is finished.

MUSIC
SUNDAY MUSICALS — Sundays, 12:30 p. m.
ON WINGS OF MELODY — Sundays, 1 p. m.
ARMCO BAND — Sundays, 3 p. m.
ROCHESTER CIVIC ORCHESTRA — Every Monday, at 3 p. m. and Tuesday, March 7 at 1:30 p. m.
GERMAN HOUR — Tuesday, 7:30 p. m.
GILBERT AND SULLIVAN — Tuesday, 8 p. m.
"Cox and Box" is the opera for March 7.
MILESTONES IN MUSIC — Saturdays, 11:30 a. m.
METROPOLITAN OPERA — Saturdays, 1:55 p. m.
Opera for March 4, is "Il Trovatore".
NBC SYMPHONY — Saturdays, 10 p. m.
ROCHESTER PHILHARMONIC — Thursday, March 2, 8:30 p. m.
ROCHESTER YOUTH ON WINGS OF SONG — Fridays, 7:15 p. m.
VARIETY
CAMERA CLUB OF THE AIR — Fridays, 6:15 p. m.

Discontinued models of Spinet Pianos can be had at 20% off with payments as low as \$6.00 per month at the Music Lovers Shoppe at 370 East Main St. They are open every evening.

PLANTATION PARTY — Fridays, 9 p. m.

RED FOLEY & COMPANY — Saturdays, 7 p. m.

HAK AND HERB — Saturdays, 7:30 p. m.

BARN DANCE — Saturdays, 9 p. m.

DIAMOND WALNUT SHOW — Sundays, 10 a. m.

KENNEL TIME — Sundays, 3:30 p. m.

MAGIC KEY OF RCA — Sundays, 2 p. m.

JACK BENNY — Sundays, 7 p. m.

SETH PARKER — Sundays, 7:30 p. m.

CHARLIE MCCARTHY — Sundays, 8 p. m.

THE CIRCLE — Sundays, 10 p. m.

CARSON ROBISON — Mondays, 8 p. m.

TRUE OR FALSE — Mondays, 10 p. m.

INFORMATION PLEASE — Tuesdays, 8:30 p. m.

FIBBER MCGEE & CO. — Tuesdays, 9:30 p. m.

BOB HOPE — Tuesdays, 10 p. m.

HOBBY LOBBY — Wednesdays, 8:30 p. m.

KAY KYSER — Wednesday, 10 p. m.

GOOD NEWS OF 1939 — Thursdays, 9 p. m.

BING CROSBY — Thursdays, 10 p. m.

DRAMA
HOLLYWOOD PLAYHOUSE — Sundays, 9 p. m.

THOSE WE LOVE — Mondays, 8:30 p. m.

ONE MAN'S FAMILY — Wednesday, 8 p. m.

TRUE STORIES OF STATE POLICE — Thursdays, 7:30 p. m.

breakfast you may plan to do that instead.

HOT CROSS BUNS
Temperature: 400 Degrees F
Time: About 25 Minutes

1/2 c water 1/2 c flour
2 T sugar 1 t cinnamon
1 t salt 1 egg, beaten
1 yeast cake 1/2 c lukewarm water

Heat 3/4 c water to boiling. Add sugar and salt and cool to lukewarm. Dissolve yeast cake in lukewarm water and add to first mixture. Stir flour, measure and sift with cinnamon. Add 1 1/2 c flour, beating until smooth. Add butter, egg (reserving a little of the white to brush over top of buns) and remaining flour. Knead until smooth and elastic (about 7-10 minutes.) Place in greased bowl, brush with butter and cover.

Set aside to double in bulk (about 1 1/2 hours.) Punch down and knead in the raisins. Form into balls the size of a small egg and place in a greased 9x2" pan. Brush with egg white and allow to rise until double in bulk (or place in refrigerator overnight as suggested above.) Holding scissors upright, snip the tops of the buns to make a cross. Bake in a preheated oven.

These rolls should be turned out on a rack to cool and, if you like, you may frost them while hot with a thin mixture of confectioner's sugar, water and vanilla. If you put a piece of wax paper under the rack any frosting which drips off the buns may be saved and used again, and your table won't get sticky.

If you prefer to mix up a larger batch of dough and bake part of it and keep the rest on hand until next week, perhaps you would prefer a refrigerator roll dough as a basis for your hot cross buns. Here's a good one, so easy that you don't even have to knead it.

REFRIGERATOR HOT CROSS BUNS
Temperature: 400 Degrees F
Time: 15 Minutes

1 c scalded milk 1/2 c sugar
1/2 c sugar 1 egg, slightly beaten
1/2 c shortening 4 c all-purpose flour
1 yeast cake 1 t cinnamon
1/2 c lukewarm water 1/2 c seedless raisins

Mix scalded milk, 1/4 c sugar, salt and shortening together and cool to lukewarm. Soften yeast cake in lukewarm water, add 1/2 t sugar and stir into first mixture. Add egg, sift flour, measure, sift with cinnamon and add 2 c flour. Blend well. Add remaining flour and raisins. Mix well, but do not knead. Place

dough in a large well-oiled bowl; set aside to rise until double in bulk (about 1 hr.). Snip crosses in automatic refrigerator, until in the top and bake in a preheated oven. Or shape at once and heated oven.

IN MEMORIAM
POPE of PEACE
SIZE
FRONT
POPE PIUS XI
MEDALLION
COMBINED WITH
BACK
SAINT CHRISTOPHER
MEDAL OF SAFETY
We have succeeded in reproducing a perfect likeness of his Holiness Pope Pius XI. One of the most humane and beloved character of the world has ever known. A Man that everyone, regardless of their religious belief, cannot help but honor and respect. This combined with the Saint Christopher coin of safety, makes a life time remembrance that everyone should be proud to possess.
For a limited time only we offer you this most unusual and timely Pocket Coin for **10c ea.**
Mail Orders promptly filled—Send 3c in postage and packing
GAMLER'S
JEWELERS AND OPTICIANS
104 EAST MAIN ST. COR. NO. WATER
ROCHESTER, N. Y.

McCall's USED CARS
GERM-FREE-IZED
for Health and Serviced for Safety
You don't use another person's towel, because it isn't sanitary. You wouldn't bandage a cut until it had been sterilized. And you wouldn't move into an apartment that hadn't been thoroughly cleaned. Then why buy a used car that has not been completely GERM-FREE-IZED? We have spent thousands of dollars installing equipment that makes it possible for us to sell used cars that are now GERM-FREE-IZED for your HEALTH and SERVICED for SAFETY.
36 Ford de Luxe Touring Tudor, Heater & De Frosters \$295
34 Ford De Luxe Fordor, Radio & Heater \$385
33 Ford Tudor, new paint \$190
37 Ford 1/2 ton Stake ... \$390
Many Others to Choose From
McCall's **2503 DEWEY AVENUE**
Glen, 1250
Ford Dealers Since 1914
Remember—We Have Never Failed To Fix-em

AT LAUER'S
"The 20th Century"
A Smart, But Conservative Twin Bed Suite
\$98
4 Pieces Exactly As Photo'd
Including 2 Beds, Vanity or Dresser, and Chest of Drawers . . . Price of Night Table \$10—Vanity Bench \$9.50—A total of \$117.50 for 6 pieces—an exceptionally low price. A Lauer "Customer-making" value plus suite for the final week of February.
Lauer's want you particularly to notice this—this store gives values in the kind of furniture that you should really buy. We shun cheap furniture . . . you'll not find any of it on our floors . . . What you will find is, as in the case of the suite pictured here, well-made and well styled furniture at a price you can afford to pay. We don't make a fetish of low prices but we do make a practice of sound value giving. We know that furniture is hard to picture in a newspaper. That is why we say, "Shop Lauer's." See the fine drawer construction . . . the superlative finish . . . the fine woods used in this suite. It is your money's worth in quality . . . not a cheap price bargain.
Lauer's
50 STATE ST.

Spend Less On Fuel By Using
PIONEER
PENNSYLVANIA HARD COAL
PHONE MAIN 515 **PIONEER** COAL Office and Yard CO. 302 Exchange Street
Stove - Nut or Egg **\$8.25**
\$9.70 ton
STOVE or NUT **\$8.50** ton
COKE **\$7.60**
PEA **\$8.25**
RICE **\$6.55**
Buckwheat **\$7.60**

ROBOT'S Anniversary Sale
LEONARD REFRIGERATORS
BRAND NEW IN CRATES—WHILE THEY LAST—FREE SOUVENIRS
JUST WAS NOW
3... 7 cu. ft. De Luxe \$264.50 **\$139.50**
All Porcelain
1... 7 cu. ft. De Luxe ... **\$129.50**
2... 6 Cubic Feet ... **\$129.50**
2... 5 Cubic Feet ... **\$119.50**
1... 6 Cubic Feet ... **\$119.50**
And Old Box
PREMIER CLEANER ... **\$39.95** Both
Hand Cleaner ... **\$16.50** For **\$39.95**
LESS THAN \$1.00 per week
5 YEAR WARRANTIES
ROBOT ELECTRIC APPLIANCE CO.
1775 Dewey Ave. At Ridge Rd. GLEN, 818 Open Evenings Till 9

side to rise until double in
(about 1 hr.). Snip crosses
top and bake in a pre-
heated oven.

FACE

SIZE

BACK

OPHER

ty

ness of his Holiness
and beloved character the
pope, regardless of their
respect. This combined
makes a life time re-
sponse.

this for 10c ea.
postage and packing
R'S

ANS
I. NO. WATER
Y.

USED CARS

-IZED

fety

use it isn't sanitary.
en sterilized. And you
n't been thoroughly
not been completely
not been completely
to sell used cars that
LTH and SERVICED

plane de luxe
Radio, Heater \$350
de luxe Tudor,
& Heater \$385
1/2 ton Stake ... \$300
from

503 DEWEY
AVENUE
Glen. 1250
d Dealers Since 1914
To Fix-em

ER'S

"Century"

de Twin Bed Suite

8

As Photo'd

or Dresser, and
ce of Night Table
A total of \$117.50
ally low price. A
value plus suite
ary.

ly to notice this—
kind of furniture
We shun cheap
any of it on our
is, as in the case
ell-made and well
you can afford to
of low prices but
und value giving.
rd to picture in a
y. "Shop Lauer's."
don ... the super-
oods used in this
th in quality...

SPECIAL! GUARANTEED QUALITY

EGG COAL \$10.65
STOVE NUT
* Pear \$8.75 -- Bkwt. \$7.75 -- Rice \$6.75 *

R. G. & E.
DRY AND
DUSTLESS

COKE None \$9.05
Better

GEN. 20

Quality and Finest Service Since 1913
Yards and Office at 500 West Ave.

ARDEAN R. MILLER

PLAY BINGO
At CENTURY THEATRE

MON., WED.,
FRI. SAT.
MATINEES
2:30 P.M.

WED., FRI.,
EVENINGS
8:30 P.M.

\$100 CASH DAILY

SPECIAL FRIDAY \$150.00 IN CASH
MAR. 3

CLARK'S MARKETS

Headquarters For Quality Fresh
MEATS and POULTRY
AT BARGAIN PRICES

MARKETS LOCATED AT
906 N. GOODMAN Culver 4870
1108 MONROE Monroe 2784

Mr. Chas. S. Clark Is No Longer Connected with The
Market At 600 Jefferson Avenue.

BONELESS ROUND
ROAST BEEF lb. **25c**

BONELESS SIRLOIN
ROAST BEEF lb. **29c**

BONELESS PORTERHOUSE
ROAST BEEF lb. **31c**

BEEF ROASTS lb. **16c**

NOTE
All Our Beef Cut From U. S. Inspected Young Steers

Milk Fatted YOUNG
ROASTING CHICKENS 22c lb.
3 1/2 to 4 Lb. Average

CHICKENS
Buy only the cuts you want.
Legs ... lb. 35c
Breasts ... lb. 41c
Livers ... lb. 45c
Wings ... lb. 23c
Necks ... lb. 15c
Giblets ... lb. 19c

Milk Fatted FOWLS
19c lb.
3 Lb. Average For Fricassee

6 PIECE De LUXE ALUMINUM Set
(Value \$23.95)

For Your Old Stove
When You Buy a
MATCHLESS 1939 C. P. GAS RANGE

Down Payment Only \$5.00
Payments As Low As \$3.00 a Month

Rochester Gas & Elec. Corp.
89 East Ave. Main 3960

500 To See Tinsman Fashion Show

Faced with the pleasant problem of choosing frocks from a wardrobe that is limitless in its possibilities are the mannequins busy this week selecting costumes they will model at the seventh annual Tinsman Chapter fashion show and tea, scheduled for 2:30 Wednesday afternoon, March 15. As usual, it will be held in the main auditorium of the Y. W. C. A., Franklin Street.

Mrs. Kenneth Huse, general chairman, is also in charge of reservations, though the tickets, limited to 500, may be obtained from any member of the chapter.

SPRIGHTLY REVUE

"Information, 'Please!'" is the title of this year's revue, answering fashion questions of every sort and guaranteed to perk up the most winter-worn personality. Mrs. Frank G. Lowrey is in charge of arrangements for the chapter.

McCurdy & Co. will furnish the costumes, which are to be modeled by friends of the chapter.

The models are: Mrs. Joseph L. Boon, Mrs. James A. Cameron, Mrs. Wentworth Crouch, Mrs. Joseph Boran, Miss Dorothy Hewitt, Mrs. George A. Hilleman, Mrs. Ralph Burst, Mrs. Lowrey, Mrs. J. Fletcher McAdams, Mrs. Gordon McCurdy, Mrs. John Petrosi, Mrs. R. Theron Robinson, Mrs. Basil Savard, Mrs. Howard O. Smith, Mrs. James Spinning and Miss Margie Wilson.

The very junior models will be Miss Sue Anne Cassan, daughter of Mr. and Mrs. Lyle J. Cassan, and Master David Thomas, son of Mr. and Mrs. Allen Thomas.

MUSIC AND TEA

Mrs. Bradford Squire, a member of the chapter, will act as stylist for the revue, pointing out the highlights of the spring's mode. She is also in charge of the stage setting.

Music for the parade of mannequins will be furnished by a string trio, composed of Mrs. E. Scott Roscoe, piano; Mrs. Bradley Meade, violin; and Miss Martha Christian, violin.

Mrs. Stanley H. Erlenback will direct the tea, which will follow the revue, with Mrs. Glenn Faroo arranging the tea tables.

Members of the chapter who will assist Mrs. Erlenback as hostesses are: Mrs. Fred Anibal, Mrs. Merle Dundon, Mrs. Robert Forrester, Mrs. Charles B. F. Gibbs, Mrs. Laurence Littlefield, Mrs. John S. Livermore, Mrs. Daniel Mayne, Mrs. John McMaster, Mrs. Bryan A. Rice, Mrs. Charles Rumlill, Mrs. John G. Ray and Mrs. Squire.

Mrs. Vilas M. Swan is in charge of publicity.

Stella Zichman, 700 East Avenue, call at 419 Burke Building for guest ticket to Shrine Circus.

William J. Babcock, 1183 Main Street East, call at The Sun, 419 Burke Building, for guest ticket to Loew's Rochester Theatre.

Edward G. Yandow, 140 Richard Street, call at 419 Burke Building for guest ticket to Shrine Circus.

SELLING OUT

100 SILK DRESSES 25c
24 PASTEL JACKETS 50c
100 COTTON DRESSES 75c

JANE BLOCK
330 MONROE AVE.

GENERAL COUNTY TAXES

Payable in 1939

Monroe County Treasury
Rochester, N. Y.—January 2, 1939

The assessment rolls for the general county tax levied in 1938 and payable in 1939 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 13 of Chapter 441 of the laws of 1938.

FEES WILL BE ADDED AS FOLLOWS:

All of January without fees.
February 1st to 28th, inclusive, 1 per cent.
March 1st to 31st, inclusive, 2 per cent.
April 1st to 14th, inclusive, 3 per cent.

After April fourteenth, said addition of 3 per cent and also fees and penalties at the rate of 8 per cent per annum.

In case of default a warrant will be issued for the collection thereof according to law.

On August 1st and additional fee of \$1.50 for advertising will be charged. On the 15th day of August, a list of all unpaid taxes will be published. On the 30th day of August all unpaid taxes will be sold, and can be redeemed only by paying advertising and sales charges, with interest.

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 for bill. Send postal or letter, giving 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 1st, but should be paid to the Town furnished by the County Treasurer on request.

CLARENCE A. SMITH,
Director of Finance.

WATCH EDWARDS for ONE DAY ONLY MONEY SAVERS Every Day During March!

A MARCH OF MONEY SAVERS AT Edwards

A Beauty Treatment for Your Feet... BELLAIRE SHOES 5.50

Bellaire shoes hold the secret of slender, girlish feet. They do to your pedal extremities what an expert facial does to your face! No need to envy women with beautiful feet for you too can step along in smartness with truly distinctive shoes—Bellaire. (Specially designed for beauticians, waitresses and nurses in black and white.)

- Bellaire Shoes stimulate healthy blood circulation.
- Bellaire Shoes combat foot thickening and fatigue.
- A flexible steel shank supports the arch.
- ArchUplift cushions muscles and arch bones.
- Air cushions absorb shocks to sensitive heel nerves.
- Preserve foot beauty.

EDWARDS—New Shoe Shop, Third Floor

MARCH MONEY SAVER No. 5

REPRESENTING BRAND NEW MERCHANDISE SPECIALLY PURCHASED AND SPECIALLY PRICED FOR ONE DAY ONLY

FACE POWDER, LIPSTICK and ROUGE Combination

FRIDAY ONLY
Regular 2.30 Value All Three for... **57c**

REG. \$1 FACE POWDER... Sterilized for purity and delicately scented. Available in a variety of delightful shades.

REG. 75c LIPSTICK... Indelible. In a soignée blue and green case. Composed of a rich cream base to keep the lips soft and moist.

REG. 55c ROUGE... Delicately textured so it cannot streak... scented for allure and applicable in an instant.

EDWARDS—Street Floor

LAST 2 DAYS

to SAVE in EDWARDS February Sale of Furniture and Floor Covering.
OPEN EVENINGS by Appointment
Phone Stone 2300, Extension 234

2 More Days Friday and Saturday
to take full advantage of

HELENA RUBINSTEIN'S

20% DISCOUNT SALE

On All Her World Famous Beauty Aids

Let nothing delay you... come in, telephone or write... but remember, only this week out of the entire year does Mme. Rubinstein permit us to offer 20% discount on every preparation, every one of her complete scientific treatments; all cosmetics, perfumes, eaux de toilette; all beauty luggage and beauty accessories made by this internationally known beauty authority.

EDWARDS—Street Floor

SEE OUR NEW MODEL ROOMS Fifth Floor

3 Pc. MODERN WALNUT BED ROOM SUITE 59.50

Large, substantial, gracefully proportioned pieces. Smart uncluttered lines and rounded corners. Extra-large mirror. Carefully matched, rich-tone walnut veneers on gumwood. Dustproofed interiors, center drawer guides. Hand-rubbed finish.

Pay 5.95 Down Balance Monthly

EDWARDS—Fifth Floor

NOW is the time to OPEN an EDWARDS CHARGE ACCOUNT

Apply at Credit Office on the Seventh Floor

BUY ON EDWARDS BUDGET PLAN

PAY **10% DOWN**
Balance Monthly

FOR REAL ECONOMY
BURN DEEP MINED HARD PENNSYLVANIA
COAL EGG \$8.95 Ton
STOVE NUT \$9.70 RECO COKE \$8.50
PEA COAL --- \$8.25
PHONE YOUR ORDER NOW-GLEN 5960
LIBERTY COAL CO.
727 DRIVING PK.

DOLAN'S
FORMERLY CLARK'S MARKET
UNDER SAME MANAGEMENT
Cor. Bartlett St. 600 Jefferson Ave. Tel. Gen. 1417

SAME LOW PRICES HIGH QUALITY
Beef Roasts 16c
FOWL 19c
CHICKENS 22c
SLICED RINDLESS ARPEAKO **Bacon** 23c
BONELESS SPRING ROASTS **LAMB** 19c
-CHICKEN CUTS-
Breasts 1b. 41c Giblets 1b. 19c
Legs 1b. 35c Livers 1b. 45c
Wings 1b. 23c Necks 1b. 15c
NECK SPARE RIBS 1b. 10c
SAUER KRAUT 3 lbs. for 10c
CLAMS 90c Hundred doz. 12c
OYSTERS Fresh opened 4c qt. 30c
HADDOCK Fillets 1b. 10c

By Way Of Mention

Miss Floy S. Benham of South Goodman Street, sailed on Saturday from Boston for the West Indies. She will be absent about a month.

Mr. and Mrs. William B. Macomber of Buckingham Street, entertained their bridge club for dinner on Monday in their home.

Mr. and Mrs. Arthur Q. Pryor of Dartmouth Street, are spending a month at Florence Villa, Fla.

Mrs. Arthur S. Hamilton of Strathallan Park, entertained her Reading Club for luncheon on Monday in her home.

Mrs. Everett B. Davis of Council Rocks Avenue, left last week for La Jolla and Hollywood, Cal., where she will pass some time.

Mrs. Sidney L. Crockett of Radcliffe Road, entertained at luncheon and bridge today at the Rochester Club.

Mr. and Mrs. Michael J. Lawless of Westminster Road, are spending a month at Miami Beach, Fla.

Miss S. Mae Brainerd of Rome, N. Y., is the guest of her sister, Mrs. William R. Olney, and Mrs. Olney of Culver Road.

Mrs. Ray H. Manson of Bedford Road, will entertain the Magnolia Twig for luncheon on Friday in her home.

Mr. and Mrs. Albert E. Copeland of Beckwith Terrace, will leave Friday for California where they will pass several weeks.

Mr. and Mrs. Charles F. Wicks of Hotel Seneca, left on Friday for a three-week sojourn in Florida.

Mr. and Mrs. Nicholas Konraty of Prince Street, entertained at dinner on Saturday in their home.

Mrs. Marsh N. Taylor of Culver Road, entertained at lunch-

on on Monday in honor of Mrs. Edward L. Cristy's birthday. Mr. and Mrs. J. Stinson Scott of Penfield Road, left this week for a vacation in Florida.

GIVEN!

Six First Love 1847 Rogers Tea Spoons With Each Wedding Ring. **ROSENBERG'S** 39 MAIN ST. E.

BROWN'S SPECIALS

- '37 Dodge Town Sedan \$459
- '37 Chevrolet De Luxe Town Sedan \$459
- '37 Plymouth Coupe \$379
- '36 Oldsmobile Six Town Sedan \$449
- '35 Chevrolet Two-Door Sedan \$249
- '34 Chevrolet Master Coach \$229
- '33 Town Sedan \$169
- '31 Buick Two-Door Sedan \$69
- '31 Pontiac Coach \$39
- '30 Marquette Sedan \$35

BUY SAFELY AT

BROWN CHEVROLET
769 WEST MAIN ST.

COAL EGG-STOVE-NUT \$8.95 Del. Ton
ACE COAL CO.-COKE 8.50 Stone 3338
115 Hudson Ave. ACE HI - SHINY HARD COAL 9.70

SHARE IN THESE TREMENDOUS

SAVINGS
FROM ACHTER'S

SPECIALS FOR FRIDAY & SATURDAY ONLY

Men's Broadcloth SHORTS with double crotch. 25c value	16c	MEN'S INITIAL HANDKERCHIEFS	3c	Clark's & J. A. P. Coats Big Ball Crochet COTTON	14c
Men's Cotton and Rayon HOSE 10c value	2 for 11c	DR. LYONS SHAVING SOAP	2c	Sparta 87-In Unbleached Sheeting value 35c	18c
Ladies' Flannel GOWNS 59c value	25c	Ladies' Embroidered Corner HANKIES	2c	Fast Color PRINTS 15c value	2 for 17c
Ladies' Cotton and Rayon HOSE 19c value	9c	SPECIAL! Children's New Spring DRESSES Guaranteed Fast Color Sizes 1 to 14 Reg. 89c value	45c	Rubber DUST PANS Tipped Hooded	7c
Ladies' Odd Collar & Cuff SETS Values to 49c	7c	COUPON Fri. and Sat. Only O. K. LAUNDRY Soap 2 for 5c		Armour Star Sandwich SPREAD 6-oz. can	2 for 15c
		LADIES' PERCALE APRONS 80 COUNT PAPER NAPKINS PAPER WINDOW SHADES 8-OZ. BAR LAUNDRY SOAP	7c 4c 6c 2c		

SPECIAL! FRIDAY AND SATURDAY ONLY **LADIES FULL FASHIONED HOSE** Pure Thread Silk Clifton & Service Weight Regular 69c Value **54c** Pr. All First Quality

MAIN NEAR Clinton **Go first to Neisner's** 5c to \$1.00 Stores

FINAL CLEARANCE-
ON ALL FALL AND WINTER NOVELTY FOOTWEAR
\$2.00 & \$3.00 VALUES IN KID LEATHERS BLACKS BLUES BROWNS GREYS -
HURRY FOR THE BEST SELECTIONS JUST 650 PAIR LEFT—LAST DAYS FRIDAY & SATURDAY
69c PAIR

MISSES - CHILDS NEW - SMART PATENT LEATHER SLIPPERS
SALE **88c** Sizes 8 1/2 to 2

MORE FOR YOUR MONEY!! **MEN'S OXFORDS** for Spring SWANK NEW DRESS AND SPORTS Only **\$1.98** 15 STYLES TANS BROWNS BLACKS TWO-TONES FAVORITE STYLES FOR MEN AND YOUNG MEN

GYM - SNEAKS FOR MEN - FOR BOYS - FOR WOMEN ALL AT THIS SALE PRICE
Friday and Saturday **59c** All Sizes First Quality

Specials for MONDAY March 6	Specials for TUESDAY March 7	Specials for WEDNESDAY March 8	Specials for THURSDAY March 9
Boys' OVERALLS 59c value 38c Men's Gym SHIRTS 19c value 10c Men's Coat SWEATERS with Button Front \$1.00 value 57c Table Tennis BALLS 2c Children's Lined MITTENS 25c value 15c pr. Eversharp Forged Steel SHEARS 25c value 21c 1 1/2 Yd. ADHESIVE TAPE 10c value 4c BOBBY PINS Card of 36 5c value 2c PADDED RIBS 10c value 3c Shedland FLOSS 1 oz. Ball 20c value 12 1/2c ball 14"x42" Rayon SCARFS 19c value 7c 35"x35" Box Weave TABLE CLOTHS 25c value 14c Striped TICKING 29c value 14c yd. 72"x90" Bed SHEETS 79c value 41c Dish MOPS 2 for 10c value 7c Aluminum CLOTHES SPRINKLERS 5c value 2 for 5c Tea SPOONS 5c value 3 for 10c All Metal FRYING PANS 10c value 6c	Men's Part Wool Work SOX pair 10c value 2 for 13c Men's Work HANDKERCHIEFS 25c value 2 for 7c Men's Zipper Sweat SHIRTS 89c value 47c Chinese CHECKERS with Marbles 25c value 16c Gyal NOTE BOOK TABLETS 10c value 4c SHOE POLISH 2 for 5c Package of 8 BANDETTES 5c value 2 for 3c TOOTH BRUSHES 10c value 5c Assorted HOOVERETTES and DRESSES Values to 79c 29c O.N.T. Crochet COTTON 10c value 6c Fast Color PERCALES Values to 19c 7c yd. Stamped Pot HOLDERS 10c value 2c 51"x51" TABLE COVERS 59c value 34c Full Size Mattress COVERS \$1.29 value 81c Curtain RODS 10c value 6c ASH TRAYS Blue Glass on Chrome Stand 7c PAPER SHOPPING BAGS 2 for 3c What Not CORNERS 25c value 17c	Men's Sweat SOX 25c value 14c pr. Men's Quality SUSPENDERS 50c value 11c Men's Spring-tex Heavy Ribbed UNION SUITS \$1.25 value 77c Overnight BAGS 16"x10" 39c value 18c Children's Long HOSE 19c value 10c pr. First Quality HOT WATER BOTTLE & SYRINGE Combination 59c value 39c 1 1/2 Yd. Adhesive TAPE 5c value 2c DOLL & CRADLE 10c value 4c Ladies' Rayon Taffeta SLIPS 59c value 25c Children's Fruit of the Loom Ribbed PANTIES 55c value 9c Rayon TAFFETA 19c value 10c yd. 26"x34" RECEIVING BLANKETS 19c value 10c 2 oz. Knitting WORSTED 25c value 19c skein Oral Braided MATS 29c value 20c Large Size SPONGES 10c value 5c Corn POPPERS 25c value 14c Clothes DRYERS 79c value 43c Liquid WAX 10c value 6c	Men's Fancy Dress SHIRTS \$1.00 value 56c Men's Assorted BELTS 50c value 18c Men's Irish Linen Initial HANDKERCHIEFS Box of 3-val. 75c 38c Shinola SHOE POLISH 10c value 6c Big Little Story BOOKS 10c value 4c Whisk BROOMS 15c value 8c 50 Count Gilt SAFETY PINS 10c value 3c Ladies' Sport SWEATERS \$1.00 value 41c Stamped DOILIES 6 for 5c 51" Bleached SHEETING 35c value 19c yd. Knitting BAGS 10c value 4c Pearl COTTON 10c value 6c ball 42"x36" PILLOW CASES 15c value 9c Curtain STRETCHERS \$1.25 value 91c Household COTTON BATTS 12 1/2c value 7c Brill's POT CLEANER 10c value 2 for 13c 30 ft. WAX PAPER in Cutter Box 5c value 2 for 5c Towel TIES 5c value 3 for 5c
COUPON MONDAY Famous Brand BORAX SOAP 3 for 5c	COUPON TUESDAY Clifton Soap FLAKES Pound Box 15c	COUPON WEDNESDAY Sunbrite CLEANSER 3 for 11c	COUPON THURSDAY P & G SOAP 3c

FREE Parking GIBBS ST. STATION Opposite Y. M. C. A.
ACHTERS BARGAIN ARCADE
387 MAIN ST. E. GIBBS ST. NEAR
PHONE STONE 1880 1881 1882
Right Reserved To Limit Quantities • No Mail or Phone Orders Filled On Daily Specials
OPEN Every Nite Until 9 P. M. Opens Daily at 9 A. M.

ANDOUS



Y ONLY

14c

18c

2 YDS. FOR 17c

7c

2 FOR 15c

Star
ich
AD
an

Specials for
HURSDAY
March 9

ancy Dress 56c

assorted 18c

ish Linen Initial
ERCHIEP'S 38c

OLISH 6c

e Story 4c

ROOMS 8c

GLI
PINS 3c

port
RS 41c

6 for 5c

hed G 19c

BAOS 4c

6c ball

SIMPLIFIED
Quicker
CREDIT



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

Mary Grassi, 27 Zimmer Street, call at 419 Burke Building for guest ticket to Loew's Rochester Theater.
Mary Kay Murphy, 255 Melville Street, see "Made for Each Other", starring Carole Lombard, James Stewart and Charles Coburn at Loew's Rochester Theater. Call at 419 Burke Building for guest ticket.

Martha B. McDonald, 99 Genesee St., call at 419 Burke Building for guest ticket to Loew's Rochester Theater.
Dolores Cleary, he the guest of The Sun at Loew's Rochester Theater, playing beginning Friday, "Made for Each Other", starring Carole Lombard, James Stewart and Charles Coburn, and "Sky Pirate", with John Trent and Marjorie Reynolds. Call at 419 Burke Building for guest ticket.
Francis J. Jahaut, 47 Presque Street, call at 419 Burke Building for guest ticket to Shrine Circus.

Elma Kagan, 33 Harlem Street, call at 419 Burke Building for guest ticket to Shrine Circus.
Donald O. Lacey, 71 Wooden Street, call at 419 Burke Building for guest ticket to Shrine Circus.
Clara M. Maas, 144 Warwick Avenue, call at 419 Burke Building for guest ticket to Shrine Circus.
Mary E. Ideman, 342 Frost Avenue, call at 419 Burke Building for guest ticket to Shrine Circus.
Clinton J. Hendrix, 7 Palm Street, call at 419 Burke Building for guest ticket to Shrine Circus.

Of course, it's WISE
to choose...
Brands of Known
REPUTATION!
To Be Sure, Drink

Simon Pure

It's smart to use the same judgment in buying beer and ale as you do in buying tea and coffee. That's why smart folks, to be sure, always say "Simon Pure" when buying beer or ale. They know Simon Pure Beer and Ale represent the highest quality they can buy.

Distributed by
WM. J. BECKLER
28 WRIGHT ST. GENESEE 380

Remington:

(Continued from Page 1)
tion, may be termed a con special-
list. He reared Zip, with per-
mission of state authority, and
although Zip's mother long ago
escaped into adjacent wilds Zip
appears perfectly content to so-
journ in Averill Avenue and to
fraternize with the neighbor-
hood dogs, but not with cats.
"Yes," said Johnson, "Zip and
all the dogs seem very good
friends, but he doesn't care for
cats and the cats do not care
care for him. Zip, of course, can
lick any of the cats, but the big
dogs would prove too much for
him. Zip is no fool and seems to
understand all this as well as
I do.

Zip's maternal ancestor, cap-
tured in an adjacent county, re-
sided in a Cayuga Street back
yard for a season as Johnson's
guest, and here begins a sad
story.

One night a neighbor attach-
ed a leash to the coon and to-
gether they visited beer resorts,
refreshing themselves copiously
at each stop.

"Believe it or not," said John-
son, "but this coon lapped up a
lot of beer and they tell me,
it became so tipsy that it stag-
gered. Next morning the man,
and I won't divulge his name,
was found asleep in the yard,
near the coon's pen, but the
coon, apparently disgusted with
it all, had disappeared. But her
son, Zip, was safe and sound in
the pen and, really, you know
I'm proud of him. Later I moved
to Averill Avenue with Zip who,
I hope, won't be ruined by al-
coholic temptations."

In the pen Zip cuddles himself
snuggly in blankets and old coats
when he sleeps and during the
recent blizzard days he proved
his sagacity by napping all the
time.

Aerialists To Show Here

One of the feature acts with
the Shrine winter circus, open-
ing at the State Armory on
Monday, March 13, is the Volse
troupe of aerialists. This combi-
nation, says Orrin Davenport,
director of the show, puts a per-
formance that is different from
the usual casting acts in that
the Volse work on swinging
ladders and bars instead of a
flying trapeze.
The fact that two automobiles
are to be given away as door
prizes has greatly boosted the
sale, according to Potentate
Martin W. Utz, chairman of the
circus committee, who reports
that several members of the Le-
gion of Honor, Damascus Band,

Marguerite Dinehart, 301 Cobbs Hill
Drive, call at 419 Burke Building for
guest ticket to Shrine Circus.
Thomas A. Abadie, 7 Abow Place,
call at 419 Burke Building for guest
ticket to Shrine Circus.
Rose Nabin, 75 Avenue E, call at 419
Burke Building for guest ticket to
Shrine Circus.
Richard Caddell, 31 Elba Street, call
at 419 Burke Building for guest ticket
to Shrine Circus.

SEMET SOLVAY COKE
THE NUMBER TO CALL
GEN. 586
FOR THAT BETTER COKE
ALWAYS KEPT UNDER COVER
PAYNE & DUNHAM
Established For Over 25 Years

Open
Friday
and
Saturday
Nights
Until
9 P. M.
THE MIRACLE MARKET
694 LAKE AVENUE

Snider's Vegetable SALE
TINY PEAS 10c
Stringless Cut Green Beans 9 1/2c
Stringless Cut Wax Beans 9 1/2c
Whole Kernel Corn No. 2 can
EXTRA FANCY Sour Kraut No. 25 Can 3 for 23c

Look at this List of VALUES
We Reserve The Right To Limit Quantities
WE WILL MEET OR BEAT ANY ADVERTISED PRICE IN THE CITY

FRANCO-AMERICAN SPAGHETTI 7c Campbell's Tomato Juice 4 for 23c Tall 14-oz. can	DR. PHILLIP'S GRAPEFRUIT 3 NO. 2 CANS 25c Asparagus Tips PICNIC SIZE 11c Red Raspberries NO. 2 CAN 10c LINIT STARCH 3 for 25c SHO-SHEEN Cake Flour LARGE PROGE. 20c Sunshine Sun-Ray GRAHAM CRACKERS . lb. 8c Del Monte Prunes 2 LB. BOX 12c Pure Egg Noodles lb. 9c	COUPON EVAPORATED MILK 4 tall cans 19c BEER or ALE 2 cans 15c Hecker's Flour 24-oz. bag 75c CLAPP'S BABY FOOD 3 for 20c
--	---	--

Fancy Young Spring LEG O' LAMB and Boneless Rolled Roasts lb. 21c Something Different in Beef Roasts Boneless Round Roasts of Beef . . . lb. 25c Boneless Sirloin Roasts of Beef . . . lb. 29c Boneless Porterhouse Roasts of Beef . . . lb. 31c Chuck Roasts of Beef . . . lb. 16c All Cut From U. S. Inspected Young Steers Arpeako or Wilson's Certified BACON Sliced, Rindless lb. 23c Milk Fatted Young ROASTING CHICKENS 3 to 4 lb. Average lb. 22c Fresh Opened OYSTERS . . qt. 30c Cherry Stone CLAMS . . doz. 12c Haddock FILLETS . . lb. 10c Fresh Sliced Boston BLUE FISH lb. 10c	All You Want Of Fresh Chicken Cuts Chicken LEGS . . lb. 35c Chicken BREASTS lb. 41c Chicken LIVERS . lb. 45c Chicken WINGS . lb. 23c Chicken NECKS . lb. 15c Chicken GIBLETS lb. 19c
--	--

BAKERY SPECIALS Large Size APPLE PIES 2 for 25c Cinnamon BUNS doz. 14c Delicious CUP CAKES doz. 15c	Extra Special! 2 lb. 10c Hershey Cocoa . . can Fruit and Vegetable Specials LARGE NO. 1 ONIONS . . 10 lb. bag 19c LARGE FLORIDA ORANGES . . . doz. 15c EXTRA FANCY NO. 1 SPY APPLES 6 lbs. 25c LARGE BUNCHES SWEET CARROTS 2 bunches 9c LARGE U. S. NO. 1 PATATOES . . . pk. 27c	DAIRY SPECIALS Fancy Creamy Butter 2 lbs 53c KRAFT'S American 2 lb. Loaf 43c Velveta Cheese 2 for 25c Philadelphia Cream 2 for 13c Extra Fine Swiss Cheese lb. 25c
--	---	---

Buy DIRECT from This Factory and SAVE THE DIFFERENCE
Lyons February Sale!

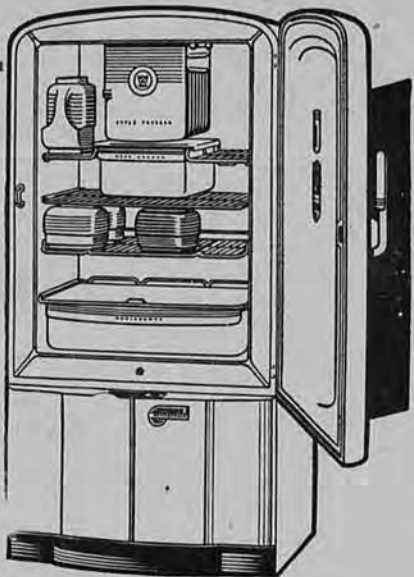
EXACTLY AS SKETCHED! \$8.95 Delivers
LAST 3 SALE DAYS!
\$89.50
FOR THIS BIG
3 PIECE SUITE
Trade In Your Old Furniture
A \$150.00 Retail Value!

Biggest furniture value of the month, for these last three sale days! Come in tonight of this week-end. See these THREE big custom-built pieces! Hand-tailored, real hardwood frame, sagless construction . . . in fact everything you'd expect to find in a \$150.00 suite . . . for only \$89.50 at LYONS FACTORY!

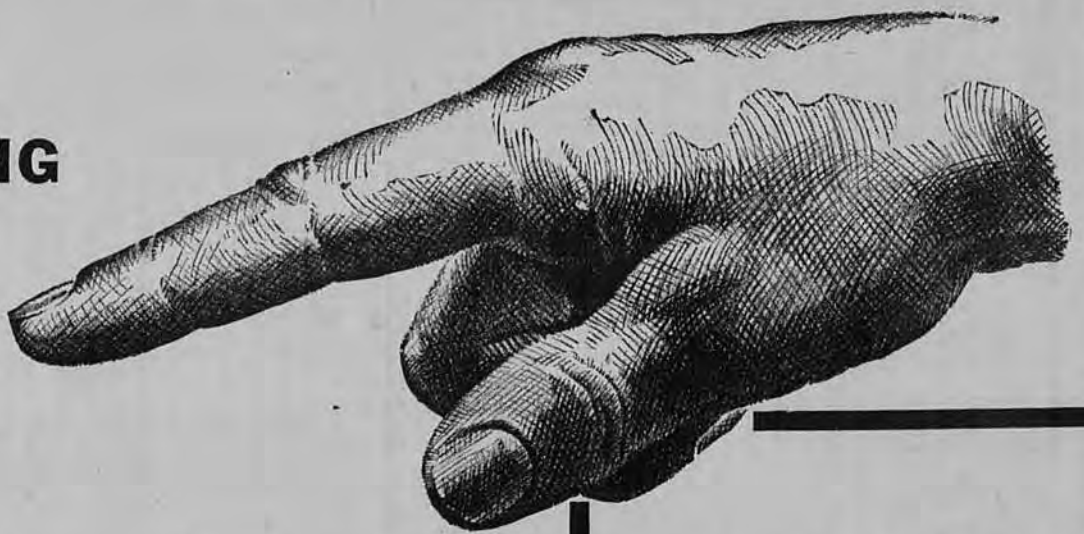
Complete Home Furnishings at
LYONS FURNITURE FACTORY
175 NORTH WATER ST.

Nationally Famous INNER-SPRING MATTRESS \$995
Mattress special for these last three sale days only! Inner-springs covered with real sisal pads, bound edge, and in your choice of colors!
Open Every TUESDAY and THURSDAY EVENING

BUY THIS NEW 1939 REFRIGERATOR OR STOVE

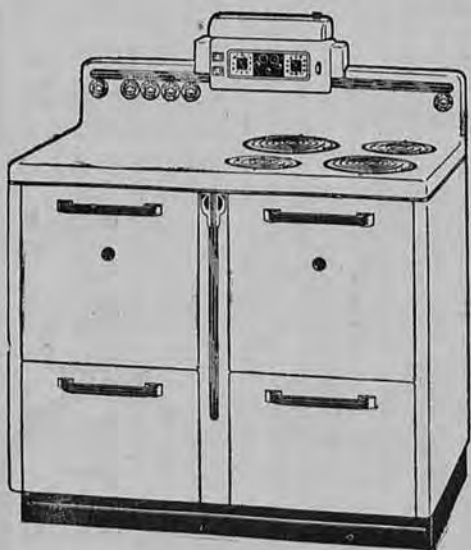


5 LEADING
MAKES
TO
CHOOSE
FROM



No Wonder Seneca
LEADS
THE FIELD!

AND WE'LL GIVE YOU ANY ONE OF THESE AT NO EXTRA COST!



PAY
ONLY **2** NICKELS
A DAY

**Handy Bank
GIVEN**

★
MAKES IT
EASY TO
SAVE
YOUR 2
NICKELS
A DAY
★



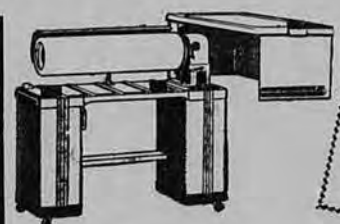
Your First Payment Is A Month Away!

SENECA STORES

WE SAY WHAT
WE MEAN

149 MONROE AVENUE
OPEN EVENINGS UNTIL 9:30 P. M.

WE MEAN
WHAT WE SAY



TAKE
YOUR
CHOICE

- ★ ELECTRIC IRONER
- ★ VACUUM CLEANER
- ★ ELECTRIC ROASTER

★ TIRES and Tubes
Mohawk — Norwalk — Goodyear

★ ELECTRIC WASHER

★ RADIO

★ BICYCLE
Boys' and Girls' Model

★ AUTO
RADIO

And Many Other Items



Marjorie M. Re
Street, because yo
as Marjorie Reyn
John Trent in "H
feature at Low's
The Sun wants yo
first film is "Me
starring Carole Lo
and Charles Cobu
Building for gue

★ V
★ G
★ L
★ F
... the
for W
prema
foodst
this w
for yo
ence
quality

It's

PLUM

F
D

EXTRA

SM
H

MAMA

A
E

JUL

FL
O

2

NO. 2
Ba
A
&

2

Stock
carried
week-

Marjorie M. Reynolds, 75 Oakland Street, because you have the same name as Marjorie Reynolds who plays with John Trent in "Sly Pirate", the second feature at Loew's Rochester Theater. The Sun wants you to be its guest. The first film is "Made for Each Other", starring Carol Lombard, James Stewart and Charles Coburn at Loew's Rochester Theater. Call at 419 Burke Building for guest ticket.

Mrs. Marion Murphy, 78 Whitney St., call at 419 Burke Building for guest ticket to Loew's Rochester Theater. John Wray, 19 1/2 Union Park, see "Made for Each Other", starring Carol Lombard, James Stewart and Charles Coburn at Loew's Rochester Theater. Call at 419 Burke Building for guest ticket.

Harold Wilcox, 70 Centennial Street, call at 419 Burke Building for guest ticket to Loew's Rochester Theater. John Woods, 208 Kenwood Avenue, see "Made for Each Other", starring Carol Lombard, James Stewart and Charles Coburn at Loew's Rochester Theater. Call at 419 Burke Building for guest ticket.

- ★ WIDER VARIETIES
- ★ GUARANTEED QUALITY
- ★ LOWER PRICES

... these are the reasons for Wegman's food supremacy! Buy all your foodstuffs at Wegman's this week-end, and see for yourself the difference... in price and in quality!

It's **Wegman's** for Variety, Quality, Value

PLUMP LONG ISLAND
FRESH DUCKS
19c lb.

EXTRA-TENDER, LEAN
SMOKED HAM
27c lb.

MAMMOTH SIZE FRESH
ANGEL FOOD
25c ea.

JUICY FRESH RIPE
FLORIDA Oranges
2 doz. for 25c

NO. 2 SIZE DEL MONTE
Bart. PEARS APRICOTS & PEACHES
2 cans for 25c

Stock-up on these delicious canned fruits at this special week-end price!

Fresh Dressed
TENDER, MILD PINK-BONED
LEGS O'YOUNG LAMB
22c lb.

TENDER YOUNG BONELESS
ROLLED LAMB ROAST... lb. **22c**

HERSHEY PURE CHOCOLATE
SYRUP 2 cans **17c**

28-OZ. FRIEND'S BAKED
BEANS 2 cans **25c**

FOR ALL FINE LAUNDERING
LARGE RINSO **18c**

RED ALASKER OR SEA LEGION
SALMON can **19c**

FRENCH'S HASTY
TAPIOCA . . pkg. **9c**

WALDORF TOILET
TISSUE 6 rolls **25c**

W.N. CLARK'S TOMATOES
FANCY QUALITY
LAST SALE! ENDS SATURDAY
W. N. Clark Canned Foods
NO. 2 CANS **10c** EACH
(12 Cans for \$1.20)
WHITE CORN — WHOLE
KERNEL CORN
TOMATOES, REFUGEE BEANS
CUT WAX BEANS
FAVORITE PEAS
CLARK'S TENDER SPINACH

Wegman's

FINEST BUTTER
MONEY CAN BUY!
CERTIFICATE OF QUALITY
United States Department of Agriculture
United States Food and Drug Administration
LAND O' LAKES
Butter
One Pound Roll
29c lb.
Wegman's

Budge and Vines Here Tonight

The great Don Budge, international tennis champion, who has won more titles in one year than any other man who has played the game, is expected to make an impressive debut tonight in the Main Street Armory when he faces Ellsworth Vines in the main event of a three-match tennis program.

Besides the unmitigated red-headed meteor and Vines, two other professional net stars will appear tonight. Bruce Barnes of Texas and Dick Sken of Hollywood will play in the curtain raiser at 8:15.

Arthur Raleigh, 14 Winthrop Street, call at 419 Burke Building for guest ticket to Shrine Circus.

A TRIAL WILL CONVINCE YOU TRY A TON OF SCRANTON HARD COAL
EGG STOVE \$8.95 TON
NUT \$8.50 TON
COKE \$8.50 TON
PEA COAL . . . \$7.95 TON
CENTRAL COAL CO.
5 LUNDY'S LANE
STONE 4886

JamoShanter STOCK ALE
ROCHESTER'S FINEST
and Largest Selling STOCK ALE
DRAUGHT • BOTTLES • EVERYWHERE
More Hops • More Malt • More Age
AMERICAN BREWING CO. • Rochester, N. Y.

SPECIAL!
March 2-7 Inclusive Only
YOUR CHOICE \$169.
ANY 1934 FORD TUDOR IN OUR STOCK
Eight to choose from. Some with Heaters and Radios. Every one in beautiful condition.
NO DOWN PAYMENT REQUIRED
MONTHLY PAYMENTS AS LOW AS \$12.14
IMPORTANT YOU MUST PRESENT THIS AD TO SECURE THIS PRICE
JUDGE'S 777 MONROE AVE.
Where You Get That
3-DAY MONEY BACK GUARANTEE

Have YOU tasted GENESEE recently?
... you'll like the EXTRA goodness that comes from Genesee's own malt!
GENESEE BEER
All Malt
Rochester's
"first choice" beer by 5 to 1!
DRAUGHT • BOTTLES • STEINIES • CANS • EVERYWHERE

Red Wing Bosses Counting On Johnson and Henshaw

By JOHN BURNS
This business of assembling the 1939 Red Wings already has given the master minds considerable exercise in mental and mathematical acrobatics. The gentlemen entrusted with the responsibility of making the assembly are slightly breathless at the moment, but they are brimful of confidence that they will be able to do a satisfactory job before the International League bell rings seven weeks from today.

It's no wonder that Messrs. Oliver French and Branch Rice, the dudes who must take the rap in the 1939 Rochester club is a flop, are slightly fidgety about this assembling process. Because every baseball fan one meets asks this question: "What kind of a team will we have this year?"

LIVELY INTEREST
That is a question you'd expect from such dyed-in-the-wool fans as Dewey Crittenden or Joe Connor or Bill Doser, but when clergymen, start popping that question at you, well, you can't help but believe that a new and lively interest in the Red Wings is abroad in our town.

A considerable bit of this new interest was inspired by the return of Billy Southworth as manager of the Wings after a seven-year absence from Rochester. Fans remember Billy as the pilot who steered the Rochester to four successive championships and they also remember that the Red have not finished first since Southworth left after the 1931 campaign.

It would be the height of foolishness to figure that the return of Southworth is enough to assure a championship for the Wings. Billy the Kid is a grand fellow and one of the best leaders in baseball, but he can't

field a winning team unless he has the proper material.
FRENCH BUSY
Getting the proper material is the job on which Oliver French is spending many hours every day. When French snared Southworth as his manager, the Red Wing preyed every effort toward lining up players capable of helping Southworth go places in the International League. This isn't as easy as many believe, but French figures that he has laid the ground work for the team he aims to build.

Pitching, they say, represents approximately 75 per cent. of a ball club and pitching lately has been the concern with which the head man of the Wings has been busy.

ANGLING FOR PITCHERS
Pitchers, especially St. Johnson and Roy Henshaw, were the chief subjects of discussion during a conference between French and Branch Rice last week-end at Philadelphia. French and Uncle Branch are more than ordinarily anxious to get Johnson and Henshaw lined up with the Rochester club, because they figure that this pair will be able to win plenty of games for the Wings.

So it's no wonder that French was smiling when he came back from that conference. The inference is that Johnson and Henshaw will smile, too, when they get around to agreeing to terms.

It looks as if Billy the Kid will wind up with the sort of material he should have for the impending struggle. Probably there will be rough edges and weak spots at the start, but let's remember that the season must run through 134 games before the pay off.

Young Pitcher Signed by Wings
Douglas Yeats, a right-hand pitcher who has the physical qualifications for his job, is the newest Red Wing. Oliver French, president of the Reds, signed this week at Philadelphia and the youngster will be taken to the Florida training camp of the Rochester club.

Yeats is 21, stands 6 feet, 4 inches and weighs 190 pounds. He was declared a free agent by Judge Landis after a contract mixup with one of the smaller minors.

During a comparatively brief stay last season with the Rome club of the Canadian-American League, Yeats won seven games and lost three.

Genevieve R. Sagbain, 18 Huggles Street, call at 419 Burke Building for guest ticket to Shrine Circus. Max D. Tall, 111 Comfort Street, call at 419 Burke Building for guest ticket to Shrine Circus. Joseph L. Valentino, 11 Waldo Street, call at 419 Burke Building for guest ticket to Shrine Circus.

BERGHASH
for LOW PRICES on FINE LIQUORS

Our LARGEST SELLING WHISKEY **\$1.39** 3 Qts. for \$4

Compare! \$1.39 Value! **\$1.00** 1 Qt. **LONDON INN** 4 Bottles for \$3.80

Compare! \$1.89 Value **California BRANDY** **\$1.38** 3 for \$4.00

Compare! To Any \$1.75 Value "3 Quarts for \$4.00" **"HIGH RANK"** Single Quart \$1.39 BLENDED WHISKEY

REGULAR \$1.39 VALUE! IMPORTED **French VERMOUTH** 39 OZ. Bottle **97c**

LOWEST PRICE EVER! **GOLD CROSS** SLOE GIN **83c** 2 PINTS FOR \$1.50

Compare! To Any \$1.00 Value Imported 100% All Scotch SPECIAL RESERVE **\$2.39** 4 BOTTLES FOR \$9.00

4 1/2 YEARS OLD BOTTLED IN BOND STRAIGHT BOURBON WHISKEY 100 PROOF
Sorry we can not give name of distiller. **\$2.29** QUART

9 YEAR OLD **Canadian Whiskey** Full Quart **\$2.98** \$2.69 Value

40 YEARS OLD **SPANISH BRANDY** Regular Price \$5.00 **\$3.50** FIFTH

FRENCH IMPORT REG. \$5.75 VALUE **\$4.00** **VEUVE CLICQUOT** (Yellow Champagne) Large 26 Oz. Bottle

Compare! \$2.50 Value! **\$1.87** Full Qt. **RYE** Aged 3 Yrs. in Wood Grand Marshal 90 PROOF STRAIGHT

4 Quarts for **\$7.00**

5 Years Old BOTTLED IN BOND 100 PROOF **RYE WHISKEY** Reg. \$2.39 QUART **\$2.79**

Compare! \$2.50 Value! **\$1.19** Half Gal. 89c **EXTRA SALE! CHATEAU BRISAC WINES** 40 PROOF

CHOICE: Sherry, Port, Tokay, Muscatel, Angelica, Madeira, Marsala, Claret, Sauterne, Burgundy.

ALL 4-YEAR-OLD SILVER ROSE BOURBON 90 Proof **\$1.09** Regular \$1.39 Value

OLD MILL APPLEJACK BRANDY 2 1/2 YEARS OLD \$2.40 Value **\$1.88** QUART

Berghash Liquor Store
124 CLINTON AVE. SOUTH—Next To Loew's
FREE PARKING OPPOSITE STORE PHONE MAIN 786

FURNITURE RECONDITIONING
Re-upholstering, Refinishing
3-pc. Eutice re-covered in fringed
cloth \$28.50. Occasional Chairs,
\$2.00. Caneback Chairs, \$7.50.
TEXTILE Upholstering Co.
MAIN 4633

Stelen L. Unger, 33 Winchester Street,
Don't call Stone 4801, but call in person
at 419 Burke Building for guest ticket
to Shrine Circus.

Grace E. Towley, 37 Mayflower Street,
see "Made for Each Other", starring
Carole Lombard, James Stewart and
Charles Coburn at Low's Rochester
Theater. Call at 419 Burke Building for
guest ticket.

LAKE COAL & COKE CO.
255 Lyell Ave.

SURE FIRE BRAND
EGG STOVE
NUT \$9.70
FRESH MINED
HARD COAL

COKE
DOMESTIC
\$8.50
TON

**Pennsylvania's
Finest Brand**
EGG STOVE
NUT \$10.65
PEA COAL \$8.75
None Better At
Any Price

Phone Your Order NOW
GLEN-538-537

Jimmie Fidler In Hollywood

(Continued from Page 1)
censors a wire of congratula-
tions and thanks.

It seems to me that the other
producers who are about
their indignation about "what
the censors have done to War-
ner Brothers might better be
indignant about "what Warner
Brothers have done for the con-
sors." It's exactly such pictures
as this one that put John and
Jane Public squarely behind the
"you-mustn't-do-it" bodies. Hol-
lywood is still on trial for moral
turpitude and the only way to

get an acquittal is to quit giving
cause for offense.

CUFF NOTES: Next attack to
be launched by the movie mo-
guls in that anti-radio war will
be directed against the Gulf
Oil-Screen Actors' Guild pro-
gram — it depends almost en-
tirely on star names... Sally
Ellers on the desert — doctor's
orders... Time out for Helen
Mack — she suffered a severe
back injury while posing for
still pictures... Draw a pair of
hearts, entwined, around the
names of Virginia Field and

Howard Sharpe, magazine scribe
—they're serious... Those thirty-
five zoo-conditioned camels
rented for "Beau Geste" are de-
laying things by refusing to
work — they don't like the de-
sert sand... It's stardom for
Edith Fellows in the famous
"Little Pepper" stories — first
one scheduled is "Five Little
Peppers and how They Grew"
...Don't be surprised if wed-
ding bells chime for Michael
Whalen and Kay Whitehead,
local socialite... Real reason
Joan Blondell nixed that pre-
ferred Belle Watling role was
her unwillingness to take fifth
billing... Irene Dunne and Dr.
Frank Griffin will auto-trek to
Sea Island, Georgia, for a for-
night's vacation on completion
of her current role... The
George O'Brien are sticking
close to home — the story is
slapping its wings that close...
Copyright 1939, McNaught Syndicate.

RE-ROOF and KEEP DRY
WITH BIRD THICK BUTT SHINGLES
FREE ESTIMATE—\$5 A MONTH
KEMP ROOFING CO.
331 W. MAIN ST. MAIN 1786

A "March" Of Values For Thursday, Friday, Saturday & Sunday

ELECTRIC SANDWICH TOASTER and DOUBLE GRILL
For Toasting, Broiling, Frying or Grilling
Regular \$1.75 Value
98c
Mounted on a Black Enamelled
Tray as Illustrated.

WITH THIS KEY COUPON
BORAXO 11c
LIMIT 2

WITH THIS KEY COUPON
Phillip's Tooth Paste 9c
Regular 25c Limit 1

WITH THIS KEY COUPON
TODDY 22c
Reg. 50c Lb. Can Limit 2

TOBACCO SPECIALS

Prince Albert, lb. 63c	George Washington, lb. 46c
Velvet, lb. 63c	
Union Leader, lb. 56c	
Raleigh, lb. 66c	
Edgeworth, lb. 94c	
Granger, lb. 63c	
Big Ben, lb. 66c	

HALF & HALF lb. 63c

WITH THIS KEY COUPON
4 WAY COLD TABS 6c
Regular 15c Limit 1

Cleansing Tissues 12c
box of 500, reg. 25c (Limit 2)

TOILET TISSUE
(1000 sheets)
3 for 11c

CALDWELL'S Syrup of Pepsin
Reg. \$1.20 Size
59c

WHEAT GERM
lb. 25c
4 lbs. for \$1.00

Roger & Galet LIP POMADE
Reg. 25c
14c

1c SALE
CASHMERE BOUQUET HAND LOTION
LARGE SIZE 1c
GIANT SIZE 35c
BOTH FOR 36c

LINEN STATIONERY
Box of
24 Sheets
24 Envelopes
Reg. 35c
17c

BUSINESS ENVELOPES
Reg. 10c pkg.
3 for 11c

Stara-Klean
CLEANS FALSE TEETH
WITHOUT BRUSHING
60c Size **49c**

KEY DRUG STORES

470 N. GOODMAN Near Main	92 E. MAIN Near Water	546 MONROE Near Goodman
-----------------------------	--------------------------	----------------------------

CUT RATE

Cod Liver Oil 49c
TABS Bottle of 100

Nail Polish 7c
REMOVER Only or regular 15c value

WILDRIFT 2 for 58c
HAIR TONIC Reg. 60c With Oil

Pond's Creams 28c
REGULAR 50c

Castor Oil 9c
2 OZ. Reg. 15c

Blaud Iron Pills 14c
REGULAR 25c—1001

Psyllium Seed 23c
1-LB.—REG. 50c

Sodium Salicylate 19c
TABS Bottle of 100, reg. 25c

WITH THIS KEY COUPON
WILLIAM'S TALCUM
DELIGHTFULLY SCENTED WITH
REAL GARDEN ODORS
Regularly sold for 25c
11c
LIMIT 2
Your Choice
Of
Carnation,
Lilac
or Dainty
Violet

ZIPPER BAGS
Regular 98c
49c

NESTLE or HERSHEY BARS Reg. 15c Lg. Size
HERSHEY'S 11c
2 for 21c

NOXZEMA
Reg. 25c
2 for 25c

UPJOHN'S CITRO CARBONATE
At Cut Prices
Reg. \$1.00 size... 57c
Reg. \$1.50 Size... 89c
Reg. \$2.50 Size... \$1.63

Lucky Tiger Hair Tonic
\$1.00 Bottle and
50c Bottle
BOTH FOR **79c**

KRUSCHEN SALTS
Reg. 70c
59c

WITCH HAZEL
Pint Reg. 25c
6c

ZINC OXIDE
Reg. 25c Tube
8c

BAYER ASPIRIN TABLETS
Bottle of 100
Reg. 75c
59c

LUX SOAP 3 for 14c
LUX FLAKES reg. 10c 7c
ASPIRIN TABLETS tin of 12, reg. 10c 2c
SODA MINT TABS bot. of 40 4c
100 A. B. D. G. CAPSULES \$1.39
DENTAL FLOSS reg. 15c 7c
BABY BOTTLE BRUSHES reg. 15c 7c
ABSORBINE JR. reg. \$1.25 67c

WITH THIS COUPON
LUCKY STRIKE CIGARETTES
LUCKIES, CAMELS
CHESTERFIELDS
RALEIGH'S, OLD GOLD
LIMIT 2 **10c** Pkg.

SHOE SHINE—REG. 25c
Shoe Shine 19c

Baby Powder reg. 50c 39c

PERFUMES
Antiseptic reg. 50c 2 for 51c

REGULAR 35c
Harlem Oil Caps 19c

PITCHER'S Castoria Reg. 35c 11c

PACQUIN'S Hand Cream reg. 25c 19c

REGULAR 35c
Analgesic Balm 13c

WITH THIS KEY COUPON
Miniature Chocolates
reg. 60c lb. box.
23c
(Limit 2)

AT HOFFMAN'S ONLY

WESTINGHOUSE ELECTRIC ROASTER GIVEN

For Your Old Washer Regardless of Make, Age or Condition

WHEN YOU BUY A NEW
WESTINGHOUSE ELECTRIC WASHER
AT HOFFMAN'S

Don't miss this opportunity to own a genuine Westinghouse agitator washer... especially when you can buy one at such an exceptionally low price AND GET THE GENUINE WESTINGHOUSE ELECTRIC ROASTER AT NO EXTRA COST. You'll be delighted with these two high quality nationally known appliances... and they're so easy to own if you buy right now at Hoffman's.

\$100 DELIVERS

NO INTEREST Or FINANCE CHARGES
HURRY! DON'T DELAY!
THIS OFFER FOR A LIMITED TIME ONLY! ACT NOW

OPEN EVERY EVENING
ALWAYS PLENTY OF FREE
PARKING SPACE—DRIVE OUT TONIGHT

HOFFMAN MUSIC SHOPS
366 Joseph Ave. 468 N. Goodman
MAIN 3169 CULVER 1016
630 MONROE AVE.—MON. 6241

\$1 Given
For Your Old Iron
Regardless of Age, Make or Condition
WHEN YOU BUY A NEW
Westinghouse STREAMLINE IRON

The Iron sensation of the year.
New streamlined design. Heat
control for different materials. A
true Westinghouse product in every
respect.

50c DOWN A WEEK
No Interest Or
Finance Charges

THE CHATEAU
• MONROE AVE. AT THE TWELVE CORNERS •

SUNDAY DINNER
In The Chateau Manner

When you realize how much we have to offer, we know you'll return again and again for Rochester's finest Sunday Dinner.

Choose delicious golden brown Roast Capon or Turkey... you'll find our chefs know how to cook poultry. Or let a tempting fish dinner show you the way to eating par excellence.

When you dine at the Chateau, you not only receive the finest food, but you dine in a real night club atmosphere with grand music and Rochester's outstanding floor show entertainment. Our prices are no higher than elsewhere but we do offer more for your money.

\$100 EVERYTHING COMPLETE

COME OUT FOR DINNER AND STAY FOR THE ENTIRE EVENING

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

A Guide To Better Buying In
More Than 74,000 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. II, No. 19

ROCHESTER, N. Y., THURSDAY, MARCH 9, 1939

74,300 COPIES DELIVERED

Here, There and Yonder

By CRAY REMINGTON

The current drama, "Abe Lincoln in Illinois," which portrays the great Emancipator as a human being, with familiar human frailties, including thwarted political ambitions, has aroused renewed interest throughout the nation in our Civil War president.

Although it is not commonly known, Abraham Lincoln ran a bar and tavern in New Salem, Ill., in 1833. The license permit, issued to Abraham Lincoln and his partners, William F. Berry and Joe Bowling Green, was certified to by C. E. Oppel, clerk of

Sangamon County Court, Springfield, Ill., March 8, 1833.

A schedule of prices, written in long hand and printed upon the copy of the bond, discloses these bargains:
"French brandy, per half pint, 25c; peach brandy, per half pint, 18c; apple brandy, 12c; Holland gin, 18c; domestic gin, 12c; wines, 25c; rum 18c per half pint; whiskey, 12c per half pint; breakfast, dinner or supper, 25c; lodging for night, 12c; horse for night, 25c; single feed, 25c; breakfast, dinner (Continued on Page 9)

ROCHESTER ON PARADE

By W. L. James



Pull Up a Chair

By Neal O'Hara

To ease the ears: The government car of Canadian broadcasting forbids the use of such words as "genius," "glamor," "magnificent," "superb" and "famous" on the air. And singers must positively not be called golden, silver or velvet-voiced. ... Cause and effect: When the Mayor of Hopkins, Minn., in a clean-up campaign offered a nickel a bushel to boys NEAL O'HARA for collecting old cans, he thought it would set him back about \$10 at the most. But the actual payoff amounted to \$71.20. It seems the bright lads of the town promptly raided the dump heaps of adjoining towns to dig up a real supply of old tin cans. ... Secretly but incessantly, Germans whisper jokes among themselves, about Hitler's trick mustache. (Copyright 1939, McNaught Syndicate)

Governor, Solons Petitioned to Cut State Expenses

"Reduce state expenses! Cut taxes!" That in effect is the demand of several hundred Rochester business men upon legislators at Albany.

Chamber of Commerce executives yesterday reported unusual interest and action by citizens in connection with the proposed state budget. Copies of letters sent to legislators by business men are reaching the Chamber daily showing the legislators will have before them a good cross section of the views of business Rochester on this subject of vital importance to every citizen.

The Chamber is urging all citizens to write or telegraph Albany on this subject, expressing whatever views they hold. "All of these letters reflect serious thought about what high taxes mean," Roland B. Woodward, executive vice-president of the Chamber, said yesterday.

Abbot Low Moffat, chairman of the Ways and Means Committee, wrote Mr. Woodward to the effect that the great numbers of letters he is receiving makes it impossible for him to reply personally to each letter. "All suggested reductions in expenditures and alternative tax proposals are being carefully scrutinized and studied," said Moffat.

One small business man has written the legislators as follows, according to a copy of his letter received at the Chamber: "Every family of moderate income in the country has had to economize. People have had to eliminate expenditures for many things they would like to have."

GRANT'S SILVER SHADOW STUDIO



An Easter Gift that Everyone would like

DON'T MISS THIS CHANCE!

A Beautiful 5x7 Silver Shadow **PHOTOGRAPH**

For Only **19c** 3 For **55c**

Here you have a real photograph—equal in value to much better photographs. Take advantage of this special pre-Easter offer.

NO APPOINTMENTS NECESSARY! Guaranteed to be a Speaking Likeness

W. T. GRANT Co.

Main St. East, Cor. East Ave.

BLACK MAGIC
QUALITY **\$10.65**
COAL Egg—Stove—Nut
Buckwheat \$7.75 SEMET-SOLVAY \$9.05
Pea Coal \$8.75 COKE Always Under Cover

Established for Over 25 Years Phone GEN. 586
PAYNE & DUNHAM

NEW STORE OPENS

The Dorothy May Shop, featuring shoes that have been favorites with thousands of Rochesterians during the last ten years, is now located at 106 Main Street East. Dorothy May manufactures and sells through its own stores. Alexander Peshkin, manager of the local store, will employ an average of eighteen to twenty Rochesterians.

Charles Kimmel, 385 Roycroft Drive, call at 419 Burke Building for guest tickets to Low's Rochester Theater. Robert Brady, 23 Tracy Street, call at 419 Burke Building for guest tickets to Low's Rochester Theater.

The GOOD FRIEND SHOP

"STORES IN PRINCIPAL CITIES"

GRAND OPENING

FRIDAY and SATURDAY

86 Main St. E.

A new Fashion Center in Rochester! A convenient Up-To-The-Minute Fashion Store where shopping will be a real joy. Presenting refreshing, delightful styles in a beautiful, modern shop, at irresistible prices.

Opening Days Specials!

New Spring DRESSES

Dresses that should sell for \$2.99. An opening special that will amaze you. Styles, colors and sizes for every woman. Limit one to a customer. Hurry! They won't last long.

Opening Days Special!

NEW SPRING Suits and Coats

Every new fashion ... every new color and at a ridiculously low price. For opening days only. Every coat ... every suit hand picked to give you the newest models at Rochester's lowest prices.

Sizes 11-17; 12-20

With This Coupon **FREE!**
Sheer Ringless Chiffon HOSIERY
With each purchase of \$1 or over for opening days only—Friday and Saturday.
FREE! FREE!

Beautiful New **Acetate BLOUSES**

2 For **59c**
\$1.00

To introduce our Blouse Department. Regular \$1.00 value.

THE GOOD FRIEND SHOP
85 MAIN ST. EAST

LINCOLN'S
Rochester's
Greatest
Value Event
Starts Friday
at 9 A. M.

5 Full Pages of Sales
News in This Issue

Turn To Page 3

YOUR LAST CHANCE

THURSDAY, FRIDAY, SATURDAY ONLY

Brand New Refrigerators in Crates
JUST 8 LEFT, TAKE YOUR CHOICE

JUST	WAS	NOW
4-7 Ft. De Luxe	\$264.50	\$139.50
2-6 Cu. Ft. Boxes	\$184.50	\$129.50
1-6 Cu. Ft. Box	\$184.50	\$119.50
2-5 Cu. Ft. Boxes	\$164.50	\$119.50

PREMIER CLEANER	\$39.95	Both
Hand Cleaner	\$16.50	For
	\$56.45	

LESS THAN \$1.00 per week

5 YEAR WARRANTIES—3 YEARS TO PAY

ROBOT ELECTRIC APPLIANCE CO.

1775 Dewey Ave. At Ridge Rd. GLEN. 818 Open Evenings THU 8

GOOD NEWS

For Those
Who Need
Money!



**You Don't Have To Be A
Depositor Here To Obtain
A PERSONAL LOAN**

We welcome everyone who is steadily employed to come here when cash is needed to meet an emergency. No collateral or co-maker required. Repayable on a convenient monthly plan. Our complete facilities are always at your service.

Member Of F. D. I. C.

GENESEE VALLEY TRUST COMPANY

Exchange and Broad

THE BANK OF PERSONAL SERVICE



Free!
Saturday Only!

A Smart, Serviceable
OVERNIGHT CASE!

with EVERY PURCHASE
of Shoes! Attend the opening
of our Shoe Department
and secure this handsome,
roomy Overnight
Case. A Valuable Souvenir!



Opening Saturday
(MARCH 11th)

THE "Dorothy May" SHOP
106 MAIN ST. E.

Dorothy May brings to Rochester, America's most magnificent footwear. Styles created by famous designers ... Come ... Celebrate our opening ... Enjoy wearing exquisite styles at thrifty prices, plus the opportunity of securing a useful overnight case with your shoe purchase.

Every New Heel! Open Toes!
Open Backs! Sports! Arch Shoes!
Patent! Leather! Calfskins!
Combinations! Every New Color!
Widths AAAA to EEE! Sizes 2
to 10!



New Spring
Handbags
\$1
Full Fashioned

OPENING SPECIAL!
RINGLESS HOSE
47c

99
"BETTY JANE"
2.98
"DOROTHY MAY"

BIRD ROOFS
FREE ESTIMATE
\$5 A MONTH
KEMP Roofing Co. **\$95.00**
Applied.
Per Sq. Yd.
Room House.
381 W. Main St. Main 1786

\$100 DOWN
NO OTHER CASH REQUIRED

'33 FORD FORDOR	\$10.00	Per Mo.
'36 FORD TUDOR	\$19.57	
'34 FORD TUDOR	\$12.82	
'34 TERRAPLANE COUPE	\$11.46	
'34 FORD COUPE	\$14.18	
'33 CHEVROLET COUPE	\$12.14	
'36 FORD PHAETON	\$19.57	
'31 CHEVROLET COUPE	\$ 4.37	
'34 CHEVROLET COUPE	\$15.53	

50 Others To Choose From—All Makes and Models

JUDGE'S 777 MONROE AVE.
Where You Get That
3 Day Money Back Guarantee

New Manager Offers First Major Sale at Lincoln's



ARTHUR W. KANE, LINCOLN MANAGER

There's a double incentive to be seen in the annual March Managers' Sale, opening tomorrow at Lincoln Stores. It is the first major sale organized here by Arthur W. Kane since he assumed charge of the Rochester unit of the Lincoln chain and Mr. Kane's extraordinary efforts to make this sale a success are reflected in the exceptional array of merchandise that is fresh and new.

In all his fourteen years of service with Lincoln, during which he has served as manager of six stores, Mr. Kane declares that he believes that he never before has been able to assemble such a desirable collection of worthwhile buys. According to Lincoln policy, each store chief is responsible for everything in connection with a manager's sale, including buying and pricing all merchandise assembled for this event. In



PAUL A. BERTRAND

other words, the success of this sale is entirely up to the manager and Mr. Kane believes that the quality and prices of the items advertised in five full pages of this issue of the Rochester Sun are such that the success of his first Managers' Sale in Rochester is assured. Mr. Kane and his principal



CHRIS CUTLER

aides, Paul A. Bertrand, in charge of the basement, and Christopher Cutler, in charge of the street floor, have spent almost their entire business careers with the Lincoln organization. Kane and Cutler are graduates of Boston College, while Bertrand is a graduate of Boston University and Harvard Business School.

This year the executive office has offered substantial bonuses for the store having the most successful sale and every employee of the winning store will share in these cash prizes.

Arthur G. Yackel, 555 Goodman Street South, call at 419 Burke Building for guest ticket to Shrine Circus.



TABLE \$1.75 PADS
Size to 48x63

A guaranteed protection to your table. Washable and heat resisting. Made to fit any size or shape table. GUARANTEED. VENETIAN BLINDS... \$1.75 up. Free measuring and delivery service. **REGAL TABLE PAD**. ARTEX VENETIAN BLIND CO. 825 Commerce Bldg. Main 1705

PLAY BINGO
At CENTURY THEATRE

MON., WED., FRI. 2:30 P.M. MATINEES
WED., FRI., EVENINGS 8:30 P.M.

\$100 CASH DAILY
SPECIAL FRIDAY MAR. 9 \$150.00 IN CASH

FOR REAL ECONOMY
BURN Deep Mined Hard PENNSYLVANIA

COAL \$9.70
EGG—STOVE—NUT TON

COKE \$8.50
PEA COAL --- \$8.25 TON

PHONE YOUR ORDER NOW—GLEN 5960
LIBERTY COAL CO.
727 DRIVING PK.

Copies of New Spring

PARIS ORIGINAL Hand Bags \$2

Pig grain as sketched. Patent Leather, Calif or Dosskin in new shapes and shades for harmoniously ensembling with the new Spring coats and suits.

Charge Accounts Invited

Mail Orders Filled... FREE N. Y. State Deliveries

LIKLY'S 271 Main St. E. Bldg 1844

EASTMAN THEATER
OF THE UNIVERSITY OF ROCHESTER

Monday Evening, April 3, at 8:00 Sharp

METROPOLITAN OPERA COMPANY

In Jules Massenet's

"MANON"

GRACE MOORE, JAN KIEPURA

and a

BRILLIANT SUPPORTING CAST

Wilfred Pelletier Conducting

Orchestra: \$5, \$5.50, \$6
Mezzanine: \$6
Loges: \$5.50
Balcony: \$3.50, \$4, \$4.50

MAIL ORDERS ONLY

Box Office Open March 20

DOLAN'S
MEATS & GROCERIES
FORMERLY CLARK'S MARKET

Cor. Bartlett St. 500 JEFFERSON AVE. Tel. Gen. 1417

THIS IS THE MARKET WHERE YOU BUY THE CHOICE CUTS OF CHICKENS

Breasts... lb. 41c
Legs... lb. 35c
Wings... lb. 23c
Giblets... lb. 19c
Livers... lb. 45c
Necks... lb. 15c
Call Gen. 1417—We Deliver

CHICKEN Tender Young Roasting 3 to 4 lb. 22c

FOWL Milk Fed For Pricess 3 lb. avg. 19c

VEAL Milk Fed Boston House 1 lb. 23c

BACON Sliced Mindem Arpeaks 1 lb. 23c

PORK Fresh Roast, Chilli Style 1 lb. 15c

BEEF Chuck or Shoulder 1 lb. 16c

Roasts Out From W. S. Inspected Young Steers.

SEA FOODS

Mackerel Fillets 10c

Fresh Shucked OYSTERS, qt. 30c

Fresh Caught BULLHEADS, lb. 23c

Clams 12c

90c Hundred

FRESH—Just Arrived
Another Carload
FIVE DAYS OFF THE TREE

BRIMFUL OF FLORIDA SUNSHINE **FLORIDA** **LIKE EATING THEM UNDER THE TREE**

TREE RIPENED — NATURAL COLOR

ORANGES
10 QTS. FOR 50c

SWEET JUICY—POSITIVELY DELICIOUS

TANGERINES 5c doz.

They're Better—Fresher—Let Your Taste Decide!

GRAPEFRUIT

30c Dozen up... 5-6-7-8-9 for 25c

DIRECT FROM THE GROVE—JUST AS THEY GROW
SATISFACTION GUARANTEED OR YOUR MONEY REFUNDED

JOHNSON'S ORANGE CAR

376 W. MAIN 290 South Ave. 301 LYELL

AT LAUER'S... SALE OF RUGS

THE NEW AMAZING

WILMINSTER

CLOSE WOVEN RUGS

\$49.50

9x12 Foot Size

6'x9'	\$28.50
7'6"x9'	36.50
8'3"x10'6"	47.50
9'x15'	69.50
27"x54"	5.95

Lauer's introduce an entirely new rug... A rug with the wearing qualities and hard close woven nap of a Wilton rug—but with the beautiful colors and patterns of an Axminster. Here is a gay, cheerful rug that will clean easily and wear well. Visit Lauer's tomorrow and select the size and pattern Wilminster adapted to your room decoration.

45 ROLLS OF BROADLOOM

LAUER'S New Tone on Tone

Foliage Relief Design

\$3.50

Per Sq. Yard

Again Lauer's have received a brand new shipment of the beautiful self-tone patterned Broadloom for which we are so well known. We now have more than thirty new, exciting colors and patterns to show you—Each one of them carefully selected by our decorators. And Lauer's price on this splendid carpet will surprise you. You can cover your floors from wall to wall with just the size rug that you need at a very reasonable expense. Stop in at Lauer's this week-end and let us show you just how your floors can be covered.

6'x9'	\$23.10	7'6"x9'	\$28.35
9'x9'	\$33.60	9'x12'	\$44.10
9'x15'	\$54.60	12'x15'	\$72.10

PAY CASH OR USE LAUER'S BUDGET TERMS. YOU SAVE EITHER WAY

LAUER'S • 50 STATE ST

LINCOLN'S MARCH 15th Managers SALE

15 MAIN FLOOR THRILLERS

Reg. 25c Infants' SHIRTS & BANDS 14^c	39c Women's Rayon TAFFETA SLIPS 29^c
Reg. 20c Boys' SHIRTS & SHORTS 12½^c	Reg. 39c New SPRING NECKWEAR 23^c
Reg. 20c Men's CREW SOCKS 12^c	Reg. 20c Men's SHIRTS & SHORTS 14^c
Reg. 15c Children's HALF SOCKS 8^c	Reg. 39c Children's RAYON UNDIES 19^c
Reg. 25c Bandeaux Brassieres 18^c	Reg. 25c Infants' Wrapping Blankets 15^c
Reg. 19c RAYON BRIEFS 11^c	Reg. 79c Men's UNION SUITS 48^c
Reg. 19c Percalé COVERALL APRONS 14^c	Reg. 89c Boys' Broadcloth PAJAMAS 59^c
Reg. 19c Women's RAYON HOSE 12^c	

ROCHESTER'S GREATEST VALUE EVENT

Be on hand when the doors open tomorrow morning! Never before has Rochester seen a sale so powerful, so dramatic as this. New Spring merchandise for the entire family at previously unheard-of savings. Read every word of these 5 full pages of bargain news.

**STARTS FRIDAY—
MARCH 10th at 9 A.M.**

15 BASEMENT THRILLERS

Reg. 15c R.O.M. PILLOW CASES 10^c	Reg. 35c FIBRE SHADES 24^c
Reg. 69c Nov. Mesh TAILORED CURTAINS 44^c	\$1.49 Queen Anne TAILORED CURTAINS \$1
Reg. 10c CURTAIN SCRIM 7^c	Reg. 10c Terry POT HOLDERS 5^c
Reg. 5c and 10c FACE CLOTHS 3^c	Reg. 15c Boof Mills TOWELS 12^c
Reg. 8c Fine Quality UNbleached MUSLIN 6^c	Reg. 39c Plain 36" Monks CLOTH 29^c
Reg. 19c LINOLEUM 18x36 Mats 12^c	Reg. 19c RAYON TAFFETA 12½^c
Reg. \$1.98 Men's ZIPPER SWEATERS \$1	Reg. 25c Fancy MEN'S TIES 14^c
Reg. 5c and 10c HUCK TOWEL ENDS 3c	

We are famous for hosiery values, but never before has Rochester been offered an opportunity like this!

FULL FASHIONED

CHIFFON or SERVICE



SILK STOCKINGS 38^c

You'll Agree They're Worth Double

New Shades

- Charmant
- Apres Midi
- Brisk
- Animation
- Burnt Tan

Yes, they'd sell for 79c a pair . . . if they weren't classified as irregulars. Try and find the flaws . . . we couldn't! Lovely sheer chiffons and service weights in the new wanted shades. Construction features that will immediately identify them as a quality stocking in every respect. We'll sell thousands . . . get your share.



Every Dress Worth \$1.00 or More

New Cotton FROCKS

Hooverettes Included

59^c

They're worth a dollar because . . . they're fine count percales; they're tubfast and sunfast; new floral prints, stripes and checks; dainty trims and collars that give them a fresh, new appearance. All sizes to 52.

MAIN ST. E. corner ST. PAUL

An outstanding value direct from one of the country's best known mills!

Famous Make Expensive SHEETS

Never before have sheets of this quality and durability been offered at such a ridiculously low price. Run-of-the-mill grade from one of America's most famous makers. We had to buy thousands to get this value. Now they're ready for you at about half price.

63x99 72x99
81x90

59^c

81x99—69c
81x108—79c



LINCOLN'S MARCH 15th Managers SALE

We Warn You-You'll Want More Than One!

Our Greatest Dress Sale

\$3.98



300 brand new Spring and Easter dresses just unpacked for this event! Values to \$10... none made to sell for less than \$5.95. Some samples and one or two of a style. Break all your appointments if you must or use our layaway plan... but DON'T MISS THIS SALE! Every new color and style included.

Jaunty Boleros Cheerful Prints
Thrilling Two-Tones Tricky Polka Dots
Sizes 12-20 38-44 46-52 18 1/2-24 1/2

Almost unbelievable... but it's true... every word!

Spring COATS

That You'd Gladly
Pay \$12.95 For

\$8.88



A grand assortment for Spring! And if you buy during this sale, you save \$4.07. Parka Suedes, Tweeds, Herringbones, Striped Tweeds, Wool and Camel Hair in fashion's newest modes: Fitted Models, Reefers, Flared, Belted Styles and smart Box models. Sizes 12-30 and 38-52.

All Wool
Shetland
SUITS
\$5.95

Smart new cardigan styles with detachable collar or tailored lapel models in the new shades of Raspberry, Aqua, Dawn and Navy. A genuine \$8.95 value.

New Sailors and other Smart SPRING HATS

Values to \$2.98

A smart new hand-picked assortment. Every fashion success! Every popular material. Rough Straws, Knotted Sisals, Neorae, Baby Pedalines and Felts in dressy and sport styles. Flower and veil trims.

\$1.59



Special Purchase! Share Our Saving

SWEATERS-BLOUSES SPORT SHIRTS

Made Possible By Our Huge
Purchase!

Dainty blouses for the feminine girl. Sporty sweaters for the outdoor girl! Whatever your type—these blouses will add zip to your costume. All new colors. Sizes 34 to 40.

48c



They're New! Worth
\$1.98

FLANNEL SKIRTS
Parker Wilder Flannel... in swing, pleated and gored styles. Choice of every new color.
\$1.39

Fruit of the Loom
BLOUSES

Silk and shantung in prints and solid colors. Large selection of styles.
88c

A World Famous Make at An
Unheard of Low Price!



New Fashion
Spring
GLOVES
55c

2 Pairs for \$1.00

Shartex, Bengaline and other popular fabrics... in plain and lace trimmed styles. Many with the new shirred cuffs. Every glove is new this season and every glove is guaranteed to be a \$1 value. In all the high Easter shades.

Gauntlet Style PIGRAIN GLOVES

At a Saving of 59c
Table cut to fit perfectly. A quality glove at a tremendous saving. Colors are: natural, white, navy and black.

\$1.00

Reg. 59c Bengaline Gloves 34c

NEW! For Spring Costumes!



BAGS
At Half Price
48c

Patent and calf simulated leathers in every new style. Small, dainty models and large bags so popular right now. Colors to match your Spring ensemble.

Would Be A "Buy" at 59c!



Lastex
GIRDLES
38c

Genuine two-way stretch latex in panty and straight girdle styles. Strictly first quality. Sm., med. and large sizes.

Our Regular \$1.00

GIRDLES
CORSETS
CORSELETS

78c

A complete assortment of our best selling #1 numbers now reduced for this sale.

Lincoln's are famous for foundation garment values.

Our Regular \$2.00

CORSELETS
GIRDLES
CORSETS

Choose from a wide range of regular \$2 styles.
1.48



Usually 59c Even At Lincoln's!

Sale! RAYON
TAFFETA
Satin Striped
SLIPS
Think of It
You Save
24c
35c



We scooped the market and share the saving with you. Don't judge the quality by this low price... because they're wearable, durable quality slips. Smart V-tailored styles in satin striped taffeta and Dobby satin. Tea rose and white in sizes 34 to 44.

For Spring! Summer! Luxurious

FRENCH CREPE

GOWNS
Regularly \$1.00
69c

These gowns are so lovely... you'll want several at this new low price. Smartly tailored styles. Dainty floral prints in blue, tea rose and white.



Dainty Satin
DANCE SETS

Worth \$1.00

Brocaded tailored satins... lacy styles or dainty embroidered models. Full cut and quality-made.

54c

Reg. 25c
DELMAR
UNDIES
18c

We sell thousands of these at 25c. Now at a saving. Plain tailored panties, bloomers, step-ins or vests. Ban front... elastic back.
Extra Large Sizes, 28c

Reg. 39c

Non Run

RAYON UNDIES

Choose from panties, bloomers, step-ins and vests. Tea rose.

24c

EXTRA SIZES (Usually 59c) 3 for \$1.00

5 Gore Novelty
APRONS
25c

Embroidered! Lacy!

SATIN
SLIPS

Instead of \$1.19

Bias cut slips that just mould to your figure... no pulling, no sagging but perfectly sized, trimmed with deep laces or smartly embroidered. Tea rose in sizes 34 to 44.

78c



Save 20c on Dainty, Sheer
BATISTE GOWNS

Fast printed batiste gowns... colorfully trimmed with braid or rick-rack. Sizes 16 and 17.
39c

A Genuine 59c Value

MAIN ST. E. cor. ST. PAUL

LINCOLN'S MARCH 15th Managers SALE



We bought the manufacturer's entire
Stock of these famous brand

REGULAR 59c
DRESSES
SIZES 1 to 6
39c

NEW SPRING
DRESSES
SIZES 7 to 14 — Usually 69c
48c

Regular 59c Boys'
WASH SUITS
Spring styles in solid or contrasting colors. Sizes 1 to 6.
39c

Regular 25c
MUSLIN SLIPS
Plain tailored or lace trimmed. Sizes 4 to 14.
14c

Regular 39c
RAYON UNDIES
Plain tailored "char-donne" rayon in panties, bloomers, vests.
19c

Dobby or Plain
SATIN SLIPS
59c After This Sale
Lace trimmed or tailored. A high quality at a low price. Sizes 4 to 14.
39c

Tailored like big sister's - and just as fashionable!

New Spring
COATS
\$5.95

LINCOLN'S MARCH 15th Managers SALE



Reg. \$1.50 HARDWOOD
**UNFINISHED
CHAIRS**
77c

Sturdy, unfinished chairs with
fiddle and panel back. Heavily
constructed of durable hard
woods.

Regular 19c
**ALUMINUM
SAUCE PANS**
10c

Sturdy aluminum pans at
practically half price. Full
one and a half quart size.

Regular 2 for 15c
**WATER
TUMBLERS**
**6 for
25c**

Gay colorful appliques add
to the charm of these tum-
blers. Stock up now at a
saving.

**Special! The Popular New
CRICKET CHAIRS**
at a saving of \$1.51!

Sturdy, solid maple frame
in antique designs with
genuine Amsterdam chints
back and cushion. A gen-
uine \$5.49 value.

\$3.98

**Walnut or Maple Finished
16 Lb. Heavy
END
TABLES**

\$1.11

\$1.98 Value
Highly polished... rich
maple or deep walnut fin-
ishes. With extra shelf.



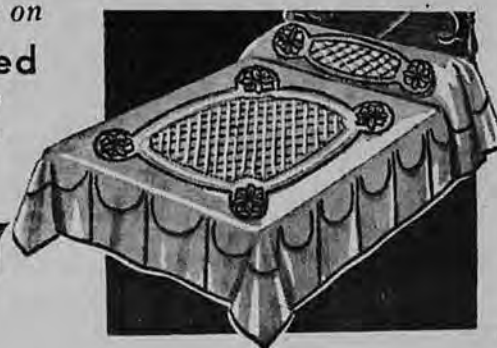
Inaugurating our new enlarged Spread Shop

With the year's greatest savings on

Full Size Heavily Tufted
**CHENILLE
SPREADS**

Fluffy chenille in lattice
center and 4 star motifs. Light
background with contrasting
rose, blue, green, wine, peach,
gold, rust or helio shades. Full
or twin bed size. Usually \$2.39.

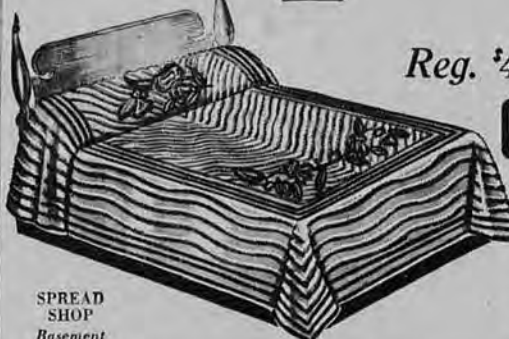
\$1.77



Reg. \$4.98 Luxurious Monotone
CHENILLE SPREADS

Solid color back-
grounds with
closely woven
chenille designs.
Seven beautiful
color combina-
tions to choose
from. Twin and
full bed sizes.

\$3.48



SPREAD
SHOP
Basement

**9" Glassbake
PIE PLATES**
12c

Genuine glass bake oven-
ware pie plates... guaran-
teed to withstand heat.
Reg. 19c.



Hard Wood
CLOTHES PINS
Smooth finish
hard wood.
Stock up now
at half price.

2c



Regular 15c
KITCHEN GADGETS
Knives, ladles,
beaters, chop-
pers and al-
most every
other needed
kitchen gadget.

8c



Regular 69c
STEP-ON CANS
With gal-
vanized in-
side con-
tainer. In
red, green
or ivory.

49c

**FELT BASE
Floor Covering**

29c

Nationally known
brands. Standard weight
in wide range of pat-
terns. Usually 49c sq. yd.

Reg. \$4.98 FELT BASE
9x12 RUGS \$3.77

Room size hard surface rugs bearing a famous label.
New patterns and colors.

Reg. \$3.98 FELT BASE
7 1/2 x 9 RUGS \$2.77

27x48 Heavy Axminster
RUGS \$1.66

Thick, heavy Ax-
minster richly de-
signed and colored.
Usually sell at
twice this price.

24 x 48 CHINESE
RUGS \$1.00

New designs. A \$1.98
value.

**Reversible Chenille
ROVING RUGS**

Size 24x40 inches.
In blue,
green, rose,
black and yellow.
Usually \$1.50.

98c

**PAINT
CLEVO 3 HOUR
ENAMEL**
47c Pint

14 colors. Dries to hard lustrous
finish in 3 hours. One coat covers.
Easy to apply. Regular 69c.

**SPECIAL
Choice Of Any
WALLPAPER**
IN OUR STOCK

Values
to 39c **10c** Roll

All waterproof colors and fade-
proof. Now is the time to re-
decorate your home.



6-Way
**FLOOR
LAMPS**
\$3.98

Sturdy, rich looking
bronze finish base. With
indirect and direct light-
ing. You save \$2 during
this sale.



**SALE SAVINGS
From The
LAMP NOOK**

Regular 79c Metal
PIN UP LAMPS
Complete with
shades.

59c

Regular 79c Pottery
CHINA LAMPS
Sturdy pottery base.
Complete with parch-
ment shade.

55c

Bridge and Table
LAMP SHADES
Several designs from
which to choose.
Choice of colors.

25c



Our Entire Line of
"Arch Flex" and "Arch Protector"
**HEALTH
SHOES**

Two famous
brands at a sav-
ing. Every shoe
included...
Plain kid and
patent trim in
black or brown.

\$1.77

Sizes 4 to 8, Widths B, D and EEE



Regular \$1.00 Delmar Junior
Children's SHOES

Not a style held back... your
unrestricted choice. Blacks,
browns, whites and combinations
in styles for boys and girls. Gen-
uine leathers. Sizes 8 1/2 to 1.

59c

Irreg. of \$1.59 and \$1.98

**Women's Sport
OXFORDS**

Choose from leather
or crepe soles. Spring
fashions. In sizes 2 1/2
to 8 1/2.

\$1



**Women's
SLIPPERS**
44c pr.

Reg. 69c. Colorful cotton prints
and imitation leather with genuine
leather soles. Sizes 4 to 8.

**Growing Girl's
OXFORDS**
94c pr.

A genuine \$1.59 value. Now at a
saving for March Manager's Sale.

**Men's, Women's, Boys' & Children's
SLIPPERS**

A genuine 39c value. Every pair perfect...
every pair brand new Suede Moccasins with
double padding in heel for extra comfort. All
sizes for everyone.

19c

LINCOLN'S MARCH 15th Managers SALE

YARD GOODS AT BIG DISCOUNTS



36 Inches Wide . . . DELMAR CROWN TESTED PRINTS

Slight defects (very hard to detect) brings the price down to half on these new Spring color prints. If first quality would be 49c a yard. Here's an opportunity to sew and save this season.

29^c yd.

- 36 In. SPRING CRETONNES . . yd. **9^c**
Reg. 12¹/₂ yd.
- 39 In. GAY NEW CHINTZ . . . yd. **12¹/₂ c**
Reg. 19c yd.
- 36 In. DRESS SHEERS . . . yd. **12¹/₂ c**
Reg. 19c Value
- 48 In. DOTTED MARQUISETTE . yd. **12¹/₂ c**
Reg. 20c yd.
- 36 In. COLORED BROADCLOTH . yd. **9^c**
Usually 12¹/₂ yd.
- 39 In. FRENCH CREPES . . . yd. **19^c**
Worth 25c a yard
- 39 In. UNBLEACHED COTTON . . yd. **8^c**
Usually 12¹/₂ yd.
- 36 In. 80 SQ. PERCALES . . . yd. **12¹/₂ c**
Regular 19c yd.
- 36 In. SLUB BROADCLOTH . . . yd. **17^c**
Worth 25c a yard
- 36 In. VAT DYED PERCALES . . yd. **9^c**
Worth 16c yd.

36 In. Dustite CRETONNE

14^c yd.

Regular 20c Value

36 In. Fast Color SPORT PRINTS

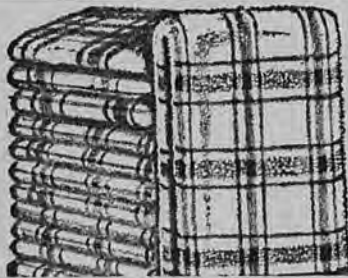
14^c yd.

Regular 19c Value

Regular 25c 20x40 Plaid Turkish TOWELS

One of the outstanding values in this gigantic sale! Heavyweight towels you usually pay a lot more for. Double thread weave to make them extra absorbent. Colorful plaids.

14^c



22 x 44 CANNON TOWELS

27^c

Reversible and block designs. Choice of colors. Worth 39c.

18 x 38 TURKISH TOWELS

11^c

The value is so apparent you'll want at least a dozen. They're usually 19c.

50 x 50 TABLE CLOTHS

24^c

Colored woven designs in rayon and cotton mixtures. A 39c value.

STEVEN'S DISH TOWELS

12^c

And pure linen, too! Size 16x31. Usually 19c.

18 x 36 HUCK TOWELS

10^c

15c quality. Stock up now and save one-third.

GENUINE CANNON TOWELS

R. O. M. Quality
Assorted Sizes
and Colors

HALF PRICE

8^c-11^c-15^c

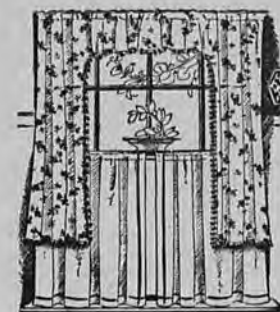
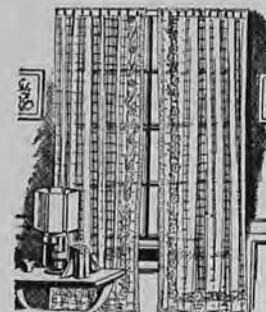
CURTAIN VALUES

Lincoln's Are Famous For Curtains! Now, Buy At The Year's Greatest Savings! Every Pair Brand New!



Cushion Dot Ruffles

Crisp, puffy dotted marquisettes with wide ruffles. In white, cream or ecru.



Flower Cottage Sets

Colorful Dutch style sets with flower gird design. Red, blue, green, black.

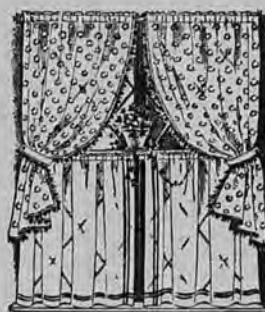
Tailored Curtains

Cascade delustered tailored curtains. Hemmed and headed. Eggshell or beige.

Fine Lace Nets

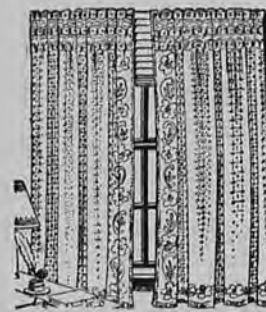
Beautiful Nottingham lace in rich beige shade. Ready to hang. 2¹/₄ yards long.

59^c
WORTH 89^c



Adjustable Nets

Ready to hang. 3 convenient lengths. Exquisite designs. In ecru only. Full length.



Pussy Willow Dots

94 inches wide! Cream, white and ecru marquisette. Wide enough to criss-cross.

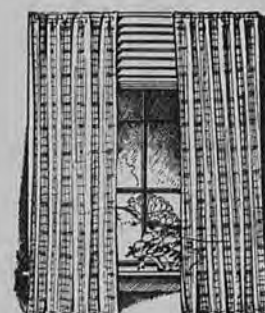
Voile Cottage Sets

Extra wide flocked voile with 2-tone trim. Plain white sash. Red, Green, Gold.

89^c
Regular \$1.29

Rayon Sheertex

Beautiful sheertex curtains hemmed and headed. Ecru or eggshell.



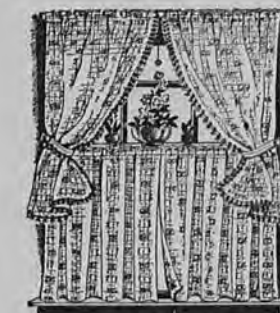
Mesh Tailored and Tulip Cottage Sets

Rayon and cotton tailored. Also flocked voile cottage sets. Worth 89c.



GENUINE NINON CELANESE

We've sold thousands of these lovely curtains at much higher prices. In eggshell or champagne.



Cottage Sets, Ruffles Tailored Curtains

A selected group of our \$1.00 sets. Buy now for Spring and save \$1.00 on each pair.

79^c

PAGE, FRONT

TRUTHFUL ADVERTISING

THE ROCHESTER SUN, THURSDAY, MARCH 9, 1960

TRUTHFUL NEWS

BINGO

PLYMOUTH CHURCH
108 TROUP ST., cor. TROUP and PLYMOUTH
Every Tuesday and Saturday 8:30 P. M.
Merchandise and Cash Awards
JACK POT—\$25.00 25 GAMES—25c

SHRINE CIRCUS

E. Main Armory — All Next Week —
2:30 and 8:30 P. M.

2 NEW FREE Sat. Nite New PLYMOUTH
Cars **FREE** Wed. Nite New FORD
A NEW FORD OR PLYMOUTH GIVEN AWAY TO THE
LUCKY TICKET HOLDER ON THESE NIGHTS
ALSO General Admission Tickets From 1c to 40c
Shrine Ticket Office, 105 East Ave. Stone 5690

The Way To A Man's Heart

BY IRENE MUNTZ

Casserole dishes offer hearty and tempting suggestions for March menus. Since we're quite sure from day to day whether it will decide to bluster and blow cold or show signs of spring in the air, meals are uncertain things to plan for unless we select one of those grand middle-of-the-road dishes that is good any time and any weather.

EGGS LATTICED WITH ASPARAGUS
Temperature: 350 Degrees F.
Time: 30 Minutes
4 T. butter
4 T. flour
2 c. milk
1/2 t. salt
1 c. hard cooked eggs
1 No. 1 can of asparagus
parag. cut 1 bunch
cooked asparagus
Melt butter, add flour and blend well. Add milk and cook until mixture thickens, stirring constantly. Place a layer of sauce in the bottom of a greased, shallow baking dish, then add a layer of asparagus using about 1/2 the amount. Pour over this the remainder of the white sauce and on it place in regular lines the eggs cut in halves with rounded sides up. Arrange the remaining asparagus, in a lattice of squares around the eggs.

Dot with butter and sprinkle with paprika. Bake in a preheated oven.

The Tuna Pinwheel Pie is delicious and attractive enough to serve to company. It is a real one-dish meal so that you'll want to plan pretty large servings, since it is meat, vegetable and hot bread in one. The secret of perfect results in this is to have the creamed mixture hot when the biscuits are placed on top. This ensures the biscuits will bake through to the center of the dish in the required length of time.

TUNA PINWHEEL PIE
Temperature: 425 Degrees F.
Time: 25 Minutes
1 c. cooked peas
1/2 c. cooked diced
celery
1 can tuna
4 T. butter
4 T. flour
1/2 c. milk
1/2 c. cheese, grated
Place peas, celery and tuna in a well-greased casserole. Make a cream sauce of the butter, 4 T. flour, 1/2 c. milk and the celery stock. Season well and pour in to casserole. Place in oven while biscuits are being made. Prepare biscuits of the remaining ingredients, excepting the cheese, put out in an oblong sheet and sprinkle with the cheese. Roll up like a jelly roll and cut in 1/2 inch slices. Place on top of the casserole and bake in a preheated oven.

ST. PATRICK'S DANCE
Monroe County Board and the Ladies Auxiliary, Ancient Order of Hibernians, will celebrate St. Patrick's Day, March 17, with a dance at the Rochester Club. Michael Cullane is chairman.

Edward Baxter Abbott, 206 Carling Road, call at 419 Burke Building for guest ticket to Shrine Circus.

SIMPLIFIED Quicker CREDIT



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

"B-ettes solve a
most difficult
personal problem"



**Internal Sanitary
Protection... No Odor,
No Belts, Pads or Pins**

Are you one of the women who accepted our recent offer to try B-ettes? Thousands would be now enthusiastic users—completely won over to this internal protection that does away with belts, pads and pins—that eliminates bulk and chafing—that prevents odor from forming. Women who have once used B-ettes never want to go back to "older ways." Be fair to yourself—try them "next time." Sold at drug and dept. stores, 25c for a month's supply of 12—10c for a trial package of 4. Say "Bee-etts."



Wegman's Quality

PRIME TENDER JUICY STEER
SHOULDER ROAST

BEEF
21^c

FRIDAY AND
SATURDAY
AT
Wegman's

Treat your family to better living! Get the habit of buying from the greater varieties at the big Wegman stores. The better selections you make, and the finer qualities you'll enjoy cost no more than ordinary foods elsewhere!

FRIDAY ONLY!
STRAWBERRY WHIP'D
**CREAM
CAKES**
23^c

CREAMY, MILD, RICH
**BRICK
CHEESE**
15^c

MACARONI & CHEESE
**KRAFT
DINNER**
10^c

SEA LEGION ALASKA
**RED
SALMON**
2 cans for 35^c

WEGMANS Fresh Daily
COFFEE
FAVORITE BLEND 3 lb. 39c
KILBORNE HALL 1 lb. 21c
SPECIAL BLEND 1 lb. 25c

SNOWDRIFT No. 2 1/2 Can
WHITE LILY BRAND CALIF. **12^c**

PEACHES Ea. **15^c**
ONE-POUND CAN

PURE CANE GRANULATED
SUGAR 10 lb. sack **45^c**

WEGMAN'S KILBORN HALL
TEAS 1/2 pound pkg. **23^c**

PILLSBURY'S BEST
FLOUR 24 1/2 lb. sack **79^c**

SIMPLIFIES BAKING!
BISQUICK pkg. **25^c**

SOFT, ABSORBENT SCOT
TISSUE 3 rolls **20^c**

LGS PURE STRAW. OR RASP.
PRESERVES lb. jar **19^c**

WINSLOW Green Tips & Cuts
ASPARAGUS can **14^c**

NEW 5-MINUTE PACKAGE
CREAM O'WHEAT **23^c**

CARLOAD SALE

HEINZ "57" FOOD PRODUCTS

SPAGHETTI, 17-oz. can 10c
BAKED BEANS, 18-oz. can 10c
HEINZ KETCHUP, 14-oz. bble. 17c
HEINZ BABY FOODS, 6 for 42c
HEINZ RICE FLAKES, 2 pkgs. 21c
MOST HEINZ SOUPS, can 12c
HEINZ CHOWDER, 2 cans 31c
MINCE MEAT, 1-lb. can 20c
HEINZ VINEGAR, pint 9c
HEINZ CHILI SAUCE, 12-oz. 23c

Wegman's
HOME OWNED FOOD MARKETS
Famous For
Fine Foods.

CELEBRATE SPRING with Values

SPECIALS FOR FRIDAY & SATURDAY ONLY

SPECIAL! CIGARETTES Popular Brands 2 Pkgs. 21^c	Ladies' Fruit-of-the-Loom Coverall APRONS 17^c	Extra Special! 81"x90" Seamless SHEETS 69c Value 46^c	SHEERNESS STRENGTH COLOR RIGHT You Get Them All In Berkshire HOSIERY Guaranteed First Quality Chitons and Service Weights. Reg. 79c val. 65^c
Men's Rayon SOCKS 10c Value 6^c	Ladies' 2-Way Stretch Pantie GIRDLES 49c Value 20^c	Assorted DISH CLOTHS 10c Value 2 for 7^c	Large Bar White Floating SOAP 4 for 9^c
Boys' Golf HOSE 19c Value 9^c	81-Inch Wide Unbleached SHEETING 35c Value 18^c	Stamped TOWELS 10c Value 2 for 13^c	CLOTHES PINS Box of 40 2 for 11^c
Flyer Machine THREAD 2 for 5c	Men's Fancy Spring TIES Reg. 19c Value 7^c	Armour Star POTTED MEATS 5c Value 3^c	COUPON Fri. and Sat. Only Armour Star PORK and BEANS 1 lb. Can 5^c
J & P Coats Tatting THREAD 3^c	Guaranteed ALARM CLOCKS \$1 Value 63^c	JELL-O 2 for 9^c	

Special For Friday and Saturday Only!

Ladies' New Spring Silk
DRESSES \$1 69
You'll be delighted with the beautiful styles and color of these new spring dresses. Sizes 14 to 52. \$2.49 value.

HANDBAGS Loads of new spring styles to choose from 69c val. Friday and Saturday only **44^c**
GLOVES Large selection in new spring styles and colors—59c value. Friday and Saturday only **44^c**

Make over your Old Dress with Achter's New Spring **NECKWEAR 44^c**
Plenty of styles to choose from some with cuffs & 1/4 to 1/2 inch match. 59c value. Friday and Saturday only.

ACHTER'S SPECIALS For	ACHTER'S SPECIALS For	ACHTER'S SPECIALS For	ACHTER'S SPECIALS For
MONDAY March 14th	TUESDAY March 15th	WEDNESDAY March 16th	THURSDAY March 17th
Men's Striped Wool SOCKS 10c Value 10^c	Men's Cotton HOSE Reg. 10c 4^c	Men's Work SHIRTS Regular 59c 31^c	Men's Brown Jersey GLOVES 15c Value 8^c
Men's Canvas GLOVES Reg. 10c 4^c	Men's TIE HOLDER and CLASP Reg. 10c 3^c	Men's Pure Silk HANDKERCHIEFS Regular 12 1/2c 7^c	Boys' Sailing KNICKERS \$1.25 Value 81^c
Men's Initial HDEPS. Box of 3 Regular 25c 11^c	Box of 50 BOOK MATCHES Reg. 10c 2 11^c	Overnight CASE 12 1/2c 35^c	Men's Boston, Paris And Hick-CARTERS Reg. 25c, pr. 16^c
Rockwood CHOCOLATE BARS Reg. 5c 3 5^c	Game of 50 DOMINOES Reg. 10c 7^c	1/2x2 1/2 yd. ADHESIVE TAPE Regular 10c 2 7^c	Barrel BARKS Reg. 10c 6^c
Dr. Ellis SHAMPOO 10c Size 4^c	LEAD PENCILS Reg. 2 for 5c 6 5^c	Large Inflated Rubber BALLS Regular 25c 14^c	Halls' 1200 Yd. Spool Sewing THREAD Reg. 10c 6^c
Assorted Shell NOVELTIES 3 for 5c	Boxed STATIONERY Reg. 10c 6^c	200 Sheet CLEANSING TISSUES Regular 10c 6^c	Ladies' Bobby COMBS Reg. 10c 2 7^c
Needle BOOKS 34 Count Reg. 5c 2^c	J & P Coats SEWING THREAD Reg. 5c 2 7^c	Assorted Dr. Ellis FACE CREAMS 10c size 4^c	Solo Hair CURLERS Reg. 5c 2 5^c
Rayon Braided ELASTIC 3 yd. hank 3^c	Close Out LADIES' SHOES Values to \$1.98 25^c	Ladies' Pure Linen Initial HANKIES Reg. 5c 2 7^c	2x10 yds. Gauze BANDAGE Reg. 10c 2 7^c
Ladies' Tuck Blotch VESTS Reg. 19c 9^c	Children's Brushed Wool MITTENS Reg. 19c 10^c	Ladies' Stamped APRONS Regular 29c 18^c	Ladies' Satin and Bemberg SLIPS Regular \$1.00 53^c
Zephyr Saxony YARN 1 oz. ball. Value 25c 14^c	Children's New Spring DRESSES Reg. 19c 41^c	Children's Broadcloth PANTIES 2 for Regular 10c 5^c	Children's Flannel SLEEPERS Reg. 15c 29^c
Part Linen Crash TOWELING Reg. 7 1/2c 4^c	Infants Stamped BIBS Reg. 10c Value 5^c	Printed Guest TOWELS Regular 15c 7^c	Box of 12 SANITARY NAPKINS Reg. 15c 9^c
Children's Rayon Striped PANTIES Reg. 10c 6^c	Package of 10 DIAPERS Reg. \$1.00 63^c	42 Inch Pepperell TUBING Regular 25c 16^c	Rayon Table NAPKINS Reg. 5c 2^c
OUTING PLANNEL Reg. 12 1/2c 2 15^c	Unbleached MUSLIN Reg. 10c 5^c	WASH CLOTHS Regular 8c 2 5^c	J & P Coats Strand Sheen Embroidery FLOSS Reg. 2 for 3c 2 3^c
Turkish TOWELS Reg. 12 1/2c 7^c	Sheet BLANKETS Reg. 59c 34^c	Aluminum Lipped SAUCE PANS Regular 15c 8^c	Part Linen Dish TOWELS Reg. 10c 4^c
BABBIT'S LYE Large Size FLOUR SIFTERS Reg. 15c 8^c	Pint Size MAZOLA OIL Reg. 35c 18^c	6-Way Floor LAMPS Regular \$7.98 \$4.47	70"x50" BLANKETS Reg. \$1.00 67^c
25 Oz. Armour Star PORK & BEANS Reg. 15c 7^c	CHEESE GRATERS Reg. 10c 6^c	Educator's Mello Sandwich COOKIES 2 pkgs. 11^c	Wooden SPOON & PORK SETS Reg. 10c 6^c
LIFEBUOY SOAP 2 for 9c	Covered Aluminum SAUCE POTS Reg. 49c 29^c		Machine OIL Large Can Reg. 10c 6^c
			Argo Glass STARCH Reg. 10c 2 13^c

ACHTER'S
BARGAIN ARCADE
387 MAIN ST. E. GIBBS ST.
PHONE STONE 1880 1882
Right Reserved To Limit Quantities • No Mail or Phone Orders Filled On Daily Specials

FREE Parking
GIBBS ST. STATION
Opposite
Y. M. C. A.

COUPON
Kra-Mel Dessert **3^c**

COUPON
3 oz. Bar LAUNDRY SOAP **3 for 5^c**

COUPON
30 Count PAPER Napkins **2 for 7^c**

COUPON
2 lb. Domino SUGAR **9^c**

OPEN
Every Nite
Until
9 P. M.
Opens Daily
at 9 A. M.

EASTER HATS \$1.95
Buy Where You Can Save Special
SEVEN-O-SEVEN HAT SHOP
707 Averill Ave., near Monroe

CLARK'S MARKETS
906 NO. GOODMAN CULVER 4870 | 1108 MONROE MONROE 2784

WEEK END SPECIALS

Swift's Quality Smoked
Georgian Peasants Cooked
HAMS 27c
Skinned, Whole or
shank half.
Ready to
serve.

Milk Fed Roasting
CHICKENS 25c
4 to 6 pound
average.

CHICKEN CUTS
Buy Only The Cuts You Want.
Legs lb. 35c
Breasts lb. 41c
Livers lb. 45c

BEEF ROASTS
lb. **16c**

Sliced ARPEAKO
BACON lb. 25c

SEA FOODS—
HADDOCK FILLETS 2 lb. 25c
FRESH SHUCKED OYSTERS 31c
CHERRY STONE CLAMS 12c

Former Pupils Honor Teacher

Some 200 men and women, who as boys and girls had been taught at No. 33 School by Miss Mattie Hildebrand, tendered a testimonial dinner to their former teacher on Friday evening at Spencer-Ripley Methodist Church.

Miss Hildebrand, who recently concluded her teaching career after fifty years of service, was eulogized by former pupils and fellow teachers. Clifford Stark, principal of No. 33, spoke of the guest of honor as "standing for everything that a teacher should."

James M. Spinning, superintendent of schools, spoke of Miss Hildebrand's influence on the lives of those whom she had taught, and the honor guest recalled incidents of the early days of her teaching.

Lemuel H. Foote and Miss Alice King presented Miss Hildebrand with sentimental and substantial gifts on behalf of her former pupils.

Hazel E. Tout, class of 1906, presided at the dinner and George O. Lennox, class of 1905, was toastmaster.

Bernard Finucane Heads Washington Celebration

Rochester will observe the 150th anniversary of the inauguration of George Washington as the first President of the United States.

Mayor Samuel B. Dicker appointed a committee of prominent citizens, headed by Bernard E. Finucane, president of the Chamber of Commerce, to arrange for a Rochester program befitting the occasion.

Remington

(Continued from Page 1)

or supper for stage coach passengers 37c.

You will notice that transients, or stage coach passengers, paid more for meals, twelve cents more, than did the natives of New Salem who were, perhaps, classified as star boarders.

Lincoln paid a yearly tax of \$6, plus an additional dollar at the end of the year, probably for a renewal for the license.

Whiskey, obviously was merely whiskey, and the fair price, which Lincoln agreed to comply with, was fifty cents a quart.

The price of his bond, binding him to comply with the requirements of the county commission, was \$300.

Here and there, H. A. Johnston, bakery man, with four retail outlets, has left for four-week visit in California, via Santa Fe. He plans to return by Panama canal.

Neither snow nor ice cold stopped building operations at Ridge and Dewey section, with steam shovel operating on south

west corner for new Woolworth store building and also on north-east corner for White Tower drive-in eatery. Later replaced ancient "Pig's Ear" stone tavern, long an eye-store. The site brought \$50,000... Clarence

(Red) Warner, expert salesman at Edward Watson's gun shop in State Street, says firearms should not be handled, but fiddled... Add to baseball fans, who really know baseball, H. W. Graves, furniture merchant.

RETREAD
SAVE ONE HALF
Your Tire Cost

Retread your smooth tires with new, heavy rubber. Makes old tires wear and look like new. Thousands of practical motorists have their worn tires retreaded. We use only highest quality materials and back every job. Guaranteed same as new against defects in material or workmanship and to render satisfactory mileage. Let us inspect YOUR tires now! See our complete stock of Guaranteed Retreads.

LONG TIRE CO.
455 STATE ST. MAIN 879
Specializing Exclusively in Retreading and Vulcanizing

ROCHESTER'S FINEST AND LARGEST SELLING STOCK ALE

Tam Shanter STOCK ALE
More Hops • More Malt • More Age
DRAUGHT • BOTTLES EVERYWHERE

AMERICAN BREWING CO. • Rochester, N. Y.

SPECIAL! GUARANTEED QUALITY

EGG STOVE NUT **\$10.65**
* Pear \$8.75 -- Bkwt. \$7.75 -- Rice \$6.75 *

COKE \$9.05
GEN. 20

Quality and Finest Service Since 1913
Yards and Office at 200 West Ave.

ARDEAN R. MILLER

AT HOFFMAN'S ONLY

WESTINGHOUSE ELECTRIC ROASTER GIVEN

For Your Old Washer Regardless of Make, Age or Condition

WHEN YOU BUY A NEW
WESTINGHOUSE ELECTRIC WASHER
AT
HOFFMAN'S

Don't miss this opportunity to own a genuine Westinghouse agitator washer... especially when you can buy one at such an exceptionally low price AND GET THE GENUINE WESTINGHOUSE ELECTRIC ROASTER AT NO EXTRA COST. You'll be delighted with these two high quality nationally known appliances... and they're so easy to own if you buy right now at Hoffman's.

\$100 DELIVERS

NO INTEREST Or FINANCE CHARGES

HURRY! DON'T DELAY!

THIS OFFER FOR A LIMITED TIME ONLY! ACT NOW

OPEN EVERY EVENING
ALWAYS PLENTY OF FREE
PARKING SPACE—DRIVE OUT TONIGHT

HOFFMAN MUSIC SHOP
366 Joseph Ave. 468 N. Goodman
MAIN 3169 CULVER 1016
630 MONROE AVE.—MON. 6241

\$1 Given
For Your Old Iron
Regardless of Age, Make or Condition
WHEN YOU BUY A NEW
Westinghouse STREAMLINE IRON

The iron sensation of the year. New streamlined design. Heat control for different materials. A true Westinghouse product in every respect.

50c DOWN A WEEK
No Interest Or Finance Charges

KEY LEADS ROCHESTER WITH GREATER VALUES

KEY DRUG STORES

470 N. GOODMAN Near Main
92 E. MAIN Near Water
546 MONROE Near Goodman
CUT RATE

THERAPEUTIC RAY LAMP
Regularly \$3.50
\$1.79
Gives off deep penetrating Super Power Infra Red Heat Rays. Excellent for use in such conditions as Arthritis, Lumbago, Colds, etc.

Complete as illustrated with reflector, base with switch and bulb. Costs less than two cents per hour to operate. Ask our clerks for demonstration.

STORK CASTILE SOAP
3 lb. bars and 10c Antiseptic Baby Oil
40c Value for **25c**

ELECTRIC VIBRATOR
Regular \$2.00
\$1.29
Complete as illustrated

1.00 Jergen's Lotion and 50c Jergen's Cream BOTH FOR 79c
(Regular \$1.50 Value)

Chocolate Covered CHERRIES
lb. box **19c**
(Limit 2)

ROSE WATER & GLYCERINE
Reg. 25c
4oz. **11c**

SHOE SHINE KIT
8c
Polish, Dauber, Cloth.

Double Edge BLADES
To Fit Gillette Razor
20 for 10c

WE APOLOGIZE to the hundreds of people disappointed by the overwhelming demand for this remarkable value. A new shipment of this just arrived and we're repeating this for this week.

ZIPPER BAGS
REGULARLY SOLD FOR 98c
Special! **49c**
Made of durable waterproof material. Double stitched and completely lined with rubber.

20 MULE TEAM BORAX reg. 20c 13c
WHEAT GERM lb. 29c, 4 lbs. for \$1.00
NOXZEMA (Boudoir Size) reg. 75c 49c
DOG FOOD reg. 10c ea. doz. 50c
TOILET BOWLETTES reg. 10c 3 for 11c
POMPEIAN MASSAGE CREAM reg. 65c 43c

Milk of Magnesia Quart Size **27c**

\$1.10 VALUE ANGELUS LIPSTICK
by Louis Phillippe
Now 79c
Thrilling Shades TO MATCH ANY COMPLEXION

GET ACQUAINTED SALE
60c DRENE SHAMPOO
25c DANYA HAND LOTION
85c VALUE 53c
BOTH FOR

SQUIBB'S—REG. \$1.00
Cod Liver Oil 79c
Hill's Cold Tabs 11c
REG. 25c—GLYCERINE Suppositories 11c
REG. 35c—PACQUIN'S Hand Cream 39c
Carter's Pills reg. 75c 57c
PALMOLIVE Soap 3 for 14c
WILDBOOT with Oil Hair Tonic reg. 25c 17c
TIM OF 16 I & J Bandaid 10c
Vick's Vapo Rub 27c

Anti-Colic Nipples (small or medium) Reg. 3c **3c**

PEPPERMINT PATTIES
1/2 lb. Box, Reg. 15c
8c

Saccharine Tabs.
Bottle of 1000
Reg. \$1.50 **79c**

STAZE
HOLDS FALSE TEETH FIRM
60c Size . . . 49c

TASTY EAST
Box of 24
33c
\$1.20 Value

BORDEN'S MALTED MILK
(plain)
5 lb. can Reg. \$2.00
\$1.19

RINSO . . . 15c
LARGE SIZE (LIMIT, 1)

HOSPITAL COTTON
Lb. Roll **16c**

IVORY SOAP
Lge. Size 2 for 15c

50c Woodbury Shaving Lotion and 35c Woodbury Shaving Cream Both For 43c

DETECTO SCALES
Regular \$2.50
\$1.77
(Weight to 250 lbs.)

VANTINE BATH SALTS AND BATH POWDER
Reg. \$1.00 Value BOTH FOR **59c**

ALARM CLOCKS
79c
Guaranteed

UPJOHN'S CHERACOL reg. 75c, 4 oz. for 47c
UPJOHN CITROCARBONATE reg. \$1.50 89c
ZIPPER TOBACCO POUCHES reg. 50c 29c
MERCUROCHROME With Applicator 3c
IODINE With Applicator reg. 15c 3c

6 REASONS

Why Seneca Is The Place To Buy Your REFRIGERATOR OR STOVE

GIVEN!

AT NO EXTRA COST

Any Item Listed Here
Given With A Refrigerator
or Stove

TAKE YOUR CHOICE

**WASHING
MACHINE**



**VACUUM
CLEANER**

**SET OF
4 TIRES**



**Boys' or Girls'
BICYCLE**

**ELECTRIC IRONER
AUTO OR HOME RADIO
BREAKFAST SET
SEWING MACHINE**

1

Locally owned and managed

2

Out of the high rent district

3

Up to \$50 in merchandise given
with every refrigerator or stove at
no extra cost.

4

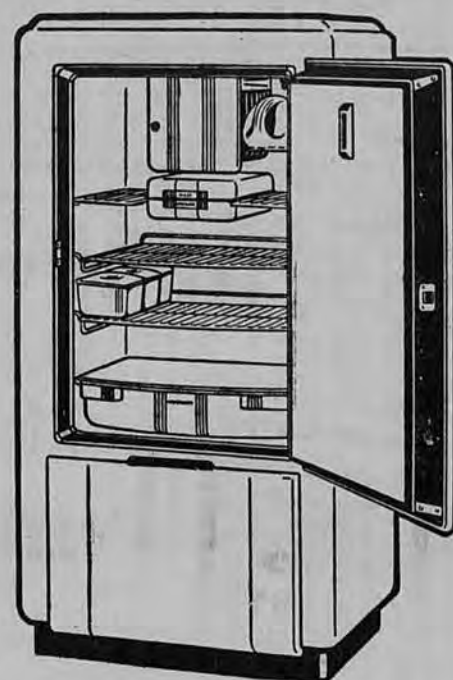
Payments made direct to us... no
finance companies to deal with.

5

You pay
2 nickels a day

6

We sell only nationally
advertised merchandise



PAY

2

**5
LEADING
MAKES
TO CHOOSE
FROM**



NICKELS A DAY

SENECA STORES

WE SAY WHAT
WE MEAN

149 MONROE AVENUE
OPEN EVENINGS UNTIL 9:30 P. M.

WE MEAN
WHAT WE SAY

Handy Bank GIVEN



★
MAKES IT
EASY TO
SAVE
YOUR 2
NICKELS
A DAY
★

The Biggest **BINGO** In Town

\$800.00
CASH AWARDS
Plus The POT OF GOLD

"The FAD"
Sponsored by The Doud Post No. 98
American Legion

20 GAMES FOR
\$1.00
ADMISSION
No Specials Sold

\$500.00
MAJOR AWARD

EVERY THURSDAY NIGHT
At The **ARENA** Near Court St.
87 Stone St.

Only 2000 Seats First Game 8:30 Sharp
J. Gordon Baldwin at the Organ

Charles Lynch, 116 Troup Street, call at 419 Burke Building for guest ticket to Loew's Rochester Theater.

Joseph W. Young, 14 Gerling Place, call at 419 Burke Building for guest ticket to Loew's Rochester Theater.

Elzie H. Bach, 100 Salina Street, call at 419 Burke Building for guest ticket to Shrine Circus.

Fred R. Caffery, 324 Court Street, call at 419 Burke Building for guest ticket to Shrine Circus.

BIRD MASTER BUILT THICK BUTT

SHINGLES America's Finest **\$5.00** Per Mo.

ON EASY TERMS

KEMP ROOFING CO.
331 W. MAIN ST. Phone Main 1786

FLORIDA ORANGES
Fresh No. 1 Grade—Right from the Groves

39¢ Per Peck

Sunkist Lemons 19¢ per dozen No. 1 No. 2 Spy Apples 39¢ per peck

EAST MAIN ORANGE MARKET
783 E. Main St., Opposite Dental Dispensary

JIMMIE FIDLER
in Hollywood

HOLLYWOOD. — The consistency with which Bette Davis, year after year, is nominated for the Academy's Best Performance Award has given a good many people the impression that she is Hollywood's only capable actress. Much as I admire her work, that's hardly fair to the many other fine feminine brigade — some of whom as Bette.

The difference is not as in the case of one of ability as of Bette happens to be who is perfectly un-beautiful in strength, even though throwing and only sharp wits.

Her career against a ship of ample to is intelligently straggling and rum demands.

I think a SCROOGE WILL BE emerge LEAT DAY FOR tidy clothe IRISH

Hollywood. — I've been thinking about Herbert Mundin, killed in an auto crash the other day. Many people, reviewing his life story, would say that he had accomplished very little. He built no bridges, authorized no labor-saving inventions, designed no buildings for new generations to admire. He didn't contribute one single item to the world's material wealth.

He was just a comedian — a homely little fellow in motley and bells who drifted through life with no other purpose than to make the rest of us laugh. Like most actors, he was a drone in a world of very busy bees. But he DID make us laugh — (Continued on Page 2)

Fidler in Hollywood

Next Thursday's hearing will be held pursuant to the action of Representative Joseph J. O'Brien, who induced the House Committee on Rivers and Harbors to undertake an investigation as to advisability of the plan, which would provide a harbor for ocean-going vessels.

ADMINISTRATION PASSIVE
The city administration will be represented at next Thursday's hearing, but its attitude will be passive rather than active. Rochester's present port at the mouth of the Genesee River, with a 150-foot channel, is considered adequate for shipping needs.

Opponents of the plan to develop Irondequoit Bay as a port for vessels of heavy tonnage have gathered plenty of ammunition from perusal of the last inquiry in relation to this project. That inquiry, held in 1923, brought out many interesting angles and not the least interesting is this expert from the engineers' report:

"It also developed at this hearing that the request for this examination was made at the instance of an organization in— (Continued on Page 2)

ROCHESTER'S LARGEST LIQUOR STORE
MAIN 786

TODAY AT BERGHASH WINE and LIQUOR

Opponents of Plan Prepare for Hearing

Agitation that began more than fifty years ago, when Army engineers made their first examination of the desirability of making Irondequoit Bay the port of Rochester, will be continued here next Thursday, at a public hearing to sound sentiment on the project.

Since February 2, 1889, when the first hearing was held, three other examinations of the project have been made and each time engineers turned thumbs down on the plan.

Next Thursday's hearing will be held pursuant to the action of Representative Joseph J. O'Brien, who induced the House Committee on Rivers and Harbors to undertake an investigation as to advisability of the plan, which would provide a harbor for ocean-going vessels.

ADMINISTRATION PASSIVE
The city administration will be represented at next Thursday's hearing, but its attitude will be passive rather than active. Rochester's present port at the mouth of the Genesee River, with a 150-foot channel, is considered adequate for shipping needs.

Opponents of the plan to develop Irondequoit Bay as a port for vessels of heavy tonnage have gathered plenty of ammunition from perusal of the last inquiry in relation to this project. That inquiry, held in 1923, brought out many interesting angles and not the least interesting is this expert from the engineers' report:

"It also developed at this hearing that the request for this examination was made at the instance of an organization in— (Continued on Page 2)

THE MIRAC MARKET 694

MORE FOR YOUR GROCERY MONEY!

Don't be out-of-step where economy and quality are concerned! Become a part of the ranks of budget-minded housewives who daily take advantage of Mirac. We guarantee every item in the store to be of high standard quality and definite saving to you! Make it a habit to do all your food buying here — friendly, courteous service and dependable quality. Come in today and save!

OPEN FRI. & SAT. TILL 9 P. M.

"Right Reserved To Limit Quantities"

Long Shred NEW YORK STATE SAUER KRAUT
Large No. 2 1/2 Can **5¢**

MORNING GLORY COFFEE
A Superior Blend
3 lbs. **39¢**
14¢ a Pound
Boswell Coffee, lb. **25¢**

Kraft's Macaroni DINNER
10¢
Lux Soap
4 Bars **19¢**
A New Low!

COUPON
Genesee Valley or Van Camp's **MILK**
4 Tall Cans **19¢**

SPECIAL DOMINO SUGAR
10 Lb. Bag. **44¢**
A New Low

Sliced PINEAPPLE No. 2 Can **10¢**

Geisha CRABMEAT **20¢**

Libby's Red SALMON 2 Large Cans **35¢**

BABO **9¢**

Pure Florida ORANGE JUICE 2 Tall Cans **9¢**

Full Quart Medford MUSTARD **12¢**

We Will Meet or Beat Any Advertised Price In the City.

Free Delivery on all orders over \$3.00. Plenty of Free Parking

Luscious Filled JELLY DO-NUTS doz. **19¢**

Large Honey Dipped PECAN BLOCKS ea. **10¢**

Large Leaf Sliced White BREAD (Wrapped) Loaf **7¢**

All You Want Of Fresh Chicken Cuts

Chicken LEGS lb.	35¢	Chicken WINGS lb.	23¢
Chicken BREASTS lb.	41¢	Chicken NECKS lb.	15¢
Chicken LIVERS lb.	45¢	Chicken GIBLETS lb.	19¢

Large No. 1. POTATOES ... pk. **26¢**

Large Iceberg LETTUCE ... head **7¢**

Large Florida ORANGES ... 2 doz. **29¢**

Lge. Pink Seedless GRAPEFRUIT . 4 for **17¢**

Fresh Garden SPINACH pk. **15¢**

Large White Grade 'A' Eggs doz. **25¢**

Loaf Cream CHEESE lb. **24¢**

Kraft Brick or American Cheese loaf **43¢**

New York State MILD CHEESE . lb. **17¢**

Rich Creamery BUTTER lb. **27¢**

Fancy Young Spring Boneless Rolled Leg O'Lamb and ROASTS lb. **21¢**

Round, Sirloin STEAKS lb. **27¢**

Porterhouse lb. **27¢**

Cut from U. S. Inspected Young Steers

Swifts Peanut — Premium Quality COOKED HAM lb. **27¢**

Surplus Fat and Rind Removed, Ready to Serve

Chuck Roast of Beef lb. **16¢**

Cut from U. S. Inspected Young Steers lb. **16¢**

Arpeaks, Wilson Certified Lean Sliced Rindless BACON lb. **23¢**

Roasting CHICKENS lb. **22¢**

Milk Fatted Young — 3 1/2 to 4 Lb. Average

Country Style — Pure Fresh Oysters ... Qt. **30¢**

Haddock Fillets ... Lb. **10¢**

Fresh Clams ... Doz. **12¢**

90¢ a Hundred

PORK SAUSAGE lb. **19¢**

SEEING IS BELIEVING

So we stand ready to show you this Dutch Colonial built to sell for twice the price, to stand up and look modern long after your last payment is made. And for less than \$40.00 per month (including taxes) you can pay for this home in full. Imagine owning a fine 19th Ward single with all modern conveniences, living room, kitchen, large tile bath, well-shrubbed lot, and 2-car garage, on terms so easy. No red tape, no financing worries. Just pack up and move in. For full particulars and inspection, call Main 250.

For Full Particulars and Inspection Call Main 250

C. E. MCINTOSH CORP.
"REALTY HOUSE"
23 EXCHANGE ST. ROCHESTER, N.Y.

A TRIAL WILL CONVINCE YOU TRY A TON OF SCRANTON HARD COAL

EGG STOVE \$8.95 TON

COKE \$8.50 TON

PEA COAL ---- \$7.95 TON

CENTRAL COAL CO.
5 LUNDYS LANE
STONE 4886

Results Far Exceeded Our

FRUITATION BEST GRADE

REGULAR F.M. \$1.75 GALLON

CHOICE OF SHERRY, FORT, MADEIRA, ANGELICA, MARSALE

NO PROOF BUREAU WINE

GOLD CROSS SLOE GIN

EXCELLENT STRAIGHT or in COCKTAIL

PUNCH FIZZ

1/4 glass ice, teaspoonful lemon juice, 1/4 white glass blue gin, shake; fill glass with plain soda or ginger ale.

1 Bottle for \$1.00 Regular \$1.39

83¢ Full Pint (16 Oz.)

PURE! CALIFORNIA WINE 40 PROOF

DIPLOMAT
EXCELLENT AND 100% PURE

1.00 Value GALLON \$1.39

1/4 GALLON 79¢

SPECIAL PURCHASE! 100% ALL SCOTCH

\$1.99 FINE BLEND Smooth and Mellow
TODAY ONLY

Large 25-Oz. Bottle

Queen Victoria Scotch Special Reserve 100%

BERGHASH MAIN 786

124 CLINTON SO. NEXT TO LOEW'S THEATRE

FREE DELIVERY FREE PARKING OPPOSITE STORE

Frank F. Hackett, 21 Gertrude Street.
You won't have to show your badge to
get a guest ticket to the Shrine Circus.
Just call at 419 Burke Building.

Ella Dagan, 324 Plymouth Avenue
South, call at 419 Burke Building for
guest ticket to Lewy's Rochester
Theater.

LAKE COAL & COKE CO.
255 Lyell Ave.

SURE FIRE BRAND COKE
DOMESTIC

Pennsylvania's
Finest Brand

EGG \$1.065

By Way Of Mention

Mrs. S. Clarence Steele of Buck
ingham Street, will entertain the
Beau DeRiv Reading Club for
tea on Monday in her home.
Miss Meda E. Welcher will be
the reader for this meeting.

Mrs. Howard H. Ingray of
Beach Avenue, is spending a few
days at Atlantic City before go-
ing to New York for the Flower
Show.

Mrs. Antonette L. Mohan of
Barrington Street will entertain
the Wistaria Circle of the Beton
Society for luncheon on Friday

Miss Helen Little of Westmin-
ster Road, entertained the Thir-
teenth Twig for luncheon on
Friday in her home.

Mrs. William R. Riley of Han-
cock Street, entertained the
Sunshine Circle of Kings
Daughters for luncheon on Wed-
nesday at the Century Club.

Mrs. Sherwood W. Smith of
East Boulevard, entertained the
Hollow Twig for luncheon on
Friday in her home.

Mrs. Bloss D. Chase of Clover
Road, entertained the Acorn
Society for luncheon on Monday

M. Clark, Wetmore of Se-
away, entertained her
for luncheon on
Sagamore.

Hoffman of
entertained
for luncheon on
ord of

Colby Street, will entertain the
First Branch of the Infants
Convalescent Hospital for lun-
cheon on Friday in her home.
Miss Emma Case of Rutgers

Street, entertained at luncheon
on Tuesday in her home in
honor of Mrs. William Perry, the
guest of Mrs. Charles C. Beahan
of Alexander Street.

NO NEED FOR "SALES APPROACH"

When we show you this modern bungalow. No matter how
you view it, there is a picture of independence in later
years. Yes, and above all, it is built to survive those later
years.

First of all, it is conveniently located. It has 3 rooms, 3 bed-
rooms, large, glass enclosed heated porch, oak floors, good
cellar and furnace, excellent 2-car garage, and the price is
less than you would expect to pay for a bungalow only one-
half as well built. This property is going to make some one
happy soon. It might as well be you.

CALL MAIN 250 FOR FULL INFORMATION

C. E. MCINTOSH CORP.
"REALTY HOUSE"
23 EXCHANGE ST., ROCHESTER, N.Y.

A CARLOAD PURCHASE

NEW 1938 MODELS — IN CRATES

ELECTRIC REFRIGERATOR

YOU SAVE \$50 TO \$90
TO ALL SIZES

ALL DE LUXE MODELS
5 YEAR GUARANTEE—LOW AS \$3 MO.

Stone 122 **BRAUN'S** 122 Stone
900 PORTLAND—OPEN EVENINGS

Why Seneca Is In REFRIGERATOR SIEBERT'S N MONEY PLAN

GIVEN!

AT NO EXTRA COST

Any Item Listed Here
Given With A Refrigerator
or Stove
TAKE YOUR CHOICE

WASHING MACHINE



SWEATERS
All Styles \$2.25 And Up
Sizes 36 to 46

3 FOR 6
Snap-I-Fit Fasteners An.
of the G.

SALE! MEN'S REVERSIBLE RAINCOATS

A good-looking Herringbone pattern on one side for ordinary
Topcoat use—practical—for rainy
days just reverse into plain tan
or gray gabardine waterproof
coat.

\$3.49
Sizes 34 to 40

SALE! Men's & Boys' Spring Styles TROUSERS

New Over's cloth patterns. Herringbone and chalk stripes—with
permanent crease and belt made
of self material. See our stock
before buying.

\$2.25
Sizes 34 to 38

VARIETY OF PATTERNS
OTHERS TO \$2.95

SP. \$2
Smart Gabardine sport jackets in small, medium, and large sizes. Colors of tan and green, and blue and gray. Others with suede sleeves at \$2.69.

FREE!
With every pair of trousers purchased one pair of sport slippers FREE!

COUPON (Champion Knit) THURSDAY—FRIDAY—SATURDAY (Champion Knit)

CLIP THIS COUPON—SAVE ALMOST 1/2
"Bachelor's Friend" Brand
MENS' SOCKS
Colors: White, Black, Gray, Brown
Regularly 6 Pairs For \$1.25

17c PR.

SAVE 52c **6 PAIR FOR 73c** Get This Guarantee
6 MONTHS WEAR OR 6 NEW PAIR FREE
We Reserve The Right To Limit Quantities

Champion
KNITWEAR CO. 71 ST. PAUL ST.
71 ST. PAUL ST.

6 MONTHS GUARANTEE
With Every 6 Pairs Purchase Only
If within six months of date of purchase these socks do NOT wear satisfactorily, FACTORY will replace them FREE of charge.

30 Minute Free Parking For Customers At 3 Nearby Parking Stations

- 1 Locally
- 2 Out of
- 3 Up to \$ with eva no extr
- 4 Payment finance
- 5 You pay 2 ni
- 6 We s advert

BUY NATIONALLY KNOWN APPLIANCES ON SY BUDGET TERMS

UP TO 20% OFF
Any Siebert
RANGE
Dr. Winter Air-Conditioning Unit For a Limited Time Only.
No Money Down
\$ Yrs. To Pay
Call Main 250 For FREE Estimate
We carry a complete stock of repair parts for just about every stove or furnace sold in Rochester during the past 31 years including original patterns for Alas, Empire, Bermuda, Norman, and Stewart furnaces.

PAYMENTS AS LOW AS 75c A WEEK

SAVE UP TO \$25 ON OIL HEATERS
Provide glowing warm, cheer comfort and cleanliness now at special reduced prices. Every model priced for immediate clearance. Most complete stock in the city.
Now **\$13.50 UP**
Easy Terms

SAVE \$33 NOW!
ANDES RANGE
Reg. \$99.50
\$132.50
A beautiful, full-size combination range now at a new low price. Choice of colors. All porcelain finish. Coal, oil or gas cooking and baking. Porcelain lined oven. Gun metal cooking top. Many other famous Andes features.

Siebert's Kick The Bottom Out Of Prices With The Most Drastic Offer Ever Made To The Women of Rochester
FULL SIZE ODIN TABLE TOP GAS RANGE
Never Before So Much For So Little **\$29.95**
Full A. G. A. Approved range. Rust-proof porcelain lined oven. Oven large enough for the biggest roaster. High speed Reflexo burners. Electric-welded angle iron frame. Porcelain exterior, ebony trim. Automatic top lighter. Cooking cover omitted.

SAVE \$20 ON A GENUINE ELECTRIC ABC WASHER
A Genuine \$89.95 Value **\$69.95**
Brand new 1939 full sized famous ABC washer with all the features you'd expect to find on a quality product. Electric Automatic Pump Included at this special price. Quantity limited. Hurry!

Don't Pay For Wasted Heat! See How The New **KELVINATOR OIL BURNER**
With Its Exclusive KELVAHEAT Saves You Money
Uniform, thermostatically controlled heat assures you of heating comfort at all times.
\$159.50
Small Installation Charge
Complete with controls and 27 1/2 gallon tank.

BUY NOW AND SAVE
SIEBERTS
ST. PAUL and ANDREWS ST.
FREE PARKING OPPOSITE STORE
OPEN EVENINGS

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

A Guide To Better Buying In
More Than 74,000 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. II, No. 20

ROCHESTER, N. Y., THURSDAY, MARCH 16, 1939

74,300 COPIES DELIVERED

Here, There and Yonder

By CRAY REMINGTON

"Always," averred Little Harry Brown, to admiring Hotel Seneca lobby audience, "you can put down in the book that scrubwomen are ladies, else they wouldn't be scrubwomen."

Round Wayne Shoemaker, an actor, as well as radio dramatist, on WHAM, and his Trooper yarns remain one of the bright spots to oozing audience enraptured with interminable song and swing. Twenty years hence as he leans back in his comfortable before-the-fire chair, Wayne will be remarking, "Now, when I played with Booth and Mansfield." ... Dr. A. S. Knight, (Continued on Page 2)

BAY PORT FOR FISH OR SHIPS?

St. Patrick's Party Planned

Annual St. Patrick's night party of the 10th Ward Democratic Club at the Elks Club tomorrow will present novel decorative and entertainment features, according to Ray L. Clark, general chairman.

The dance program will include old and new dances, a flit-bug contest and a beauty contest, the winner of which will be crowned Miss Tenth Ward. Clark said "Republican beauties" will be permitted to compete for the contest will be conducted along non-partisan lines. Entrants can present themselves to the committee at the dance, according to Clark.

Elizabeth Lincoln, 447 Thurston Road, call at 419 Burke Building for guest ticket to Shrine Circus.

Mrs. Sadie Wolf, 216 Alexander Street call at 419 Burke Building for guest ticket to Shrine Circus.

Rochester on Parade *** by W. L. James



Fidler in Hollywood

Hollywood. — I've been thinking about Herbert Mundin, killed in an auto crash the other day. Many people, reviewing his life story, would say that he had accomplished very little. He built no bridges, authored no labor-saving inventions, designed no buildings for new generations to admire. He didn't contribute one single item to the world's material wealth.

He was just a comedian — a homely little fellow in motley and bells who drifted through life with no other purpose than to make the rest of us laugh. Like most actors, he was a drone in a world of very busy bees.

But he DID make us laugh — (Continued on Page 2)

Opponents of Plan Prepare for Hearing

Agitation that began more than fifty years ago, when Army engineers made their first examination of the desirability of making Irondequoit Bay the port of Rochester, will be continued here next Thursday, at a public hearing to sound sentiment on the project.

Since February 2, 1889, when the first hearing was held, three other examinations of the project have been made and each time engineers turned thumbs down on the plan.

Next Thursday's hearing will be held pursuant to the action of Representative Joseph J. O'Brien, who induced the House Committee on Rivers and Harbors to undertake an investigation as to advisability of the plan, which would provide a harbor for ocean-going vessels.

ADMINISTRATION PASSIVE

The city administration will be represented at next Thursday's hearing, but its attitude will be passive rather than active. Rochester's present port at the mouth of the Genesee River, with a 150-foot channel, is considered adequate for shipping needs.

Opponents of the plan to develop Irondequoit Bay as a port for vessels of heavy tonnage have gathered plenty of ammunition from perusal of the last inquiry in relation to this project. That inquiry, held in 1923, brought out many interesting angles and not the least interesting is this expert from the engineers' report:

"It also developed at this hearing that the request for this examination was made at the instance of an organization in— (Continued on Page 2)

Custom Made! SLIPCOVERS

8 Pieces Complete!
For a 3-Piece
Living Room Suite

\$21.48

Labor and Materials —
Everything Complete

Choose from a large assortment of new spring patterns in dustite, linen, crash and stripes. Our experts will cut and fit materials in your own home.

Spring Fabric Specials

Fast Color PEARL GLOW Reg. 55c yd.	59c	New Spring DRESS SILKS Reg. 75c yd.	34c
Hand Blocked 50" Wide LINENS Reg. \$1.18 yd.	69c	50" Sun and Tubfast RUFF-TEX Reg. \$1.59	78c
50" Fast Color DUSTITE CLOTH Reg. 95c yd.	48c	SPECIAL 38" Wide CHINTZ Reg. 39c-45c	18c

MILL END SHOPS
71 CLINTON AVE. SO.
PHONE STONE 4787
Opp. J. E. Thompson



The Way To A Man's Heart
BY IRENE MUNTZ

Saint Patrick's Day is the signal for celebrations in the good old-fashioned way — with hearty food and quaint decorations or favors of clay pipes, narrow brimmed, tall crowned hats and plenty of the traditional green color.

Fortunately, green is an easy color to introduce into menus.

With an abundance of green vegetables, garnishes and salad materials, it is an easy matter to suit the most enthusiastic Irishman. While green vegetable coloring and fancy cookie cutters will help carry out the spirit of the day in the dessert.

Here is a delicious menu, appropriate for either luncheon or supper party. If you are serving late in the evening you may (Continued on Page 6)



HATS! HATS! HATS!
SPRING HATS
Regular \$4 and \$5 Values
To Go On Sale For
Thurs. - Fri. - Sat.



**SEEING
IS BELIEVING**

So we stand ready to show you this Dutch Colonial built to sell for twice the price, to stand up and look modern long after your last payment is made. And for less than \$40.00 per month (including taxes) you can pay for this home in full. Imagine owning a fine 19th. Ward single with all modern conveniences, living room 12x22, large tile bath, well-shrubbed lot, and 2-car garage, on terms so easy. No red tape, no financing worries. Just pack up and move in. For full particulars and inspection, call Main 250.

For Full Particulars and Inspection Call Main 250

C. E. MCINTOSH CORP.
"REALTY HOUSE"
23 EXCHANGE ST. ROCHESTER, N. Y.

**A TRIAL
WILL CONVINCE YOU
TRY A TON
OF SCRANTON
HARD
COAL**

EGG
STOVE \$8.95
NUT TON

COKE \$8.50
TON

PEA COAL ---- \$7.95

**CENTRAL
COAL CO.**
5 LUNDYS LANE
STONE 4886

**?
DO YOU
NEED
MONEY**

Don't Worry!
Come Here!

You Don't
Have To Be
A Depositor
To Obtain a

Personal Loan

We will be pleased to furnish you with money immediately if you are steadily employed. No collateral or co-maker required and you repay us on a convenient monthly basis. We welcome you to see our complete up-to-date banking facilities.

Member of F. D. I. C.

**GENESEE VALLEY
TRUST COMPANY**

Exchange and Broad
THE BANK OF PERSONAL SERVICE

"—Results Far Exceeded Our Expectations"



**SAYS ARTHUR W. KANE, MANAGER
OF THE LINCOLN STORE**

We reprint herewith a letter received this week from a Sun advertiser. Last week Mr. Kane HOPED his 5 full page announcement, appearing exclusively in the Sun, would produce results. This week he KNOWS the answer. Read his letter.

Here Is the Letter

Mr. Kane's tribute to the efficiency of The Sun as an advertising medium is pleasing, but not surprising. We of The Sun have known for a long time that this paper, with its complete coverage of able-to-buy Rochester homes, GETS results for advertisers. In Mr. Kane's case we see an example of the perfect combination — desirable merchandise, rightly priced, and advertised in the paper that offers the most thorough coverage obtainable in Rochester.

LINCOLN STORES, Inc.
118-124 EAST MAIN STREET
ROCHESTER, N. Y.

March 15, 1939

G. Curtis Gerling, Publisher
Rochester Sun
Rochester, N. Y.

Dear Mr. Gerling:

I know that you will be interested to learn that the five pages of advertising we ran in last week's issue of the ROCHESTER SUN brought out the most important events on the Lincoln Store's calendar. Great care is taken to select outstanding merchandise for this event and prices are marked Obviously, the same consideration and gain us new ones. We are happy that we chose the SUN. The results far exceeded our expectations—and you can believe me—with the values we were offering, our expectations were very high!

I am placing another full page advertisement with you this week to carry the announcements of Saturday, the last two days of the sale.

Sincerely yours,
Arthur W. Kane, Manager

CH/AWK

BIRD ROOFS
FREE ESTIMATE
\$5 A MONTH
KEMP Roofing Co. **\$95.00**
331 W. Main St. Main 1766 Applied, For Av. 1 Room House.

SPECIAL! GUARANTEED QUALITY
EGG STOVE NUT **COAL** **\$10.65**
* Pea \$8.75—Bkwt. \$7.75—Rice \$6.75 *
E. G. & L. DRY AND DUSTLESS **COKE** **\$9.05**
GEN. 20 Quality and Finest Service Since 1913
ARDEAN R. MILLER Yards and Office at 800 West Ave.

You'll Be The Figure Of Fashion
In A Kiener's
SUIT OR COAT
Mr. Kiener, who has served the Rochester public for 16 years (since 1923) is ready with his beautiful new line for Spring. He is offering these specials to Rochester Sun readers for "Forward March" days.
Beautiful New Spring **SUITS \$12.95**
SPORT COATS \$16.50
Worth \$23.50 to \$32.50. 7 to 8.50. Shoulder Sun read. as this week only.
TAILORED SUITS \$19.50 and \$22.50
Fine fabrics... exquisitely made. Sizes 10 to 30 and 36 to 42.
DRESS COATS \$12.95—\$19.50
Fitted to Back Styles
TOPPERS \$12.95—\$19.50
In All Colors
Reg. \$16.50 ... \$12.95
Reg. \$12.95 ... \$9.95
Mr. Kiener's reputation for making suits and coats to measure has ranked high for many years. He urges you to come in now and pick out your clothes as Easter is only a few weeks off.
KIENER'S
599 HUDSON AVE. Cor. CLIFFORD
STORE HOURS: Open 9 A.M. to 9 P.M. SATURDAY Until 10 P.M.

CLARK'S MARKETS
The original home of chicken cuts and lower prices. We know how to cut feed costs. That's why we lead and others follow.
GROCERY-MARKET **HANCOCK CLARK'S**
944 N. GOODMAN ST. 1108 MONROE AVE.
Culver 4878 Culver 2754

Milk Fatted, Young (4 to 6 lb.) **25c**
ROASTING CHICKENS **25c**
For Fricassee or Salad
SMALL MILK FATTED FOWL **19c**
Young Spring
LEGS O'LAMB **23c**
Cut From U.S. Inspected Young Steers
BEEF ROASTS **16c**

Buy What You Want Of
The **CHICKEN** Cuts You Prefer
Chicken Breast . . lb. 41c Chicken Wings . . lb. 23c
Chicken Legs . . lb. 35c Chicken Necks . . lb. 15c
Chicken Livers . . lb. 45c Chicken GIBLETS . . lb. 19c

Nippy N. Y. State Store
CHEESE **25c**
Fresh Grated Large White
GRADED A EGGS **2 doz. 45c**
No. 1 White, Mealy Cooking
POTATOES **pk. 21c**

This is your last opportunity to buy fancy pack New York State canned vegetables at the low prices we are offering this week-end.
Golden Bantam Corn
Ripe Heavy Pack Tomatoes
Red Kidney Beans
Refugee Green Beans
Diced Carrots
Long Shred Sauer Kraut
4 No. 2 Size Cans
For **25c**

Jimmie Fidler:
(Continued from Page 1)
and it seems to me that this old world — with its chin hanging way down to the South Pole — badly needs laughter. I don't think anyone ever talked to me so much as I did during the filming of "Mud on the Bounty" — a mighty blue day for me, for the depression had just wiped out most of the property I had struggled to acquire during the preceding boom years.
Mundin started telling funny stories from his inexhaustible fund. I resented them at first, but there was something so infectious about that twinkling little Cockney that finally I began to laugh. And with the laugh I began to think straight again. I'll always be humbly grateful to Herbert Mundin for the tonic he gave me that day.
It seems to me that the busy bees need to drone as much as the drones need the workers. The Herbert Mundins of this world leave no tangible evidence of their existence, but I wonder how long industry could drive ahead without them, and without the stimulation of a laugh.

MEMORIES THAT BLESS AND BURN: When Buster Keaton used to entertain his dinner guests by rolling up the living rug, putting down tumbling mats and going through the acrobatic routines of his vaudeville days. When Lupe Velez pelted the bull snake in a circus side show — and the snake charmer offered her a permanent job. When Leatrice Joy created a seven-day sensation by pioneering Hollywood's first ultra-boyish haircut. When Fred Keating — then a famous stage magician — developed such enthusiasm about Grace Moore's first picture that he offered to show her how he did his bird-cage trick.
When Eric Von Stroheim formally challenged an insolent extra to a saber duel. When Irene Rich, working in "Brawn of the North," tumbled off a dog sled into a deep snow bank and the whole troupe took time off to dig her out. When they paved the street leading into the old Paramount Studios with rose petals — in honor of Gloria Swanson and her marquis, just home from France. When the nine lions working in an early day jungle thriller got loose and trapped the cast and crew in a makeshift camera hut for more than an hour.

CIRCLE TO MEET
William McKinley Circle, I. dies of the G. A. A. will hold a business meeting, followed by a card party tomorrow evening in City Hall Annex. Prizes will be awarded and refreshments served.

YOUR WATCH
Repaired — All Work \$1.95 Guaranteed
MEET ROSENBERG
Wear Diamonds
30 E. MAIN ST.
FURNITURE RECONDITIONED
Re-upholstering, Refinishing 2-pc. Suits covered in Frigette cloth \$30.00. Occasional Chairs, \$2.00 Cogswell Chairs, \$7.50.
TEXTILE Upholstering Co.
MAIN 4632

SIMPLIFIED Quicker CREDIT
SET YOUR OWN TERMS
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

SEMET SOLVAY COKE
THE NUMBER TO CALL **GEN. 586**
FOR THAT BETTER COKE ALWAYS KEPT UNDER COVER
PAYNE & DUNHAM
Established For Over 25 Years

A BIG SPECIAL for EASTER
Don't miss this opportunity to get beautiful portraits at almost half price.
3 BEAUTIFUL OIL COLORED 8x10 PHOTOGRAPHS \$3.95
Our Regular \$4.50 Value
For a limited time only you can get our \$4.50 portrait offer at this low price. You'll find the quality of our work, as always of high professional standards. All work done by Mr. Henry Leichter personally. Come in today. No appointment needed.
Avoid The Easter Rush... Come In Today!
PHOTO STUDIO
Main Floor
300 MAIN ST. E.

No "BUGS" in a McCall Germ-Free USED CAR
Why? Because we do TWO very important things. Let's recondition every Used Car in our stock from bumper to tail light. 2nd: A special process Germ-Free-izes the upholstery in every car. There are no "Bugs" of any kind in a McCall Used Car.
1937 Ford Sport De Luxe Truck type Tudor, Radio.
1936 Ford Sport De Luxe Truck type Tudor, Radio.
1934 Ford Coupe
1933 Ford Coupe
1937 Chevrolet Tudor, Master De Luxe with trunk
1934 Plymouth 4 Door Yearling Sedan
1934 Ford De Luxe Tudor, Radio and Heater.
1936 Ford De Luxe Coupe, Master
1935 Ford De Luxe Tudor
1934 Packard Tudor, Trunk type with a set of 4 New General Tires
1933 Ford De Luxe Tudor
1937 Ford Commercial, Stable Body
1936 Ford De Luxe Roadster, extra fine.
No Down Payment on Cars Up To \$300
McCALL'S 2503 DEWEY AVE.
Ford Dealers Since 1914 Glen. 1250
Remember—We Have Never Failed To Fix 'Em

ON THE Starlight Roof
OPENING TUESDAY, MARCH 21
JIMMY WHITLEY
(the million-dollar playboy)
and the "BAND"
That Gave the South Its Music Fame!
★ **JEAN JANIS**
Georgia Peach Vocalist
★ **JOE MOREHEAD**
Romantic Tenor
★ **RED MCKINLEY**
★ **BOB GIDDINGS**
Novelty Acts
Make your reservations NOW — Stone 2328, to hear the South's favorite Society-Swing Band!
Never a cover charge — for dinner or supper dancing at the ...
Sagamore Hotel
L. W. Johnson, MANAGER
Charles A. LaBounty, 216 Thurston Road, call at 419 Burke Building for guest ticket to Shrine Circus.
Elizabeth C. Mabry, 234 Alexander Street, call at 419 Burke Building for guest ticket to Shrine Circus.
Alex Jack, 250 Croftman Terrace, call to Shrine Circus.
Adelaide Kaler, 2308 Lake Avenue, at 419 Burke Bldg., for guest ticket call at 419 Burke Building for guest ticket to Shrine Circus.

Remington:
(Continued from Page 1)
for many years beloved physician of Hayward Avenue, is seriously ill in Florida. "Who said," everybody is asking, "that snow is beautiful?"
Binghamton company, which makes cameras and film in competition with Rochester's Kodak, is German owned and Hollywood executives, who love Hitler as you love ashma, have cut it cold, say Kodak salesmen. Which means more business for Kodak. . . . Local five-and-ten store executives also report that Rochester shoppers ignore Japanese and German made goods and insist upon American. . . . Dr. John R. Williams, whose hobby is shrubbing golf courses, owns excellent radio voice. . . . Radio comedians, so termed, have mostly turned philosophers and bors, in new manner, by appealing for patriotism. . . . Eight eating places, count 'em are located at Ridge and Dewey. "I lost in the second round," reported Councilman Harry Frank after wrestling with Hotel Rochester's amorgasbord. . . . Tenth ward populace awaiting patiently first appearance of Charles E. (Clip) Postwick in his new Easter hat. From its contours, as only Clip knows how to twist 'em, will come the new feminine kazy styles, so startling to mere males.
Kodak plans big enlargement of plant restaurant in near future. . . . J. Allan Doyle, local convention mogul, not only can tell one how many delegates will visit town in June, July and August, but how many dimes each one will spend. Too, he should tip each one off to visit Veterans' Memorial Bridge for view of prettiest gorge west of Grand Canyon. . . . Greece expects residential building boom in Spring.

Hearing Listed on Bay Port
(Continued from Page 1)
terested in the preservation of fish and game.
"What!" ask opponents of the plan, "are we going to beg the government to spend millions for a fish and game preserve under the guise of providing a port that Rochester does not need?"
Conditions have not changed greatly since 1923, when Army engineers reported as follows: **ENGINEERS' FINDINGS**
"Commerce at Charlotte does not now justify maintenance of two deep water ports so close together as these. . . . It can therefore be seen to be more economical and for the best interest of the Federal government to continue improvements at Charlotte harbor rather than to abandon it and begin an entirely new improvement at Irondequoit Bay. Moreover, consideration must be given to the fact that there is now considerable investment by private interests along the Genesee River which would have to be moved or abandoned. This would be quite unfair to these interests, which made their investments in good faith, believing that the government would continue maintenance of the port at Charlotte."

GENERAL COUNTY TAXES
Payable in 1939
Monroe County Treasury
Rochester, N. Y.—January 2, 1939
The assessment rolls for the general county tax levied in 1938 and payable in 1939 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 13 of Chapter 441 of the laws of 1938.
FEES WILL BE ADDED AS FOLLOWS:
All of January without fee.
February 1st to 28th, inclusive, 1 per cent.
March 1st to 31st, inclusive, 2 per cent.
April 1st to 15th, inclusive, 3 per cent.
After April fourteenth, said addition of 3 per cent and also fees and penalties at the rate of 8 per cent per annum.
In case of default a warrant will be issued for the collection thereof according to law.
On August 1st an additional fee of \$1.50 for advertising will be charged. On the 15th day of August, a list of all unpaid taxes will be published. On the 20th day of August all unpaid taxes will be sold, and can be redeemed only by paying advertising and sales charges, with interest.
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 for bill. 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 1st, but should be paid to the Town Collector whose address will be furnished by the County Treasurer on request.
CLARENCE A. SMITH,
Director of Finance.

BINGO
PLYMOUTH CHURCH
108 TROUP ST., cor. TROUP and PLYMOUTH
Every Tuesday and Saturday 8:30 P. M. **23 GAMES 25c**

LAKE COAL & COKE CO.
255 Lyell Ave.
SURE FIRE BRAND COKE
EGG STOVE NUT **\$9.70**
DOMESTIC **\$8.50**
FRESH MINED HARD COAL
Pennsylvania's Finest Brand
EGG STOVE NUT **\$10.65**
PEA COAL \$8.75
None Better At Any Price
Phone Glen 538-537
For Thursday, Friday, Saturday Only
With The Purchase of a Ton of Coal or Coke
A 3 in 1 Spreading Spatula
FOR YOUR ASKING
GIVEN

LOWEST PRICES IN TOWN!
SEE US—FOR A NEW RADIO
PHILCO-ZENITH-R.C.A.-G.E.
SOME NEARLY HALF PRICE!
ANY RADIO REPAIRED \$1 DISCOUNT
Bring It To Us **Big On Radio Tubes**
Stone 122 **BRAUN'S** Stone 122
900 PORTLAND—OPEN EVENINGS

ELECTRIC REFRIGERATORS
BRAND NEW—IN CRATES
TAKE YOUR CHOICE
JUST WAS NOW
2-7 Ft. De Luxe **\$264.50 \$139.50**
2-6 Cu. Ft. Boxes **\$184.50 \$129.50**
2-5 Cu. Ft. Boxes **\$164.50 \$119.50**
PREMIER CLEANER . . . \$39.95 Both
Hand Cleaner . . . \$16.50 For **\$39.95**
LESS THAN \$1.00 per week
5 YEAR WARRANTIES—3 YEARS TO PAY
ROBOT ELECTRIC APPLIANCE CO.
1775 Dewey Ave. At Ridge Rd. GLEN. 518 Open Evenings Till 9

The Biggest **BINGO** in Town
\$800.00 CASH AWARDS
Plus The POT OF GOLD
"The FAD"
Sponsored by The Doubt Post No. 24 American Legion
30 GAMES FOR **\$1.00** ADMISSION
No Specials Sold
\$500.00 MAJOR AWARD
EVERY THURSDAY NIGHT
At The **ARENA** Near Court St.
Only 5000 Seats 87 Stone St.
First Game 8:30 Sharp
J. Gordon Baldwin at the Organ

BANCROFT BETTER ARGAINS
'31 Pontiac Coach **\$ 45**
'31 La Salle Sedan **75**
'32 Plymouth Coach **95**
'36 Ford Deluxe Coupe **295**
'36 Chevrolet Deluxe Coupe **345**
'36 Terraplane Deluxe Sedan **395**
'36 Hudson Custom Sedan **445**
'36 Olds Six Deluxe Sedan **495**
'36 Packard Trunk Sedan **495**
'36 Pontiac Trunk Sedan **495**
'37 Packard Trunk Sedan **695**
These cars are in A-1 condition, many extras, some with Radios. E-Z Terms.
BANCROFT MOTORS
33 STILLSON ST.
Mrs. Mary Ellis, 19 Troquois Street, call at 419 Burke Building for guest ticket to Shrine Circus.
Rose Gabe, 161 Maple Street, call at 419 Burke Building for guest ticket to Shrine Circus.
Mary Eaves, 36 Alderson Street, call at 419 Burke Building for guest ticket to Shrine Circus.
John A. Falkson, 23 Bancroft Street, call at 419 Burke Building for guest ticket to Shrine Circus.

LAST 2 DAYS! SALE ENDS SATURDAY NIGHT AT 6 P.M. HURRY!

LINCOLN'S MARCH 15th Managers SALE



Last Chance To Save 21c A Pair
Full-Fashioned Ringless
First Quality Pure Silk
STOCKINGS
48c
Every pair is perfect!
Every pair is new! Every
pair is quality made
throughout. Chiffon or
service weight. Buy a
half dozen pairs at this
startling saving.

Our Regular 69c Value

Women's Regular 20c
RAYON HOSIERY 14c

Men's Reg. 20c
Fancy HOSE
14c

Regular 20c Boys'
Golf SOCKS
14c

Our Regular \$1.00

**Zipper
HOUSE
FROCKS**
69c

Fine count percale fabrics in
polka dots, florals and other
popular patterns. First time ever
sold at less than \$1.00. Four
styles to choose from. Sizes 14
to 44.



Gauntlet Pigrair
GLOVES
At A Saving Of 59c
\$1.00

New Spring
HAND BAGS
At Half Price
48c

GENUINE WOVEN SANFORIZED
REG. \$1.55 AND \$2.00 MEN'S DRESS

SHIRTS

We've seen shirts sell-
ing at a dollar before
... but none to
compare with these!
They're sanforized!
They're woven mat-
erials which you find
only in more expen-
sive shirts. Full cut.
Whites, blue and fan-
cy patterns.



Reg. 59c Boy's (5 to 10)
WASH SUITS . . 44c

Reg. 20c Men's
Shirts & Shorts 14c

Boys' Wool
SUITS
They're Worth \$8.95
\$6.95

Genuine "Peerless" 3-pc. wool-
en suits. 2 knickers (sizes 8 to
13). Knicker and longies (sizes
12 to 15.)



Half Price Special!
RAYON TAFETTA
SLIPS
29c

Here's a slip value you shouldn't overlook.
well made. Strong seams. Sizes 34 to 44.
In tea rose and white.

REG. 19c RAYON BRIEFS 11c
REG. 59c BATISTE GOWNS 39c
REG. 39c X-SIZE RAYON UNDIES 28c

Regular 59c
LASTEX
GIRDLES
38c

Our Regular \$1.00
**GIRDLES
CORSETS
CORSELETS**
78c

Complete Assortment
NEW BLOUSES
Fitted Crepes, Rayon Jer-
seys, Sheers and others in
every smart new style and
color.
Worth \$1.98
FLANNEL SKIRTS
\$1.39



Big 29c — 20x40 Plaid
Turkish TOWELS
19c

Heavyweight
towels you usual-
ly pay a lot
more for. Double
thread weave.



Regular 39c Children's
Rayon UNDIES
19c

Plain tailored "chardonize"
rayons in panties, bloomers,
vests.

Reg. 59c Dobby or Plain
**SATIN
SLIPS**
39c

Lace trimmed or tailored. A
high quality at a low price.
Sizes 4 to 14.

Tailored Like Big Sisters!
**NEW SPRING
COATS**
SIZES
3 to 6X \$5.95
7 to 16

Smart little tailored models . . . dressy
styles. In fact every new junior fash-
ion. Gay Easter colors. Some with
matching hats and bags.



REGULAR 59c
**DRESSES and
Wash Suits** 39c

Size 1 to 6. New Spring
styles. Suits in solid or
contrasting colors. Dres-
ses in fast color prints.



Save \$4.07 On These New
SPRING COATS
\$8.88
Worth \$12.95

Reg. \$2.00 Spun Tene and
SILK DRESSES . \$1.66

Last 2 Days of Our
**Greatest
DRESS
SALE**
\$3.98



SAILORS and OTHER
SMART SPRING
HATS



Every new fash-
ion success. — A
hand picked as-
sortment.
\$1.59

Every dress worth at least \$5.95.
Samples and one of a style. All
colors. All sizes to 52, including
half sizes.

YARD GOODS

Reg. 12 1/2c Spring Cretonnes yd. 9c
Reg. 19c Dress Sheers yd. 12 1/2c
Reg. 19c Gay New Chintz yd. 12 1/2c
Reg. 20c Dotted Marquisette yd. 12 1/2c
Reg. 12 1/2c Colored Bro'dcloth yd. 9c
Reg. 25c French Crepes yd. 19c
Reg. 12 1/2c Unbleached Cotton yd. 8c
Reg. 19c 80 Square Percales yd. 12 1/2c
Reg. 25c Slub Broadcloth yd. 17c
Reg. 16c Vat Dyed Percales yd. 9c

Direct From One Of The Country's
Best Known Mills
Famous Make Expensive
SHEETS
69c
Never before such a ridiculously low
price on sheets of this quality. Run-of-
the-mill grade. We had to buy thou-
sands to get this value. Now they're
ready for you at about half price.
SIZE 81x99

CURTAINS

Pussy Willow Dots
34 inches wide! Cream, white and
ecru marquisette. Wide enough to
criss-cross. 89c

Rayon Sheertex
Beautiful sheertex curtains hem-
med and headed. Ecru or eggshell. 89c

Voile Cottage Sets
Extra wide flocked voile with 2-
tone trim. Plain white wash. Red,
Green, Gold. 89c

Fine Lace Nets
Beautiful Nottingham lace in rich
beige shade. Ready to hang. 2 1/2
yards long. 59c

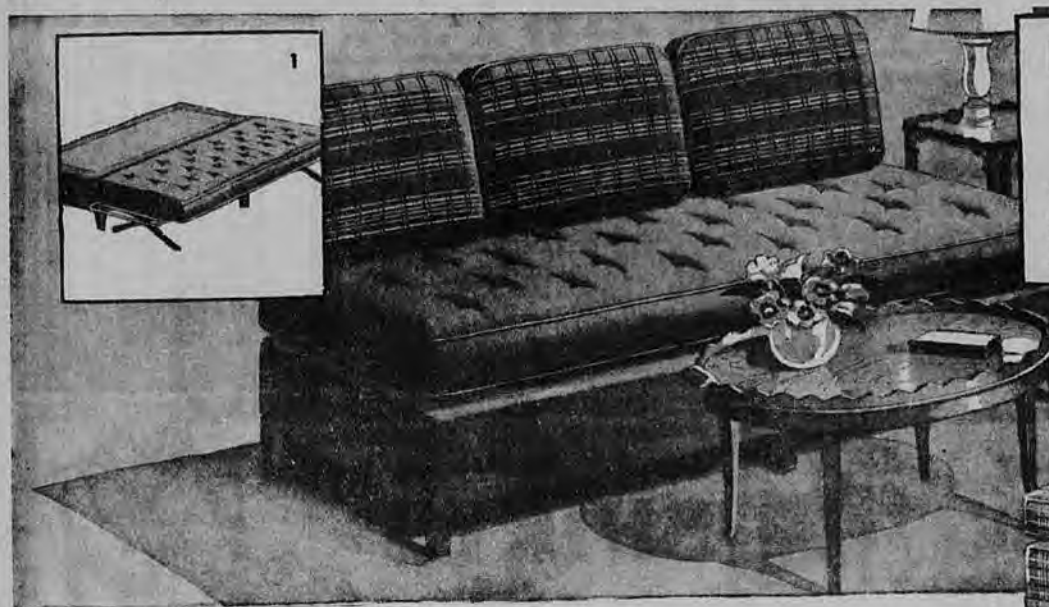
Cascade Tailored
Cascade delustered tailored cur-
tains. Hemmed and headed. Egg-
shell or beige. 59c

MESH TAILORED AND
TULIP COTTAGE SETS
Rayon and cotton tailored. Also
flocked voile cottage sets. Worth
99c. 44c



Buy Any of These 1939 Simmons Studio Couches

Pay



NEW "PERIOD-BUILT" STUDIO COUCHES

True period styling in the base of studio couches is now made possible by Simmons' new *Hide-Away* action, which conceals the sleeping unit completely, yet is quickly released by merely tilting the center leg. Two of a number of handsome designs for period decorating schemes are shown.

1. English Lawson **\$44.75**

Conventional Lawson type with squared corners; innerspring mattress and coil spring base. Smart covers.

2. Swedish Modern **\$49.95**

Typical Swedish modern base, gumwood in a light wheat finish. Two long back pillows; Swedish plaid covers.

YES ... TAKE YOUR PICK
Selection.. If you can't go
Our Driver \$1 on Delivery
Studio Couch in your Home
You Start Paying at the R

SIMMONS STUDIO COUCHES

Handsome new styles with important 1939 refinements ... exceptional values at all prices

Studio couches are priced complete with pillows, and open into double bed or 2 twin beds

At Lauer's Pay 10c a Day

3. Beautyrest Twin Hide-Away

\$59.95

Famous Beautyrest mattress combined with new Hide-Away action, released by tilting center leg. Covered ball and claw feet, wide selection of smart new covers. Beautyrest mattress top with Simmons mattress built into the base.

At Lauer's Pay 10c a Day

4. New Countess Studio Couch

\$34.75

Quality construction at a budget price. Smart pillow combination, flowered cotton rep covers and other attractive fabrics, with contrasting cord trim. Innerspring mattress with comfortable coil spring base. Choice of popular colors.

At Lauer's Pay 10c a Day

5. Pull Easy Couch with Back Rest

\$39.95

The back rail provides a pillow support at correct sitting position ... the arm rest means added comfort. To open, merely pull the back rail forward—the couch slides open. The back pivots forward entirely out of the way. Simmons innerspring mattress and coil spring base. Many interesting cover fabrics.

At Lauer's Pay 10c a Day

6. Early American Pull Easy Couch

\$44.75

Has all the same convenient features as number 5, described above. Arm rests, feet and ladder back are gumwood in a warm maple finish. Attractive provincial covers, corded trimming. Innerspring mattress and coil spring base.

At Lauer's Pay 10c a Day

7. Pull Easy with Bed-High Spring Up

\$49.95

Smart modern couch which rises to bed height when opened. Two Simmons innerspring mattresses, lower one equipped with pillow extension rest. Good looking covers in an excellent selection of contemporary colors.

At Lauer's Pay 10c a Day

8. Pull Easy with Automatic Spring Up

\$59.95

The Spring Up mechanism raises couch to bed height automatically when couch is opened. Two innerspring mattresses and coil spring base. Cover fabrics include ribbed cotton reps in combination with attractive modern plaids.

At Lauer's Pay 10c a Day

9. Beautyrest Imperial Pull Easy

\$59.95

Combines Beautyrest comfort with the convenience of Pull Easy features. Arm rests are upholstered. Beautyrest mattress and coil spring base. Many new cover fabrics in popular plain and striped combinations and colors.

At Lauer's Pay 15c a Day

10. Provincial "Period-Built" Couch

\$69.75

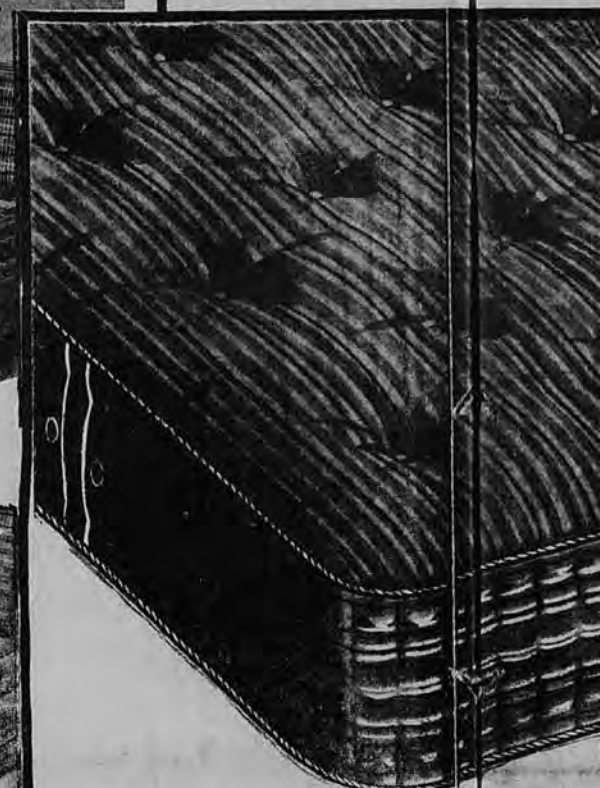
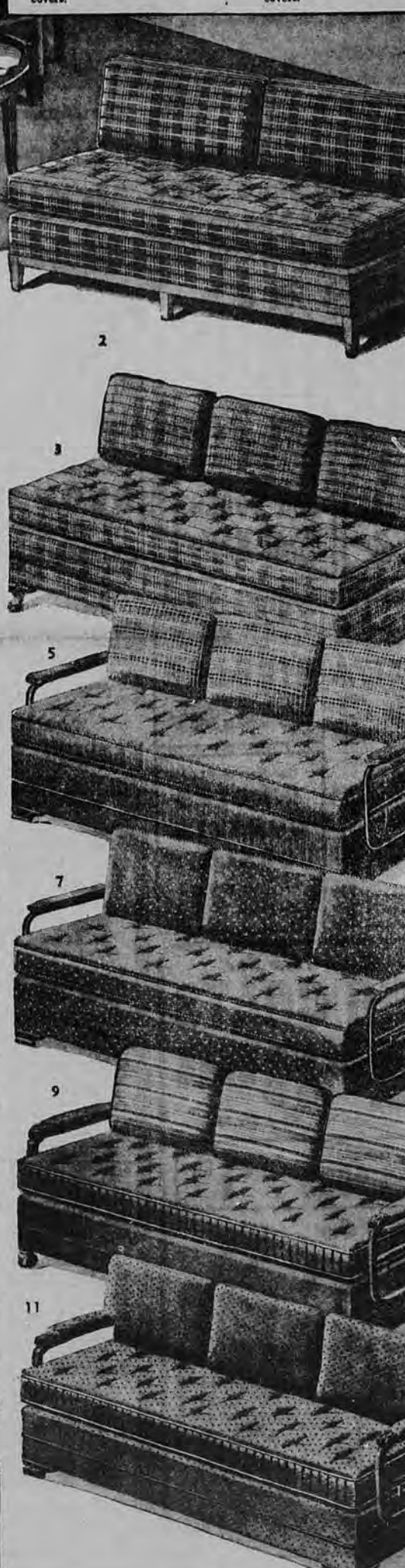
Handsome period style which closely resembles a regular sofa. Gumwood base, feet, posts and back supports in a light walnut finish; upholstered arm rests; 18th century cotton damask covers. Innerspring mattress, coil spring base.

At Lauer's Pay 15c a Day

11. Beautyrest Pull Easy Spring Up

\$79.50

Two Beautyrest mattresses, Pull Easy back rest and upholstered arms; automatic Spring Up feature which raises couch to bed height when opened. A wide selection of covers, including attractive 18th century cotton damasks. Lower mattress has convenient headrest extension.



A great mattress

SLUMBER KING
BOX SPRING

or twin **\$24.50**
Full

The springs are tied by hand, and have a rattan edge, a much more expensive process than the ordinary metal unit. Cover matches mattress.

If you cannot come into the store, your mail or telephone order will be filled promptly by our Personal Shopping Service—Main 3268

SOFA BEDS

12. Swedish Modern **\$129.50**

No one would realize without being told that this handsome sofa concealed a bed! Attractive gumwood trim. Bed in a mellow wheat color. Beautyrest pocketed coils in base and seat cushions. Hide-Away action (merely tilt center leg!) Innerspring back. Lovely covers.

13. English Lawson **\$139.50**

Beautiful, full-size sofa with Hide-Away action described above; fully upholstered back with box-type pillow effect. Beautyrest pocketed coils in base and seat cushions; splendid period covers.

Both models open to double or twin beds

BETTER BEDDING at LAUER'S

LAUERS
50 STATE ST.

Studios or Mattresses Now AT LAUER'S

Pay For Any Of Them On The Plan That Thousands Are Using

TAKE YOUR PICK FROM THE GREATEST LAUER
...If you can't get in Telephone Main 3268..Pay
per \$1 on Delivery -- We'll Have your Mattress or
ouch in your House before the Day is Over Then
t Paying at the Rate of 5c 10c or 15c a Day.

5^c — 10^c or 15^c

A DAY AT LAUER'S



Full or Twin size **\$29⁵⁰**

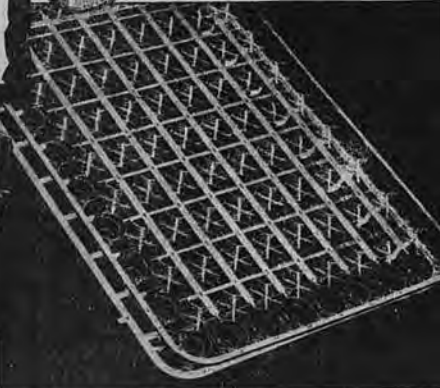
matress at LAUER'S
DEEP SLEEP
SILENT COIL INNERSPRING UNIT
Uphostered with
PURE WHITE STAPLE COTTON

...er's believe that Simmons Deep Sleep is the finest mattress available
\$29.50. It offers you splendid quality and exceptional comfort and
extraordinarily well built. The unit contains hundreds of flexible,
ent, carefully tempered steel coils. The pre-built side wall and border
an exclusive patented Simmons feature that cannot sag or break down
An inner-roll edge... A beautiful and durable rayon and cotton
even striped cover with matching corded edge place the Deep Sleep far
ave the average mattress. Another detail of superiority is the pure
ite, fluffy cotton upholstery which is a live, resilient cushion that re-
s its comfort giving features indefinitely. You cannot appreciate the
e of this mattress until you see it yourself... And when you have
on it—to experience a night of sound, restful slumber... to awaken
shed and re-invigorated—you will agree with Lauer's that the Sim-
ms Deep Sleep is indeed a superior mattress value.

Pay Only 5c a Day at LAUER'S

DS
129⁵⁰
...t being told
...aled a bed!
...ed in a
...type of
...shions.
...till cen-
...lovely croers.

139⁵⁰
...Hide-Away
...ully uphol-
...ellow effect.
...in base and
...ed covers.



TRADE-IN YOUR OLD FURNITURE
STUDIO COUCH — BEDDING,
CARPETS ETC. — WE'LL GIVE YOU
A JUST ALLOWANCE ON ANYTHING.

SIMMONS FAMOUS INNERSPRING MATTRESSES AND BOX SPRINGS

People of all nations, from all walks of life, de-
pend on Simmons to make one-third of their life
comfortable and restful! More than 3,000,000
American families own Beautyrest mattresses,
surely overwhelming testimony that Simmons is
regarded as a standard of excellence in sleeping
equipment. In our Scientific Sleep Equipment
Section, we show most complete assortments of
Simmons mattresses and springs.

At Lauer's Pay 5c Daily

14. Slumber King **\$24⁵⁰**

A nationally advertised favorite; Innerspring
unit, 242 finely tempered coils, comfortable up-
holstering, prebuilt quilted border with outer
row of coils attached. New and handsome covers
in a woven floral stripe. Box spring, \$24.50.

At Lauer's 10c a Day

15. Beautyrest **\$39⁵⁰**

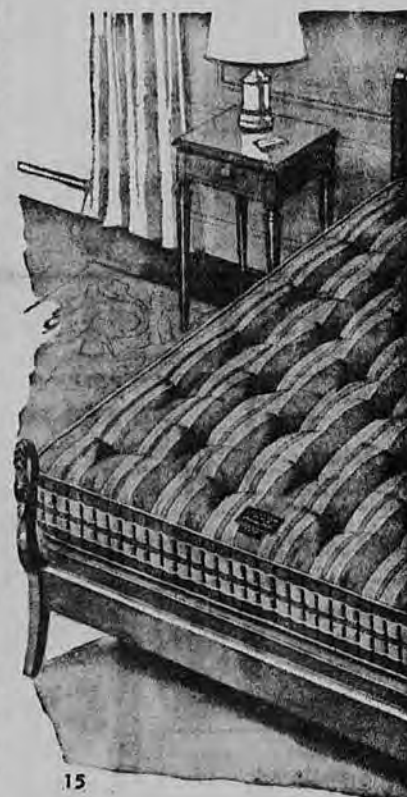
This world-famous Innerspring is noted for its
237 muslin-pocketed coils; sagproof edges which
keep sidewalls in perfect shape, and luxurious
upholstery. Box spring, \$39.50.

At Lauer's 10c a Day

16. Super Beautyrest **\$44⁵⁰**

15 Finest of craftsmanship; thick layers of soft,
luxurious upholstery; beautiful new French bro-
cade damask covers. Box spring, \$44.50.

YOU'LL FIND EVERYTHING FOR YOUR
SLEEPING COMFORT AT LAUER'S INCLUD-
ING ALL SIMMONS' BEST MATTRESSES —
MATTRESS PROTECTORS — SHEETS —
PILLOWCASES — BLANKETS — BED-
SPREADS — ETC.



SIMMONS COIL SPRINGS FOR INNERSPRING MATTRESSES

At Lauer's Pay 5c Daily

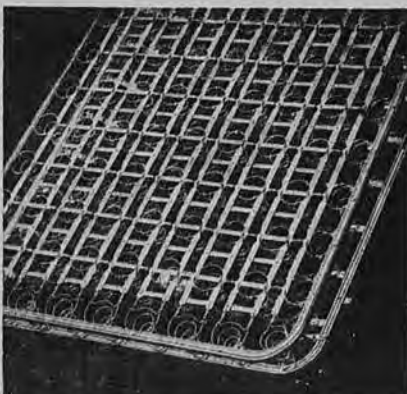
17. Simmons Ace **\$19⁷⁵**

This modern platform type spring, developed by
Simmons, gives the firm, even support neces-
sary to insure the utmost comfort in an inner-
spring mattress. Controlled resiliency prevents
sag in the center, distributes the weight evenly.
The platform top gives proper support to the
mattress and prevents it from being forced by
the sleeper's weight into the spring coils. Two
stabilizers eliminate side-sway. Smooth angle
border prevents bedding tears. Aluminum finish.

At Lauer's Pay 5c a Day

18. Simmons Deepsleep **\$14⁹⁵**

Popular priced coil spring unit with many of
the Ace features including platform top for use
with an Innerspring mattress. 98 deep, double
deck coils, securely locked; stabilizers prevent
sideways and sagging. Bright aluminum finish.



LAUERS

50 STATE ST.

LAUER'S Give You a Fair Trade In
Allowance Because Lauer's Rebuild
Your Old Furniture And Sell It In Their
Bargain Basement

NOW! A Full Line of Fancy GROCERIES at Lower Prices

Formerly **CLARK'S MARKET** **DOLAN'S MARKET** We Deliver **GEN. 1417**
600 JEFFERSON AVE. Cor. Bartlett St.

SLICED BACON 23¢
Arpeaks Rindless
MILK 5 for 29¢
Tall Cans Evaporated
ROAST BEEF 16¢
Cut from U. S. A. specified young steers.

COFFEE 22¢
Chase & Sanborn's
A-1 Soda
CRACKERS 15¢
Top Test Sliced
Pineapple 2 for 25¢
Cans

MACARONI SPECIAL
Rings—Shells—Elbows
Friday Only!
Chateau Cheese 2 for 25¢
DOMINO PURE CANE
SUGAR 10 lbs. 45¢
LONG ISLAND
DUCKLINGS 1 lb. 18¢

Chicken 19¢
You Prefer
LEGS 35¢
WINGS 23¢
GIBLETS 19¢
BREASTS 41¢
NECKS 15¢
LIVERS 45¢

FOWL 19¢
For Priced at 3 lb. Average.
Chickens 22¢
Plump and tender for roasting, 3 to 4 lb. average.

Oysters 30¢
Fresh Shucked
Qt.
Halibut 23¢
Steaks, Lb.
Haddock 10¢
Fillets, Lb.
Large Chowder 19¢
Dozen ...

FOOD

(Continued from Page 1)
wish to omit either the first or the last course for lighter refreshments.

Salad Plate of Tuna Salad,
Cottage Cheese with Chives
Individual mold of Lime Gelatin with
Diced Cucumber
Potato Chips
Clover Leaf Rolls
Peppermint Ice Cream
Chocolate Sauce
Shamrock Cake

The salad plate is simple and delicious. Clover leaf rolls are so easy to make and your own have that unpurchasable home-made flavor, so why not plan to prepare them yourself? You'll like this smooth, creamy peppermint ice cream. Make it the day before your party if you like to avoid last minute work. And remember, when you add the coloring, tint with care for delicate colors are more appetizing with vivid ones.

MAGIC PEPPERMINT ICE CREAM
2-3 c sweetened condensed milk
1/4 c water
1/4 c heavy cream
Green coloring

Blend sweetened condensed milk with water. Whip cream to the consistency of a soft custard and fold into mixture. Tint and flavor. Pour into tray of an automatic refrigerator and freeze to a stiff mush. Beat well, return to tray and complete the freezing.

TEN MINUTE CHOCOLATE SAUCE
4 eggs bitter chocolate
1/2 c boiling water
1/4 c sugar
1/4 c salt

Add boiling water to chocolate and cook over very low heat for 5 minutes, stirring constantly. Remove from fire and beat until well-blended. Add sugar and salt and return to fire for 5 minutes more, stirring constantly. This sauce may be stored tightly covered in the refrigerator. Reheat if desired.

SENSATIONAL BARGAIN! FROM ACHTERS BARGAIN ARCADE 387 E. MAIN ST.

FRIDAY and SATURDAY ONLY!



HATS 88¢
SKIRTS 88¢
Plenty of styles to choose from in new colored straw with smartly trimmed veils.
Reg. \$1.24 value

Men's Jumbo Size HDKFS. 3 for 10¢

Men's Broadcloth PAJAMAS 49¢

Men's Sport BRIEFS 15¢

Cigarette JAR 19¢
24 Kt. Gold Plated Trim

18"x24" TOWELS 11¢
15c Value

Assorted Toilet SOAP 2¢
3c Value

20"x30" Table Covers 23¢
19c Value

Clothes HAMPERS 77¢
\$1.19 Value



HOSIERY 54¢
The stocking sure to meet your everyday needs. It has extra strength and color combined make this full fashioned Chiffon Hose a Real Buy.
You'll Surely Want One of These Smart New



ROLLER SKATES 81¢
Extra Special!
Ball Bearing
Sturdy Welded Three Piece Construction, rubber cushion wheels.
Reg. \$1.28

SPORT JACKETS 1.69
for your spring wardrobe
Reg. 2.49 Value for Friday and Saturday Only

Ladies' Rayon Taffeta Broadband PANTIES 12¢ pr.
25c value

Children's Overall APRONS 14¢

Infant's Long HOSE 6¢

Lily Rug YARN 14¢
25c Value — Skein

100 Count Typing Paper 18¢
25c Value

60 oz. Glass Water Pitchers 9¢
19c Value

Educator's Chocolate Marshmallow COOKIES 10¢
Box

Lighthouse CLEANSER 2 for 5¢
2 FOR

Armour Star Minced Meat 7¢
12 1/2c Value

CLOSE OUT LADIES' SHOES 25¢
Values to \$1.29

Children's New Spring SWEATERS 86¢
Guaranteed 100% Wool in New Spring Colors and Styles.
\$1.49 Value

Washing Powder 3 for 5¢
Coupon Fri. and Sat. 7 oz. Box

WARNING WOLIN REMOVAL SALE! EVERYTHING MUST GO!

Men's Furnishings; Clothing and all fixtures must be sold. We will not move anything into our new location at 83 E. Main St.

100 W. MAIN Corner Plymouth Ave. **WE ARE FORCED TO SELL** therefore every article in the store is going at prices **BELOW COST** **100 W. MAIN Corner Plymouth Ave.**

Many Articles Are Bringing Only 20c On The Dollar

Reg. 50c Men's TIES 19¢	SPECIAL! About 200 Dozen Reg. \$1 and \$1.95 Sanforized SHIRTS 2 For \$1.00 55¢	Men's SHIRTS & SHORTS 19¢
Assorted Men's SOCKS 7¢ Pair ...		Men's Felt HATS \$1 As Low As
Men's TROUSERS \$1 Pr.	Complete Ass. Men's SHOES \$1.55	Reg. 35c Jersey GLOVES 10¢ Pr.
Assorted Men's CAPS 10¢	Men's Chambray SHIRTS 47¢	Men's All Wool SUITS \$10
Boys' And Girls' RUBBERS 25¢ Pr.	Men's Ribbed UNION SUITS 55¢	Reg. \$2.00 to \$3.75 SWEATERS \$1 All Wool

HUNDREDS OF UNADVERTISED ITEMS TO SELECT FROM AT PRICES BELOW COST. IF YOU NEED STORE FIXTURES, SHOWCASES — WALL CASES — SHELVING — WINDOW FIXTURES, MAKE US AN OFFER.

New Location 83 E. MAIN STREET 3 Doors East of D & C Bldg.
WOLIN'S
100 W. MAIN ST., Cor. Plymouth

Specials For MONDAY MARCH 20th Men's SWEATERS Values to \$1.29 ... 95¢ Boys' POLO SHIRTS Sizes 2 to 8 39c Value ... 18¢ Men's Fancy SOCKS 12 1/2c value 2 prs. for 13¢ Antimony SALT & PEPPER SHAKERS 10c value ... 13¢ set Assorted Story BOOKS 10c value ... 5¢ Pocket COMBS In Case 10c value ... 6¢ Ladies' Initial HANKIES 5c value ... 3¢ Men's Heavy Rayon and Cotton HOSIERY 19c value ... 9¢ pr. Ladies' Percale DRESSES 79c value ... 38¢ Ladies' Extra Size Rayon PANTIES 2 for 25c value ... 25¢ 18"x18" DOILIES with Fancy Edge 15c value ... 7¢ Embroidered Guest TOWELS 15c value ... 7¢ 50" MONKS' CLOTH \$1.49 value ... 36¢ yd. Sunbrite CLEANSER ... 4¢ 22"x44" Cannon TURKISH TOWELS 29c value ... 17¢ Coaster WAGON \$1.49 value ... 77¢ 81"x99" PEQUOT SWEATERS \$1.29 value ... 94¢ Bath Curtain RODS 5c value ... 3 for 7¢ COUPON MONDAY Sun Maid Seedless RAISINS 6c box	Specials For TUESDAY MARCH 21st 10c RACKS 10c value ... 5¢ Men's BILL FOLDS 10c value ... 5¢ Men's GARTERS, 10c value ... 7¢ Dye Tint DYES 10c value ... 5¢ Velour Powder PUFFS Case of 3 ... 7¢ Children's Sewing SETS With Doll 10c value ... 4¢ STYPTIC PENCILS In Unbreakable Tube 5c value ... 2¢ 500 FT. KITE TWINE Extra Strong, 10c value 4¢ Nylon Curtain MATERIAL 50c value ... 36¢ yd. Colgate Baby POWDER 10c value ... 5¢ Tapestry Table COVERS 50c value ... 24¢ 42 Inch Pillow TUBING 19c value ... 2 for 25¢ Embroidered PILLOW CASES 2 for 25c value ... 25¢ 80 Count Paper BAKING CUPS 10c value ... 6¢ Beam Lite BED LIGHTS \$1.29 value ... 81¢ Household MATCHES 2 for 5c value ... 5¢ Willow Clothes BASKETS 79c value ... 49¢ Assorted PADLOCKS 10c value ... 7¢ COUPON TUESDAY 24 oz. Sterling SALT 3c	Specials For WEDNESDAY MARCH 22nd Boys' Fancy TIES 10c value ... 6¢ Lifebuoy SHAVING CREAM 25c Size ... 14¢ Men's Pocket KNIVES 25c value ... 13¢ J & P Costa DARNING COTTON 2 for 5c value 4 5¢ 125 ft. WAX PAPER in Cutter Box 25c value ... 10¢ Self Starting Electric CLOCKS \$2.49 Value ... \$1.54 Typing PAPER Reg. 5c ... 3¢ 80 Inch TAPE MEASURES 2 for 5c value ... 5¢ Assorted Stamped GOODS Values to 19c ... 7¢ Children's Plannel SLEEPERS 39c value ... 21¢ 58 Inch Bleached MUSLIN 12 1/2c value ... 6¢ yd. Pure Linen TABLE NAPKINS 15c value ... 9¢ 36 Inch Outing PLANNEL 15c value ... 9¢ yd. Household CANDLENS 10c value ... 5¢ doz. 72"x90" BED SHEETS 59c value ... 33¢ Lux SOAP FLAKES 10c value ... 2 for 15¢ Holland WINDOW SHADES 59c value ... 42¢ 6 Inch Shelf OILCLOTH 5c value ... 2 for 3c COUPON WEDNESDAY Van Camp's MILK 3 for 17¢	Specials For THURSDAY MARCH 23rd Men's Zipper BILL FOLDS 25c value ... 15¢ Boys' SWEATERS \$1.00 Value ... 44¢ Men's PIPES Genuine Briar 25c value ... 16¢ 17"x20 FT. SHELF COTTON 2 for 5c value 2 5¢ Rubber GLOVES 19c value ... 9¢ pr. Water Color PAINT BOXES 10c value ... 6¢ Ladies' New Spring BELTS 10c value ... 7¢ World's Fair SCRAP BOOKS 10c value ... 7¢ 15"x17" Infants' CRIB PADS 15c value ... 7¢ Ladies' Satin & Bemberg PANTIES 29c value ... 18¢ 35"x35" TABLE COVERS 29c value ... 14¢ "Boys" Crochet HOOKS 10c value ... 6¢ Unbleached MUSLIN 10c value ... 2 for 13¢ 18"x30" TURKISH TOWELS 2 for 15c value ... 15¢ SPAGHETTI 1 lb. package ... 8 1/2¢ 50 FT. CLOTHES LINES 19c value ... 13¢ 18" Rubber Stair TREADS 10c value ... 7¢ Dish and Polish MOPS 25c value ... 16¢ COUPON THURSDAY Davis BAKING POWDER 7¢
--	---	---	--

FREE Parking GIBBS ST. STATION Opposite Y. M. C. A.
ACHTERS BARGAIN ARCADE **387 MAIN ST. E. GIBBS ST.** **NEAR**
PHONE STONE 1880 1881 1882
Right Reserved To Limit Quantities • No Mail or Phone Orders Filled On Daily Specials
OPEN Every Night Until 9 P. M. Opens Daily at 9 A. M.

**Loudly
Acclaimed As
THE FINEST ALE
IN
ROCHESTER**

**Tam Shanter
STOCK ALE**

More Hops • More Malt • More Age
DRAUGHT • BOTTLES
EVERYWHERE

AMERICAN BREWING CO. • Rochester, N. Y.

**Catholic Students
Study Mission Work**

Medical mission activities will be discussed at a meeting of Catholic Students' Mission Crusade at 8:30 p.m. today in Nazareth Academy.

The Rev. Edward P. Garesche, S.J., of the Catholic Medical Missions will speak. Student speakers from Nazareth College, Academy of the Sacred Heart and Aquinas Institute are scheduled.

**Wegman's Again Expand
for Better Service!**



THE DOUBLING IN SIZE OF WEGMANS
SELF-SERVE GROCERY DEPARTMENT
IN THE CLINTON AVENUE SOUTH STORE,
BRINGS NEW LOW FOOD PRICES IN THIS

EXPANSION FOOD SALE

Wegman quality and Wegman variety at extra-low prices this week-end! That's what this Wegman Expansion Sale means for you... an expansion made necessary by the ever-increasing public appreciation of Wegmans greater values in guaranteed fine foods! These Sale features, plus hundreds of others, are on sale in EVERY WEGMAN STORE!

Highlights from Hundreds of Sale Bargains!

SAME PRICES IN ALL STORES

TENDER YOUNG MILD-FLAVORED
LEGS OF LAMB lb. **22c**

EXTRA FANCY SWEET CALIF.
FRESH PEAS 2 lbs. **25c**

TALL SIZE EVAPORATED
VAN CAMPS MILK can **5c**

A NEW BAKERY TREAT! TUTTI-GRUITTI!
LOAF CAKES . . ea. **19c**

FINEST QUALITY NEW
PURE HONEY 5 pound pail **49c**

NO. 2 SIZE CAN TENDER GOLDEN
BANTAM CORN . . ea. **5c**

SIX DELICIOUS FLAVORS
NEW JELLO . . pkg. **4c**

ONE POUND CAN WALTER BAKER'S
PURE COCOA . . ea. **10c**

DR. PHILLIP'S NO. 2 SIZE CAN DELICIOUS
GRAPE FRUIT 3 cans **25c**

BIG NUMBER 2 1/2 SIZE CAN NEW CROP
SAUERKRAUT . . ea. **5c**

**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. Unquestionably America's finest butter for table and cooking.



25c
1 lb. roll

Wegman's
HOME OWNED FOOD MARKETS
Right Reserved to Limit Quantities

PRICES SLASHED

Thursday Friday and Saturday
for The Greatest Event In Our History!

KEY DRUG STORES

470 N. GOODMAN Near Main
92 E. MAIN Near Water
546 MONROE Near Goodman
CUT RATE

Honest values plus the most for your drug dollar has won us many new friends and customers... so many, that to continue to merit your kind support and to give even greater values EVERY DAY, we have just opened a new big warehouse at 36 St. Paul street.

An event like this means savings to you every day... so come prepared to save money — YOU WON'T BE DISAPPOINTED.

WAREHOUSE SALE

With This Key Coupon ADHESIVE TAPE 1/2" x 5 yds. Reg. 10c 2 for 9c (Limit 2)	With This Key Coupon TODDY 1b. can Reg. 50c 23c (Limit 2)	With This Key Coupon PROBAK JR. BLADES Reg. 10c 3c (Limit 1)	With This Key Coupon SWEETHEART SOAP 3c (Limit 2)	With This Key Coupon CLEANSING TISSUES Box of 500 12c (Limit 2)
---	--	--	--	---

STAZE
HOLDS FALSE TEETH FIRM
Large Size **49c**

25c EXTRA HEAVY WAX PAPER
125-Foot Roll **10c**

1c CASHMERE SALE BOUQUET
HAND LOTION
LARGE SIZE **1c**
GIANT SIZE **35c**
BOTH FOR 36c
YOU SAVE 19c
BUSINESS ENVELOPES
Reg. 10c
3 pkgs. **11c**

Unusual Value! Fresh Rubber!
Extra Heavy WATER BOTTLE
Or Syringe
Reg. \$1.25 to \$2.50 Values
CLOSE OUT AT 47c each
Every Piece Guaranteed For 2 Years

Acetidine Tabs **16c**
Vick's Vatronol **39c**
Bottle of 300
Squibb's Aspirin Tabs **59c**
U.S.P. PINK Milk of Magnesia **13c**
Horehound Drops **14c**
PAK. OF 40 Safety Pins **4c**
BOX OF 100 A.B.D.G. Capsules **1.39**

1/2 PRICE WILDROOT HAIR TONIC
with OIL
60c SIZE SPECIAL
29c

ALKALIZE with ALKA-SELTZER
Try It For Quick Relief Of HEADACHES, COLDS, SOUR STOMACH, ACID INDIGESTION, AND MORNING MISERY
Large Size **49c**

GILLETTE RAZOR **49c**
and 50 BLADES to fit

HERSHEY KISSES
Full Pound **23c**

George Washington Tobacco
Lb. Can **46c**

McKESSON'S ASPIRIN TABS
100's—Reg. 50c
2 for 49c

SCHOENFELD LAXATIVE TEA **14c**
Reg. 20c

VACUUM BOTTLES
Pint Size Reg. \$1.00
67c

HALIBUT LIVER OIL CAPS.
Box of 100 **69c**

CITRATE OF MAGNESIA
Reg. 25c
6c

15c MILD & MELLOW HERSHEY BARS
3 for **25c**

KOTEX RESERVE BOX
30 Napkins
48c
2 for **95c**
Regular, Junior and Super

GLYCERINE & ROSE WATER pt. **23c**
LUX FLAKES reg. 10c **7c**
LIFEBUOY SHAVING CREAM reg. 25c **14c**
PALMOLIVE SOAP 3 for **14c**
IVORY SOAP med. size 3 for **14c**
WHEAT GERM lb. 29c, 4 lbs. for **\$1.00**
TOILET TISSUE 1000 sheets 3 for **11c**

POND'S CREAMS Reg. 35c **16c**
LUCKY STRIKE CIGARETTES

With This Key Coupon
William's Scented Talcum Powder Reg. 25c
11c
(Limit 2)

ENAMELED MATCH BOX HOLDER and 2 Boxes of Household Matches
A 29c Value ALL FOR **15c**

CHURCHILL CANDID TYPE CAMERA
with leather carrying case
\$1.98
\$3.50 Value
Takes 16 pictures on roll of 127 film.

50c JERGEN LOTION
25c JERGEN CREAM
75c Value BOTH FOR **39c**

With This Key Coupon
MINIATURE CHOCOLATES
Reg. 60c 1 lb. Box
23c
(Limit 2)

Two 5c Pkgs. Bugler Tobacco & Bugler Cigarette Machine
Makes approximately 60 cigarettes
ALL FOR **23c**

With This Key Coupon
Granada Covered CHERRIES
Lb. Box, Reg. 40c
Delicious Creamy Centers
19c
(Limit 2)

With This Key Coupon
MASON'S 49 COUGH MIXTURE
Reg. 40c
26c
(Limit 2)

HEAVY RUSSIAN OR AMERICAN MINERAL OIL
Pint **25c**
Quart **45c**
1/2 Gallon **85c**
Gallon **1.49**

GENUINE EVEREADY FLASHLIGHT
(Focusing Type)
29c
Regularly Sold for 40c

MARROW OIL SHAMPOO
Reg. 60c
29c

Jelly Eggs lb. **10c**
Styptic Powder Reg. 25c can **9c**
Nail Clippers Sturdy Construction **9c**
B.F.I. Powder Reg. 25c **17c**
Dog Soap reg. 15c **9c**
Tar Soap reg. 15c **9c**
Anacin Tabs bot. of 100 **59c**
reg. 75c
Vick's Vapo Rub reg. 75c **59c**

Lip Pomade Roger & Galt **14c**
reg. 25c
Zinc Ointment 25c tube **8c**
Bayer Aspirin bot. 100 **59c**

Boraxo 2 for **23c**

Roach Food Peterman's reg. 50c **31c**
McKESSON COD LIVER OIL
Reg. 75c
2 for 76c

Electric IRONING CORDS
Reg. 25c
11c

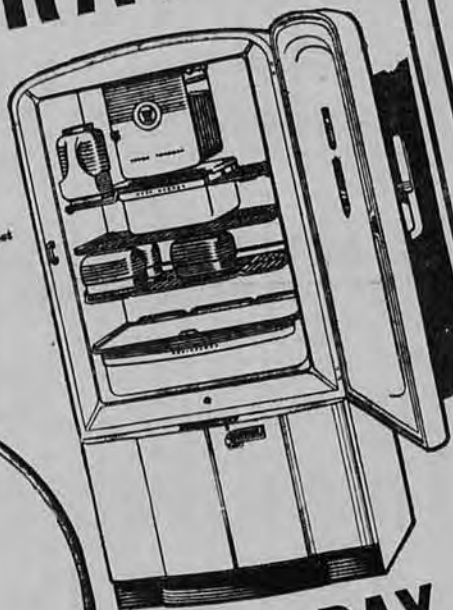
GENERAL ELECTRIC BULBS
20 or 60 Watt
10c



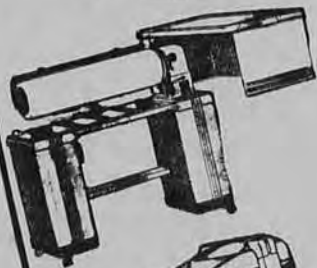
NEWS!

at Seneca Stores—
You Can Buy A Brand New 1939
WESTINGHOUSE
REFRIGERATOR

ON SENECA'S ORIGINAL
2-NICKEL-A-DAY PLAN
Same in tonight or tomorrow. Choose the model that best
suits your needs. Then...



PAY ONLY
2
NICKELS A DAY



You Can Buy Other Famous
Westinghouse Appliances for Only
2 NICKELS A DAY

Electric Washers
Vacuum Cleaners
Electric Stoves
Electric Ironers



at Seneca Stores—
You Can Buy A Brand New
NORWALK
CUSTOM CRAFT

TIRES

(The 40,000 Mile Tire)

PAY ONLY

2

NICKELS A DAY



Buy One or Four

**NO DOWN
PAYMENT
NECESSARY**

Your First Payment Is A Month Away!

SENECA STORES

WE SAY WHAT
WE MEAN

149 MONROE AVENUE
OPEN EVENINGS UNTIL 9:30 P. M.

WE MEAN
WHAT WE SAY

Handy Bank
GIVEN



★
MAKES IT
EASY TO
SAVE
YOUR 2
NICKELS
A DAY
★

PLAY BINGO At CENTURY THEATRE

MON.,
WED.,
FRI., SAT.
2:30 P.M.
MATINEES

WED.,
FRI.,
EVENINGS
8:30 P.M.

\$100 CASH DAILY
SPECIAL FRI. \$150.00 IN CASH

By Way Of Mention

Mrs. Rudolph H. Hofmeier of Oxford Street, entertained the Tuesday Reading Club on Tuesday for luncheon in her home. Mrs. Edward F. Wellington was the reader for the occasion. Miss Dorothy McKay of Rutgers Street, has returned from a trip to Venezuela. Enroute home she spent the week-end in New Rochelle with her brother, Hugh M. McKay, and Mrs. McKay.

Mr. and Mrs. Charles F. Turton of Clover Road, entertained their bridge club for supper on Friday in their home.

Mr. and Mrs. Charles Winslow Smith of Livingston Park, entertained their bridge club for dinner on Monday in their home.

Mrs. William F. Gleason of San Gabriel Drive, entertained her reading club for tea on Tuesday in her home.

Mrs. Norman W. Mumford of

Upton Park, and Mrs. Rebecca Miller, entertained the Study Club for luncheon on Monday in Mrs. Mumford's home.

Dr. and Mrs. Charles E. F. Gibbs and their daughters, Nancy and Molly of Highland Avenue, spent the week-end in Toronto, where they attended the ice carnival.

Clifford J. Watt, 306 Northampton Road, call at 419 Hurst Building for guest ticket to Shrine Circus.

WITH COUPON AT CHAMPION

MEN'S FINE COMBED COTTON
CREW SHIRTS
29^c Each
4 FOR \$1.00
NONE SOLD TO DEALERS
WE RESERVE THE RIGHT TO LIMIT QUANTITIES

REVERSIBLE RAINCOATS
A good looking Herringbone pattern on one side for ordinary Topcoat use—practical—for rainy days just reverse into plain tan or gray gabardine waterproof coat.
\$3.49 Size 34 to 46

MEN'S NEW SPRING
ZIPPER SPORT COAT
SWEATERS
\$2.25
Good looking sport back, plain color sport sweaters in Green, Oxford Gray, Brown and Military Blue.

Spring Styles, Men's and Boys'
TROUSERS
\$2.95 and \$2.25
New Cover cloth patterns. Herringbone and chalk stripes—with permanent crease and belt made of same material. See our stock before buying.

Champion
KNITWEAR CO., 71 ST. PAUL ST.
30 Minutes Free Parking at 3 Stations, Hill's, Strand and Spark

BERGHASH

124 CLINTON AVE. SOUTH
PHONE MAIN 786

BOTTLED-IN-BOND!

Under U. S. Government Supervision
4 1/2 YEARS OLD!



Farmbrook
STRAIGHT BOURBON WHISKEY

\$2.29
Full Quart Worth \$3.39

ONE HUNDRED PROOF
For the first time at Berghash's a bottled in Bond Bourbon Whiskey (4 1/2 years old) is offered at a price which we believe is within the means of all. This Bonded Bourbon is distilled by the famous Continental Distillers Corporation and is of exceptional good body. At this low price we think that we have the outstanding Bonded Bourbon value ever sold here since repeal.

BOTTLED-IN-BOND!

Under U. S. Government Supervision
4 YEARS OLD!
100 PROOF I. W. HARPER

STRAIGHT RYE WHISKEY

REGULAR PRICE IS \$3.90!

One of America's finest Rye Whiskies ever sold at this low price.

OTHER BONDED RYES AT LOWER PRICES

12-YR.-OLD HIGHLAND CLAN

BLENDED SCOTCH WHISKEY

Pinch Bottle

A medium bodied smooth whiskey that will make every Scotch and Soda a treat. 12 year old Scotch that cost you less than an 8 yr. old.

100% ALL SCOTCH

3 YEARS OLD Old Nation

STRAIGHT RYE WHISKEY

90 PROOF

Try It Straight or in Your Favorite Drink!

12 YEARS OLD IRISH WHISKEY \$3.18 Fifth \$2.69

BLENDED WHISKY HIGH RANK \$1.75 Quart \$1.39

OLD BLENDED LONDON DRY GIN, Regular \$1.99 Quart \$1.45

COMPARE! 100 PROOF SEAGRAM'S SUPERIOR 94 Proof GIN 5th \$1.39

ROCK 'N' Rye (80 Proof) \$2.25 Quart \$1.68

IMPORTED ITALIAN VERMOUTH (32 ounces) 98c

GREEN CREME DE MENTHE (Fifth) \$1.69

RENAULT, White Label, Reg. \$2.25—Special, \$1.75 Gal.

RENAULT WINES—Famous Since 1870

Regularly 79c Per Bottle

Wine from the famous Renault & Sons Co., established in year 1870. Its quality and low price make it an outstanding wine value. Large 25.6 oz. bottles.

2 Bots. \$1

Pure California Wines

Half Gallon **76^c**

GALLON . . . \$1.24

100% PURE CALIFORNIA WINE 40 PROOF Money Back Guarantee

BERGHASH LIQUOR STORE
124 CLINTON AVE. SOUTH—Next To Loew's
FREE PARKING OFFERED STORES
PHONE MAIN 786

THE MIRACLE MARKET 694 LAKE AVENUE

See What You CAN SAVE

RINSO Large Package 16 1/2^c Medium 3 for 25c Giant Size 54c	MAXWELL HOUSE COFFEE 2 lbs. 47c Chase & Sanborn 1-lb. 22c Morning Glory 3 lbs. 39c, 1-lb. 14c	DOMINO PURE CANE SUGAR 10 lbs. 44^c
--	---	--

Gulf Queen Fancy Wet Pack SHRIMP Can 10^c	Large No. 3 Can Grapefruit JUICE 2 for 11^c
CATSUP 3 14 oz. 25^c	Fancy Alaska RED SALMON Large Can 17^c
Rich Creamy SALAD DRESSING Full Quart 19^c	Pillsbury's FLOUR 5 lb. Sack 77^c
BORAXO Large Can 11^c	Luscious RED RASPBERRIES Large No. 3 Can 10^c
Giant POST TOASTIES 2 for 15^c	LIFEBUOY SOAP 5c
Smarty or Champy DOG FOOD 6 for 25^c	Repeated by Request! Pure California ORANGE JUICE 2 cans 9c

Campbell Soup 3 for 25^c Tomato Soup 3 for 19^c Chicken, Mushroom Soups 2 for 19^c Campbells Beans 4 for 25^c	COUPON Genesee Valley or Van Camps, Evaporated MILK 4 Tall Cans 19^c Bring Coupon	Del Monte SALE! ● Fruit Salad 12 1/2 ^c ● APRICOTS Large No. 3 Can 15^c ● PINEAPPLE Sliced No. 3 Can 17^c ● SPINACH Large No. 1 Can 12^c
--	--	--

STEAKS lb. 27^c
BEEF ROASTS lb. 16^c Cut From U. S. Inspected Young Steers
PORK ROASTS Calm Style lb. 14^c Milk Fatted Young 3 1/2 to 4 lbs.
ROASTING CHICKENS lb. 22^c Boneless Fillet of Spring
LAMB ROASTS lb. 21^c
Arpeako Sliced Bacon lb. 23^c Home Made Pure
PORK SAUSAGE lb. 17^c Haddock Fillets lb. 10c Oysters Qt. 30c

Longhorn Cheese lb. 17^c	Parker House ROLLS doz. 8^c	Seedless Florida ORANGES , 2 doz. 19^c
Cream Cheese lb. 24^c	Whipped Cream Puffs 3 for 10^c	Large Iceberg LETTUCE head 5^c
High Score Butter 2 lbs. 47^c	Apple Sauce Bar Cakes 2 for 25^c	Large Bunch Sweet CARROTS bunch 4^c
LARD 3 lbs. 25^c	WE WILL MEET OR BEAT ANY ADVERTISED PRICES IN THE CITY Free Delivery on Any Purchase of \$3.00 or Over OPEN FRIDAY AND SATURDAY EVENINGS TILL 9 P. M.	Fancy No. 1 Spy APPLES . . . 6 lbs. 25^c
Kraft Brick Cheese lb. 17^c		Sweet California PEAS 2 lbs. 25^c

A SOLID CARLOAD VIA FAST FREIGHT EXPRESS

FIVE DAYS OFF THE TREE

Health Is Too Priceless! Eat Fresh Fruit! **FLORIDA** Like Eating Them Under The Tree!

TREE RIPENED NATURAL COLOR

ORANGES
10 OTS. FOR 50^c

No Sale too Small—1 orange if you like

Grapefruit doz. **25^c**
Jumbo Sizes 5, 6, or 7 for 25c

Tangerines doz. **6^c**

They're Better . . . They're Fresher . . . Let Taste Decide . . . One Purchase Will Convince You!

SWEET, JUICY, POSITIVELY DELICIOUS

Direct from The Grove . . . Just As They Grow! Satisfaction Guaranteed or Your Money Refunded

JOHNSON'S ORANGE CAR

376 W. MAIN 290 SOUTH AVE. 301 LYELL AVE.

BIRD MASTER BUILT THICK BUTT

SHINGLES America's Finest **\$5.00** Per Mo.
ON EASY TERMS
KEMP ROOFING CO.
331 W. MAIN ST. Phone Main 1786

BANK EN
★
MAKES IT EASY TO SAVE YOUR 2 NICKELS A DAY
★

PATTY BOUGHT 'EM ALL!

227 Fine Living Room Suites!



THIS IS THE STORY

Just before the Furniture Exposition Patty's were offered by telephone, 75 Living Room Suites, at last year's low price. We told the manufacturer to hold everything. Our buyers summated a deal for 227 fine suites. Most of them have been delivered and are on display on our floor. Here's your chance to beat the price rise. Come in early!

THE SAVINGS PASSED ON TO YOU!!!

GROUP No. 1 Values Up to \$38 Here's a price that only Patty's can offer on suites of this quality. Two and three-piece suites with attractive, durable coverings... All well constructed. EASIER CREDIT TERMS	GROUP No. 2 Values Up to \$49 What Values—the newest 1938 styling... combined with sturdy construction and expert tailoring, built for comfort and long wear. EASIER CREDIT TERMS	GROUP No. 3 Values Up to \$57 You'll admire the smartly styled lines and the new modern coverings. A tremendous assortment of styles all built by expert furniture craftsmen. EASIER CREDIT TERMS	GROUP No. 4 Values Up to \$64 The smartest new styling, the newest coverings. Every suite built to the very highest specifications for years of comfort and wear. EASIER CREDIT TERMS
---	--	--	--

BEDROOM SUITES



TREMENDOUS REDUCTIONS! EASY TERMS!

GROUP No. 1 Values To \$38 \$67	GROUP No. 2 Values To \$46 79s	GROUP No. 3 Values To \$57 \$94
---	--	---

SALE!

BRAND NEW! NEVER OUT OF ORIGINAL PACKING! NEW 1938

ROYAL WINDSOR VACUUM CLEANERS

ORIGINALLY \$49.50

Supply Limited! Hurry!

\$19.50

Just 50 On Hand

Sturdily built by Royal. Complete with motor driven brush! Big headlight, double rear wheels! A "steal" at this price.

MATTRESS Clean Up

GROUP NO. 1 Value Up To \$9.95 GENUINE SIMMONS Yes—Genuine SIMMONS mattresses at this sensational price. Good quality tick and smart new color. A Simmons quality product.	\$4	EASY CREDIT TERMS
GROUP NO. 2 Values Up To \$17.95 Every one an INNER-SPRING mattress. All well constructed and built to exacting specifications. All sizes. In your choice of many ticks.	\$8	
GROUP NO. 3 Values To \$39.50 BEAUTIFUL - REST - INNERSPRING Guaranteed "Beautiful-Rest" Inner-spring mattress with all the quality features you'd expect in a high grade product. During this sale... at the lowest price in years.	\$16.50	

WHAT VALUES!
A real opportunity to save. Prices are cut to rock-bottom in this big sale.



ONE FIFTH MORE SPACE
— yet lower in price than in 1938!

Full 6½ Cu. Ft. Capacity

NORGE

Thirty-Nine REFRIGERATOR

MIGHTY MIDGET MECHANISM

Don't Fail to See This Remarkable

Refrigerator

\$149.50

On Patty's Easy Terms

Here is one of the finest refrigerators Norge ever built. All the Norge dependability and important features... at an astonishingly low cost. Equipped with the famous Mighty Midget Rollator Compressor. Beautifully designed in modern style. Exceptionally high quality at this low price.

SEE NORGE BEFORE YOU BUY

EASY CREDIT TERMS!

World's Foremost Personal

DETECTO SCALES

Fully Guaranteed U. S. Standard Weight

REG. \$2.95 **99c**

Limit—1 to a Customer

ABC WASHER — SPECIAL —

A REGULAR \$119.50

\$79.95

VALUE

Nothing cut but the price at Patty's! All the quality features for which ABC is famous: Streamlined wringer, new clothes feeder, wringer safety release, full 8 lb. capacity, exclusive French type Agitator, sturdy construction.

AUTOMATIC DRAIN PUMP INCLUDED AT NO EXTRA COST

MODEL 68-P

EASY CREDIT TERMS!

PATTY'S

FURNITURE and APPLIANCES
366-368 MAIN ST. E. OPPOSITE WEGMANS

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. 21

ROCHESTER, N. Y., THURSDAY, MARCH 23, 1939

10

74,300 COPIES DELIVERED

Here, There and Yonder

By CRAY REMINGTON

Kodak building expansion plans include, eventually, razing frame dwellings on north side of Ridge Road West, adjacent to plant, and owned by Kodak. On these sites, among other things, will be new plant restaurant, most commodious in town. Fly in Kodak ointment, however, is privately owned Art's Restaurant and neighboring frame dwelling which Kodak seeks to buy. Art, it's said, asks \$100,000, and Cray Remington readers predict he will get his price by merely waiting.

George Wagner, crack Ford salesman, has sure fire remedy for fallen arches. One should stand on old fashioned rolling pin, of wood, he says, and roll back and forth one one's bare feet for five minutes before retiring. One must elasp stationary object to keep from falling, but, he insists, if one practices long enough on rolling pin one can qualify as slack or tight wire walker.

New Woolworth store at Dewey and Ridge will be streamlined and of pink and blue composition for exterior. Komins Tire Co., has added store, at Ridge & Dewey, to its chain. In East Avenue restaurant, where swing band players gather early mornings after work to breakfast and talk shop, one musician announced (Continued on Page 2)

WPA FIRINGS TOUCH OFF BOMB

Football Postponed Until 1940

Football enthusiasts who had been clamoring 23 years for the return of the gridiron game as a recognized high school sport today had been classed as givers of lip service rather than as a group willing to back enthusiasm with coin of the realm.

Lacking funds with which to provide equipment necessary for players, the Board of Education approved the return of football for next fall on condition that proponents of the game raise \$25,000 with which to purchase equipment. Up to now campaigners for funds have obtained only \$7,500, or less than a third of the amount needed.

Equipment must be ordered several months ahead of the time when it will be needed, so the Board of Education decided Tuesday night to defer the return of football until 1940. At the same time the Board announced that fund raising will "go right straight along for 1940."

300 To Attend Dicker Dinner

Rochester Elks are confident their testimonial dinner to Mayor Samuel B. Dicker, treasurer of the fraternity, this evening, will be a memorable occasion. William F. Asart, chairman of arrangements said.

Reservations have been made by 300 friends of the mayor, nearly all of whom are Elks, he said. The gathering will be representative of professional and industrial life.

Rochester on Parade *** by W. L. James



STYLES THIS SPRING REALLY ARE MOWING 'EM DOWN

THE SAGE OF MAIN STREET: "DON'T COME HOME UNLESS YOU HAVE YOUR HAIR CUT" MY WIFE TOLD ME—GUESS THAT SHOWS WHO'S BOSS AT OUR HOUSE



ROCHESTERIAN HONORED

David Cohen Rosenfeld, a member of last year's graduating class of Washington High School, has been elected to the Bristol premedical honor society of New York University.



JIMMIE FIDLER in Hollywood

HOLLYWOOD. — I question the right of Hollywood producers to distort historical fact in their pictures. Consider, for instance, "Jesse James" — as full of intentional misrepresentation as a sardine can be full of fish. It justifies the criminal career of a man who, if judged by authentic records, was as despicable a villain as ever galloped across the West.

Or consider "The Man in the Iron Mask," now being produced for United Artists. In order to strengthen the dramatic situation in that opus, Louis XVI is being portrayed as a sadistic fiend whose one delight in life was to watch the torturing of his prisoners — a completely false characterization. Louis XIV was no angel, but not even the most severe of his contemporary critics ever charged him with wanton cruelty of that sort. Just as flagrant assaults on fact appear in nine out of ten so-called historical films.

If great educators are right in considering history a valuable study, the harm done by such inaccuracies must be great, for movies have so realistic an atmosphere that they create lasting

impressions. Try, for example, to study the life of Jesse James without being influenced by your memories of the very lovable Mr. Power and his Robin Hoodish antics. Try to get a true understanding of the French Revolution — one of the most important sociological upheavals in all history — without being prejudiced by some of the misrepresentations in "Marie Antoinette."

Most of Hollywood's "mistakes" — done purportedly in the interest of entertainment — are useless. The pictures would be just as dramatic if they stuck to the truth.

ODD-FORMATION: Despite (Continued on Page 2)

JONES FOR BARGAINS

135 Great Buys

'39 Buick 41 Sedan	\$200 OFF
'38 BUICK 41 Sedan, Radio, Extras	\$765
'38 OLDSMOBILE 6 Sedan 4-Door	\$695
'38 DODGE Sedan	595
'37 BUICK Special Sedan	545
'38 PLYMOUTH Sedan	495

'37 PONTIAC Coach	\$465
'37 CHEVROLET Sport Sedan	445
'36 PACKARD 120 Coupe	395
'36 OLDSMOBILE Sedan	365
'37 FORD De Luxe Coach	345
'36 PLYMOUTH De Luxe Sedan	295

'35 OLDSMOBILE Sedan	\$285
'36 FORD Coach	245
'36 CHEVROLET Coupe	235
'33 BUICK 5-Passenger Trunk	195
'33 PLYMOUTH Sedan	115
'34 FORD Coach	95

NO DOWN PAYMENT ON CARS UP TO \$300

BETTER SELECTION—BEST PRICES NOW!

640 CULVER ROAD

Bill Aimed At Subway 'Joker'

Twelve years ago a joker was slipped into the contract between the city and the New York State Railways and it has been there ever since as successive contracts were made.

This joker, which gives the transit corporation exclusive right to operate cars in the city-owned subway, will disappear, however, when the State Legislature grants approval for the extension of the subway to Monroe Avenue in Brighton.

The bill before the Legislature authorizes the city to operate cars in its own \$13,000,000 subway and passage of this measure will eliminate the possibility of what might have become an embarrassing situation for the municipality, providing the city and transit corporation should ever come to an impasse on their contract.

Commissioner of Commerce Harold S. W. MacFarlin, who also serves as Commissioner of Railways, is responsible for the move to eliminate the joker.

Bank Installs New Check Plan

A new type of checking plan, the "register check" service is now available to the public at the Genesee Valley Trust Company.

The service is particularly adapted for the use of the thousands of people who, because of bank service charges and minimum balance requirements, have not opened checking accounts. Through the "register check," anyone may write his personal check at a cost which is less than the average charge for other methods of remittance. Users are not required to open an account or to maintain a deposit balance.

Register checks may be obtained from any teller at the Genesee Valley Trust Company. A user simply fills out the check and attached stub in accordance with instructions printed thereon, presents it at a "register check" window and pays the amount of the check, plus a fee of ten cents. The teller numbers the check, puts it through a photostatic machine which cuts the amount payable into the check and stub and the operation is complete. The stub serves as the user's record of the transaction. "Register checks" once executed in this manner, have the same standing as any other personal check and may be used to pay bills or remit funds as usual.

It is not even necessary for a user of this service to come to the bank in person. A supply of "register checks" may be kept in the home where they may be filled out as needed, presented at the bank by the person signing the check, or any one else, where they will be completed upon payment of the exact amount for which the checks are drawn and the fee.

Catholic Church History Depicted In Film

The history of the Roman Catholic Church will be depicted in a film to be shown by the Knights of St. John of Sacred Heart Pro-Cathedral in the church auditorium in Flower City Park, Thursday.

Among the scenes, all of which are accompanied by sound, are several talking sequences of Pope Pius XII, then Eugenio Cardinal Pacelli. The picture is titled, "Through the Centuries."

TROPHY COMPETITION

Women's Ad Club of Rochester has been invited by the Women's Advertising Club of Chicago to submit advertising work of its members who, in 1938, made an outstanding contribution to advertising. Entries will compete for the annual Josephine Snapp trophy to be awarded at the annual convention in Chicago next June.

What do you know about movies?

Watch The Rochester Sun next week for details of a contest in which you can win tickets to Rochester's favorite downtown theater.

Dismissed Chiefs Charge Politics As Cause of Firing

WPA, the battle ground where hiring and firing for political reasons have provided many lively fights, is well into one of the liveliest scraps in the history of that branch of government endeavor.

Beauty Expert At Home Bureau

Rose Laird, beauty expert from New York City, will speak at the Rochester Home Bureau, 150 North Plymouth Avenue, on Monday, at 1:30 p. m. and will repeat her lecture in the evening at 7:30.

"Building for Beauty," will be Miss Laird's topic, for her experience has brought her close to the needs and desires of women the world over who desire to attain beauty and charm. It does not come to one as a gift overnight, for true beauty must be cultivated through persistent good grooming.

A color film will also be shown at the meeting, depicting the care of the skin, methods of massage to combat flabby muscles, and the proper way to apply make-up for women of different facial contour and coloring.

Both the afternoon and evening lectures are on the city-wide program of the Rochester Home Bureau and are open to the public.

O'Brien Opposes More WPA Aid

Vote of Monroe County's new representative at Washington, Joseph J. O'Brien, Republican, will be cast against giving the WPA a \$150,000,000 appropriation, according to advices from Washington.

O'Brien said the request is too soon after voting \$750,000,000 for the WPA.

MINSTREL SHOW SET

All sections of the city will be represented in the cast of Vocational High School's annual minstrel show, Friday evening, March 31st, in the auditorium of Number 5 School.

This one concerns the firing of Francis H. (Midge) Carroll, chief engineer in this district, and Robert Klingenberg, chief of operations. Carroll and Klingenberg declare that they were dismissed because they refused to discharge Republican foremen. And there is a law forbidding political activity in the WPA.

Carroll, appraised by both friends and enemies as a square-shooter, has caused many headaches for big shots of both major political parties. An engineer with a fine record, Carroll has not been able to see eye to eye with party leaders in the matter of placing incompetent men in supervisory positions.

In this case, it's the Democrats who are alleged to have asked favors, but not long ago the Republican Board of Supervisors became so peeved at Carroll that they considered refusing to approve payment of the county's share of his salary, because "we can't do anything with him."

Carroll finds himself in the unique position of a man who has been fired but who continues to draw his salary. This salary is paid jointly by the city and county and Carroll will continue as city and county representative on WPA projects, according to City Manager Baker.

Carroll and Klingenberg have demanded an investigation from Charles C. Harrington, national WPA administrator, and have filed copies of charges with Representatives O'Brien and Wadsworth and Senators Mead and Wagner.

EDUCATOR TO SPEAK

Dr. Mary McLeod Bethune, negro educator, will talk on "Our American Right: Equal Opportunity for All" at the J. Y. M. W. A. Tuesday at 8:15 p. m. The committee of Rochester Citizens sponsoring the talk and the National Youth Administration have invited the public to attend free of charge.

GRANT'S SILVER SHADOW STUDIO



... and sensational!

The greatest and most amazing advance ever known to photography. Lovely photographs that "catch" your most charming expression.

ONE 5" x 7" Photograph 19c
3—all different—55c. 6—all different \$1.00

You'd Expect To Pay Much More
COME IN NOW!

No Appointments Necessary!
Guaranteed To Be a Speaking Likeness!

W.T. GRANT Co.
Main St. East, Cor. East Ave.

NEW CHECKING SERVICE

Available To Everyone REGISTER CHECKS

No Account Required

- Our New REGISTER service is designed especially for those who have no regular checking account. You may write your own personal checks on this bank to pay your bills without opening an account.
- REGISTER CHECKS are available to anyone. Apply to a teller of this bank and ask for a REGISTER CHECK. A small fee of 10c is charged for each check.
- REGISTER CHECKS may be written up to \$100 per check and no identification is necessary to purchase them. Any officer or teller of this bank will gladly explain more in detail if desired.

Obtainable ONLY At The
Bank of Personal Service

GENESEE VALLEY TRUST COMPANY

Member of F. D. I. C.
EXCHANGE AND BROAD

ENJOY THIS SPRING AS MOTHER NATURE INTENDED

On this beautiful three acre estate, just a few minutes drive from downtown Rochester. When you enter through the elm shaded drive to the cozy eight room cottage home and listen to the rhythm of the winding brook at its door, you will be transported into a world of your own. And most of all, you will not be sacrificing any of the modern things of life to which you have been accustomed. You can still enjoy gas heat, modern baths, and the open hearth at Xmas. It's your one opportunity. Owner called out of town and will sacrifice. Phone Main 250 for appointment.

C. E. MCINTOSH CORP.
"REALTY HOUSE"
23 EXCHANGE ST., ROCHESTER, N.Y.

Never Before! Better Hurry!
Maybe Never Again!!

Friday and Saturday Only

Tailored Sheer Rayon Marquisette Curtains

Extra \$1.29 Special



Per Pair
Advertised elsewhere in Rochester as a \$2.59 value. Sale priced at \$1.98 in leading stores... these same Curtains.

We have sold hundreds of pairs of these lovely Marquisette Curtains... but never at so low a price as this.

Flattering Sheer Marquisette of this quality DOES SOMETHING for your windows... just as fine sheer hosiery does for your legs.

Superbly tailored to hang perfectly straight. Splendidly made with 1-inch side hems and 3-inch bottom hems.

1001 New Spring Curtain Styles and Colors Now On Display!

PAULS CURTAIN SHOP

Four Doors South of Forman's 76 Clinton South

FIVE OUTSTANDING VALUES in SPORTSWEAR AT CHAMPION'S

Reversible RAINCOATS
A good looking Herringbone pattern on one side for ordinary Tropicana use—practical for rainy days fast reverse into plain tan or gray gabardine water-proof coat. \$3.49

Reversible JACKETS
The popular reversible Cosack jacket of fine sage leather for sport or utility wear. When worn inside out, a completely tailored jacket of fine gabardine. The lowest price yet for such fine quality. \$7.50

LONG SLEEVE POLO SHIRTS
Our third re-order on these increasingly popular Polo Shirts of fine quality gabardine with sport collar and long sleeves. In smart, new Spring colors. \$1.95

2 Tone All Wool Coat SWEATERS
A pure worsted new spring number in several pleasing color combinations. The price is right at \$2.69

Sport TROUSERS
New covert cloth, pattern, Herringbone and check stripes—with permanent crease and belt made of self material. See our stock before buying. \$2.25

Champion
KNITWEAR CO. 71 ST. PAUL ST.
30 Minutes Free Parking at 3 Stations, Bldg. Strand and Spark



By IRENE MUNTZ

THE WAY TO A MAN'S HEART

Since hens are on a production basis these spring months we find eggs at their cheapest and best. The new crop of oranges, and lemons, too, is in with the result that now we may afford to try many of those recipes we've been saving that seemed just a little too expensive to fit into our budgets.

Probably if a poll were taken among American husbands as to their favorite dessert, at least a third of them would shout for lemon pie. So, with the principal ingredients so cheap, let's give them lemon pie to their hearts content.

Here are three recipes for lemon pie, each entirely different from the other, and each so good that it will be in frequent demand. The first is the familiar lemon meringue pie. You'll like it because it has a soft, tender but tart filling that will stand up nicely when you cut it.

LEMON MERINGUE PIE

1 1/2 c sugar
3/4 c cake flour or sifted rind of 2 lemons
2 1/2 c boiling water
3 egg yolks
1/2 c butter
1/2 c sugar
1/2 c lemon juice
1/2 c lemon rind

Mix sugar and flour or cornstarch. Gradually add boiling water, stirring constantly. Add the slightly beaten egg yolks, lemon egg yolks, lemon juice and lemon rind. Cook in the top of a double boiler until the mixture is thick and has lost its starchy taste (at least 15 minutes). Stir frequently. Just before removing from the heat, add the butter. Cool and pour into cold baked pie shell. Lightly pile on the meringue made by beating the white of 3 eggs until stiff and gradually beating in 6 T sugar. When well blended pile on pie and bake in a preheated oven at 325 degrees F for 15-20 min.

Be sure always to chill a meringue pie thoroughly before serving; otherwise you may find your filling sliding out from between the crust and the meringue, and no matter how good your slice of pie tastes, it will look unattractive when it goes to the table.

LEMON CRISP PIE

2 eggs
3/4 c sugar
1/2 c lemon juice
1/2 c lemon rind
1/2 c butter
1/2 c sugar
1/2 c lemon juice
1/2 c lemon rind

Separate eggs and beat yolks until very thick and light. Beat in sugar and lemon juice gradually and continue beating until the sugar is dissolved. Cook over hot water until thick, stirring constantly. Beat 2 egg whites until very stiff and fold into the thickened yolk mixture. Cool and pile into a chilled, baked pie shell. Top with a meringue made by beating the remaining three egg whites until stiff and gradually beating in 6 T sugar. Pile on top of pie in swirls and bake at 325 degrees F for 15 minutes. Chill well before serving.

This is a party pie—so good it will melt in your mouth and bring the warmest praises from your guests.

The last recipe, too, may be served as a party dessert. The combination of fruit flavors gives it a tang that is different and delicious.

Temperature 350 F—Time 35 min.
LEMON AND ORANGE SPONGE PIE
Juice and grated 3 egg yolks
1/2 c sugar
1/2 c lemon juice
1/2 c orange juice
1/2 c water

To the combined juices and rind of the orange and lemon, add water and heat in the top of a double boiler. Beat the egg yolks slightly and add the sugar. Add the hot fruit juices slowly to the egg and sugar mixture. Return to the double boiler and cook until mixture thickens slightly. Cool. Beat the egg whites stiff, add the 2 T sugar while beating. Fold in the cooled mixture. Pour into a baked pastry shell and bake in a preheated oven. Makes an 8 inch pie.

Modern Theatre Group Sponsors Drama Night

Under the auspices of the Modern Theatre Players, a theater night will be presented Saturday, March 25, at Ukrainian hall, 875 Joseph Avenue, beginning 8:15 p. m. Proceeds will be used to assist rehabilitation of the four Rochester boys who returned recently from the Spanish war front.

The program: Eugene Ikiniski, violinist; Japanese ambassador's speech; a monologue; Sylvia Appelbaum, dancer; "The Informer," one-act drama of Nazi Germany, and, A letter from Spain, one-act comic drama.

BINGO

Commencing Monday, March 27
20 GAMES 50¢
All Cash Prizes
8:30 P. M.
375 MAIN ST. EAST
WEGMAN HALL

Pay as Little as 50¢ WEEKLY

and 25c DOWN
BRIDAL PAIR
Perfect Diamonds . . . \$29.50
ROSENBERG - 39 MAIN ST.

FLORIDA ORANGES

Fresh No. 1 Grade—Right from the Groves

39c Per Peck

FRI. and SAT. SPECIAL
No. 1 Chippewa POTATOES 19¢
Reg. 35c per Peck value. — 15 lb. peck Now

FRI. and SAT. SPECIAL
Large, Juicy SUNKIST LEMONS 19¢
Reg. 35c per Peck value. — 15 lb. peck Now

Also a Complete Line of Fresh Vegetables

EAST MAIN ORANGE MARKET

783 E. Main St., Opposite Dental Dispensary

MAKING A BIG HIT WITH THE LADIES

The ladies, bless them, are making sales for McCall's GERM-FREE-IZED USED CARS. They found out very quickly that McCall's interiors are GERM-FREE-IZED and they are big boosters for the New Car handling and performance built into McCall's USED CARS.

1937 Chevrolet Tudor, Master De Luxe with trunk.	1935 Ford De Luxe Tudor
1936 Plymouth 4 Door Touring Sedan	1937 Ford Commercial, 8 1/2 x 6 Body
1934 Ford De Luxe Fordor, Radio and Heater.	1934 Ford De Luxe Roadster, extra fine
1937 Ford Sport De Luxe Trunk type Tudor, Radio.	1935 Ford De Luxe Coupe, Heater
1936 Ford Sport De Luxe Trunk type Fordor, Heater.	1935 Ford De Luxe Fordor
1938 Ford Tudor	1936 Packard Tudor, Trunk type with a set of 4 New General Tires
1935 Ford Coupe	

Call on McCall

FOR GERM-FREE-IZED-USED-CARS
2503 DEWEY AVE. GLEN, 1250
Remember—We Have Never Failed To Fix 'Em
Open Evenings Until 9:00 O'clock

AUCTION SELLING OUT ENTIRE STOCK of National Linen Shop

98 MAIN ST. E.
FINE LINENS

LUNCHEON SETS	BANQUET SETS
BRIDGE SETS	BED SPREADS
RUGS	INFANTS' WEAR
TOWELING	TAPESTRIES LACES
SHEETS PILLOW CASES	HANDKERCHIEFS

Everything must go to the highest bidder. No limit—No reserve. We will gladly auction any item upon request.

SAM STEIN — Auctioneer — SAM BEEKUN
AUCTION STARTS DAILY 10 A. M.

NATIONAL LINEN SHOP

98 East Main St., near Water

Fidler in Hollywood

(Continued from Page 1)

those "morally clauses" which, for years, were inserted in every starring contract, not one was ever exercised. Add phobias: Al Jolson—so afraid of catching a cold that he will not remain in the same room with anyone who indulges in a sneeze. Before discrediting those reports about the growing frenzy for horse racing in Hollywood, give a thought to one of our best-known directors—each Sunday, during the Santa Anita season, he drops a paid-up parimutuel ticket into the collection plate at his church!

He's more famous for grammatical errors, but the fact remains that Producer Samuel Goldwyn is generally conceded to Hollywood's best-dressed man. News to me: Ida Lupino has composed an album of waltzes which will be published this spring. The divorce habit in Hollywood seems even more incomprehensible when you consider the fact that the higher-salaried stars save as much as \$30,000 in income tax each year by being married—California laws permit them to divide income with their spouses and cut down surtax.

According to Hollywood's "animal men," the pig ranks next to the dog and the horse as the easiest animal to train. No fooling, there's an insurance man in the "movie set" whose real name is Edgar Bergen. Credit Warner Bros. with one of filmville's oddest white elephants—a huge and very costly stone house high in the mountains which he never uses because Mrs. Baxter can't stand the altitude.

Tito Guizar is just a bit disillusioned about the joys of popularity. The other day he and Mrs. Guizar clambered into their brand new Packard and drove across the border, to Mexicali, where Senator Guizar is really a hot tamale. It was a great triumph. All the senators shouted "Viva!" All the senators and señoritas shouted "Viva!" And all the tattered little muchachitos and muchachitas swarmed like busy ants over the fine, big brand new car. Tito smiled at them indulgently, watched them writing their initials in the dust on the door panels, and beamed when he noted that one little fellow had written "No me olvidado" (do not forget me) where ever he could find room to write. But the smile on Senator Tito's puss has faded—and he will NOT forget! It seems the little one was writing with a file. The Packard's being repainted now. (Copyright 1939, McNaught Syndicate, Inc.)

Remington

(Continued from Page 1)

nounced that he had bought a ticket for the New York production of "Tobacco Road" for July. "Wonder how many have played the role of Jeeter?" asked a listener. "Thousands," somebody answered. "They're now playing society, to be composed of only actors who have played Jeeter." "It will be known as the Jeeter Bugs, I suppose," drawled Paul Gebro, a sax player.

There's something new under sun at Wegman's food stores. They sell chicken by selections or tid-bit. One may buy all white meat, if one wishes, or all legs or all wings or all chicken livers... Improptu ballet at downtown grill decided Orson Wells' productions most popular radio drama, principally because it doesn't bore with so much advertising plugging as second most popular drama of Hollywood source.

And here's a thought. Some day, and soon, newspapers will review radio dramas as they now review the stage ones and the cinema. And why not? The air drama boasts the biggest audience, by far, and air drama sponsors are invariably newspaper advertisers. Too, the smaller town newspapers can afford to be honest in their reviews, albeit they dodge similar procedure in localized cinema reviews for fear of offending cinema theatre advertisers. In provincial towns patrons complain they must read metropolitan picture reviews to learn whether production is bad, indifferent or good.

Small town reviewers avoid revealing quality of picture by narrating plot and, of course, there hasn't been new drama plot in a thousand years. And is there anything in type as dull as a condensed explanation of a plot?

STUDENT PLEDGED

Lloyd Henry Benham, son of Mr. and Mrs. W. H. Benham of 145 Clay Ave. and a freshman at Hobart College, has been pledged to Delta Psi Omega fraternity.

LOWEST PRICES

CONSISTENT WITH QUALITY
Try A Ton! See The Difference! Satisfaction Guaranteed!

COAL COKE

Special \$10.65 Ton
R.G. & E. Distill and Dry
PEA \$8.75 Rice \$7.75 Rice \$6.75
GEN. 20
ARDEAN R. MILLER
500 West Ave. • Finest Service Since 1912 • Best In Fuel Oil

PRE-EASTER SALE

OVER ONE THOUSAND
Regular \$4 and \$5
NEW SPRING HATS—NOW

\$1.98

Vanities MILLINERY
48 E. MAIN At Front St.

DOLAN'S MARKET

600 JEFFERSON AVE.
Bargain Buys For THRIFTY SHOPPERS
MEATS - GROCERIES - VEGETABLES

LEGS O' SPRING LAMB lb. 21c	BEEF ROASTS lb. 17c	FOWL 3 lb. average lb. 19c	ROASTING CHICKENS 3 to 4 lb. average lb. 22c
-----------------------------	---------------------	----------------------------	--

OXYDOL Lge Pkg 19c | CRISCO Lb. 19c

CHICKENS

Buy The Cuts You Prefer

LEGS	lb. 25c
NECKS	lb. 15c
BREASTS	lb. 15c
WINGS	lb. 15c
GIBLETS	lb. 19c
LIVERS	lb. 45c

Salmon Steaks lb. 23c
Fresh Shucked OYSTERS qt. 30c

FRIDAY ONLY

Domino Pure Cane SUGAR
10 Lbs. For 45c
Kraft's Loaf Cheese 2 Lb. Loaf 43c

TELL ME!

HOW MANY MILES DID I TRAVEL?
(Each Dot is a Mile)

It's Easy (Oh Yeah!)

So, you think anybody can do it, huh? Well just try it. It starts out nice and easy like there's nothing to it, but I'll bet before you're through, you'll be seeing dots hopping all over where there ain't no dots, and big black jumping dots will probably chase you all over the ceiling after you go to bed tonight. You'll probably forget how many dots you've counted just about when you think you've got it finished too—see, you'll have to start all over again, and that'll be just dandy. But, if you should be interested enough to try, you might WIN FIFTY DOLLARS cash, and I suppose YOU WOULD LIKE TO WIN \$50.00 CASH RIGHT NOW—WOULDN'T YOU?

If you are interested in making an easy \$50.00 extra cash on the side in your spare time, then send in your answer QUICK! For first prize it's \$50.00; 2nd \$15.00; 3rd \$10.00; 4th \$7.50; and 5th \$5.00. So, whether you win \$50.00 or \$5.00, YOU'LL GET PAID REAL CASH MONEY promptly. You may send your answer any time up to midnight, Sat. April 15, 1939—BUT send it NOW because I'd give

\$25.00 EXTRA—FOR PROMPTNESS

If you send your answer any time within 3 days, I'll give you an EXTRA \$25.00 CASH for Promptness if you win the first prize of \$50.00. Both the \$50.00 and the \$25.00 Extra may be yours. So, HURRY—WIN THEM NOW. That's easy money now—get it!

THEN WHAT ARE YOU WAITING FOR?

Let's get Times' "Easing" So hurry! Start NOW to learn about, get or club every last dot on the map. And the idea of course is to TRY and count them ALL—no dot's kept a count out for you when you send your total in. Only one answer can be accepted from each family and the judges' decision will be final. And you can be sure that your answer will receive full and careful consideration with the entries are judged and the prizes awarded for accuracy, originality and promptness, and remember that as the winner, you will receive \$50.00 cash and an EXTRA \$25.00 if you answer promptly. Duplicate prizes will be paid in case of tie. So, hurry! Rush your answer now. It's THE BIG WINNER.

FREE! New FUN GAME

Be the first to have a "FUN-O-METER"—it's brand new and will provide a world of hilarious fun for you and your friends. Everybody, both grownups and children, enjoy it. It's a FUN-O-METER. How will your smile be registered on the "FUN-O-METER"? You'll really get some fun to look forward to when you measure old a "Snappy Snicker," a "Tummy Ticker" or a "Loudy-Loudy" with it. But that's only a sample of the fun you'll have. Get yours today. "FUN-O-METER" COUNT THE DOTS and send us your answer along with your name and address. That's all. Hurry! Rush your answer. BE THE BIG WINNER and get your FREE "FUN-O-METER" too.

Van Dear Products, Ltd., 711 So. Dearborn St., Dept. 417, Chicago, Ill. Copyright 1939

Mr. and Mrs. Alexander Beach of Barrington Street, will leave Friday by motor for Washington and the South.

Chateau Revue Best of Year

Genial Al Michaels, proprietor of the famous Chateau, has assembled a glittering array of talent for this week's stay-out-laters.

The popular dance team, Dean and Martin, return for another engagement. Those who know ballroom dancing when they see it admit they are the nearest thing to the internationally



Dean and Martin

famous teams of Maurice and Hughes and Moss and Fontana to grace a Rochester establishment.

Alice St. John does a tap and toe specialty, and Verne Wilcox twists and turns in acrobatic numbers. The Palmer Sisters take you to Hawaii and Cuba with dance numbers that draw rounds of justly deserved applause. Mona Stafford of the lovely figure does a turn that brings the boys to their feet, and the Nortonettes, that peppy, youthful line, round out the best show of the year.

Mitzi Wayne, a newcomer, does a lurchy job on the ballads and makes a charming mistress of ceremonies.

Dumping Grounds Sought by City

With the opening of negotiations for a plot of ground on Hudson Avenue for a city dump, the long controversy over city dumping methods in the Gates area, drew to a close.

In the meantime, city trucks are still employing at the City-owned dump in Gates, though steps have been taken to conform to the ordinance, passed March 8 by the Gates Township.

A consoling has been placed at the dump to see that all trucks are covered with tarpaulins, that refuse is placed on the dump and not along the road, and to superintend cleaning of the dumping area, according to Public Works Commissioner William H. Roberts.

Jobless Pay Office Drops 17 Employees

Seventeen persons employed in the Rochester District, State Division of Unemployment Insurance, are scheduled to lose positions on April 1 because of requirements of state economy. A committee visited Albany over the week-end, joining in protests with others against reductions. Earlier in the year they had made a protest to Industrial Commissioner Frieda S. Miller.

Dr. and Mrs. Albert E. Sager of Brightford Heights, left by motor on Friday for Hot Springs, W. Va., where they will pass two weeks at Old Homestead.

Special Bundle 8c lb.
All flatwork ironed - Weaving Apparel - Ready to Iron - Shirts Hand Finished - 10c each - Handkerchiefs Free.
Phone the LAWRENCE HOUSEHOLD LAUNDRY
142 Charlotte St. Stone 2878

School 37 P. T. A. Lists Book Talk

Mrs. Franklin Mullin will speak on "Library Facilities Offered a Child at School No.

37" at the monthly meeting of School 37 P. T. A. tomorrow at 2 p. m. in the school. Miss Bernice Keating and Miss Kathleen O'Hara will sing.

The nominating committee,

consists of Mrs. Charles Specht, Mrs. Alvin Mason, Mrs. Paul Duncan and Emma O'Keefe, will present a slate of officers.

Say you saw it in The SUN

ACW Selects Play By Rochesterian

"Partners Always," a musical comedy written by a Rochesterian, will be produced in Philadelphia by the Amalgamated Clothing Workers.

The comedy, the work of Sid Grossman, a member of Local 230, ACWA, for use of Local 227 at its annual stage show in January, was selected by national AWCA officers for use among other locals. It is a broad satire on labor relations in the clothing industry.

Say you saw it in The SUN

BINGO
EVERY SUNDAY NIGHT
BETH JOSEPH
1150 St. Paul St.
ALL CASH PRIZES
20 Games—25c 8:30 P.M.

SIMPLIFIED
Quicker
CREDIT



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

Bettes give me
complete mental
and physical
comfort



Internal Sanitary
Protection... No Odor,
No Belts, Pads or Pins

Thousands of women in this community are now enthusiastic about Betties after one trial. The comfort, convenience and peace of mind are almost unbelievable until you have actually used Betties—no pads, belts or pins—no bulge or chafing—no worry about odor (internal absorption prevents it). Try this modern method for one month and you'll never go back to older ways! A month's supply of 12 costs only 25c, a trial size of 4 only 10c at drug and department stores. Say "Bee-ettes."



JOIN THE
SWING TO
HEATING
BY GAS

For
CLEAN
CARE-FREE
FULLY AUTOMATIC
HEAT

Rochester Gas & Electric Corp.

89 East Avenue

LINCOLN'S

THE
Merry
Mad Caps
OF SPRING

Fashion Firsts at a Price

Your own Lincoln Store has the FIRST in fashions from the style center of the country at prices that are lower than elsewhere.

Sophisticated
simplicity
that's new for
Spring

New shirred
yoke and
back. Plain,
navy, white
daily 1-10 in
sizes 14 to 44.

Wool crepe
coat and
print dress.
Sizes 12 to 18.

A SAILOR

Just bet your tin type
you can't get along
without a straw sailor
with the bicycle veil.

\$1.98

Individually Styled for You

CHARMING FIFTH AVE. COPIES

DRESSES

"Story Book"
frocks so very
new and lovely.

\$3.98

A POKE

That frames a
perfect fashion
picture with
the 1939 veil
series.

\$1.98

Sale!

- Diagonal Tweeds
- Confetti Tweeds
- Camel's Hair
- Shetland Reelers

Now Every Woman Can Dress Like A Fashion Plate

New Spring COATS

- Imported Kragston
Tweeds
- Collarless Fitted
Eponge
- Confetti Spring
Tweeds

Well tailored tweeds in reeler and
boxy styles... Stunning fitted-flared
coats, new in soft, sponge... All-
fitting silhouettes with tipped-in
waists and wide, padded shoulders.
Mannish tweeds, horizontal types,
stripes and plain sponge... the coat
of your choice in sizes from 12 to 30.

\$9.95

Just in time for Easter
a sensational sale of

Infants' COATS



Tailored By A Famous
Boys' Clothing Maker

Regularly
5.98

\$2.98

- All Wool
Flannels
- All Wool
Cheviots
- Wool
Basketweaves
- Herringbone
Tweeds
- Navy Blues
- Pastels and
Bright Hues

Rough wool tweeds, tailored
flannels and cheviot sport
coats... with all the care-
ful tailoring of grown-ups'
coats. With matching bon-
nets, pokes, or peaked
berets. Pastels in blue, pink
aqua and raspberry as well
as tweeds.

It's the LITTLE
things that
make Easter
a BIG
Success



Famous FOWNES
GLOVES

as seen in Vogue

\$1

Featuring "TWIST" the high-
light from "YUQUE" ... a
charmer glove with a spiraling
leather trim. Black, navy, fab-
ric and oyster.



SMART TOPS
UNDER YOUR
EASTER SUIT

\$1

White of egg organdie,
diamond crepe, sheer as a
whisper chiffons in gay
pastels or white. Sizes 34
to 44.

Have You
Tried
Lincoln's
Ringless
Chiffon Hose
at 79c yet?
They Wear
Longer

THE FLOWER TAM

A felt version of a fam-
ous 5th Ave. shop's
best seller for the
Easter parade.

\$1.98



ROBINHOOD

Double-breasted plus a con-
sistent styling mark this
light as a style leader.

\$1.98

MAIN ST. E. cor. ST. PAUL

RETREAD

Get 1000's Of Miles More

SAVE 1/2 ON TIRE COST

Retread your smooth tires with new heavy rubber. Makes old tires wear and look like new. Thousands of practical motorists have their worn tires retreaded. We use only highest quality materials and back every job. Guaranteed same as new. No defects in material or workmanship and to render satisfactory mileage. Let us inspect YOUR tires now! See our large stock of Guaranteed Retreads.

LONG TIRE CO.
Near JAY ST.
455 STATE ST.
Specializing Exclusively In Retreading and Vulcanizing

State To Eliminate "By Pass" In Signs

Rochester's hotel association won a point in its attempt to prevent motorists from by-passing the city, when Howard E. Smith, division state engineer, agreed to make the main highway signs smaller and eliminate the "by pass."

Two of the 16x11 feet signs, one in East Avenue, near the Brighton City Line, the other in Empire Boulevard, near Winton Road North, have been taken down. Hoteliers fear out-of-city motorists will not stop in the city if directions for going around it, are posted, but Smith said purpose of the signs is to give motorists information they want.

U. R. Head Hits Pilot Training

Doubt concerning the wisdom of the plan to train aviators in the colleges of the country has been expressed by Dr. Alan Valentine, president of the University of Rochester.

"The plan of the Civil Aeronautics Authority for college training of aviators has not been revealed to this university with sufficient clarity to justify a final judgment," said Dr. Valentine.

Mrs. S. Clarence Steele of Buckingham Street, will entertain the Beau Desir Reading Club for tea on Monday in her home.

Open Friday and Saturday Nights Until 9 P. M.

THE MIRACLE MARKET

694 LAKE AVENUE

FREE DELIVERY
On All Orders of \$3.00 Or More

WE WILL MEET OR BEAT ANY ADVERTISED PRICES IN THE CITY

Get these SAVINGS

DEL MONTE
PEAS 2 No. 2 Cans **21c**

GEISHA
Crabmeat **20c**

DAISY PASTRY
FLOUR 24 Lb. Sack **49c**

CANNED
BEER or ALE 2 FOR **15c**

Last Week
At This Remarkable
LOW PRICE
Domino Pure Cane SUGAR
10 lbs. **44c**

PARAMOUNT
SAUERKRAUT Large No. 2 1/2 Can **5c**

Cod Fish Cakes 2 Large 10 Oz. Cans **19c**

HEINZ
PORK & BEANS 3 for **29c**

GOLD MEDAL
FLOUR 5-Lb. Bag **20c**

RURAL GOLD
APRICOTS Large 1-Lb. Can **9c**

MORNING GLORY
COFFEE 1 Lb., 14c **3 lbs. 39c**

ALL FLAVORS
KRE-MEL 2 for **5c**

PINK
SALMON 2 large cans **19c**

HEINZ
SPAGHETTI 3 for **29c**

Peanut Butter 1 lb. Jar **12c**

BABBITT'S
CLEANSER can **4c**

DEL MONTE
COFFEE 1 lb. can **23c**

LARGE SIZE
CHERRY PIES 2 for **25c**

Honey Dipped Pecan
BLOCKS ea. **12c**

Delicious Dinner
ROLLS doz. **8c**

NEW
CABBAGE 1 lb. **4c**

LOOSE
CARROTS 4 lbs. **10c**

PARSNIPS 4 lbs. **10c**

LARGE SEEDLESS
Grapefruit 7 for **25c**

LARGE ICEBERG
LETTUCE head **5c**

STRICTLY FRESH
EGGS doz. **23c**

3 OZ. PKG. BODUS CREAM
CHEESE 2 for **11c**

KRAFT BRICK
CHEESE 5 lb. loaf **91c**

MOHAWK LIMBERGER
CHEESE 1 lb. **24c**

CORTEZ FLAKED
TUNA FISH 2 for **19c**

PURE
COCOA Large 2-Lb. Can **12c**

VACUUM PACKED WHOLE KERNEL
CORN 2 Reg. 12-Oz. Cans **15c**

LIBBY'S
ORANGE JUICE Reg. 12-Oz. Can **5c**

RED
SUPER SUDS 2 Giant Packages **29c**
Medium Size, 2 for 15c

COUPON
Genesee Valley or Van Camps
EVAPORATED
MILK 4 Tall Cans **19c** With This Coupon

CUT FROM U. S. INSPECTED YOUNG STEERS
BEEF ROASTS lb. **16c**

BONELESS ROLLED
FILLET OF VEAL lb. **23c**

BONELESS ROLLED
FILLET OF LAMB lb. **21c**

MILK FATTED YOUNG ROASTING
CHICKENS 3 1/2 to 4 Lb. Average **22c**

ROUND AND SIRLOIN
STEAKS lb. **27c**
Cut From U. S. Inspected Young Steers

SLICED RINDLESS
ARPEAKO BACON lb. **23c**

CALA STYLE
PORK ROASTS lb. **14c**

DELICIOUS HOME MADE
Pure Pork Sausage lb. **17c**

ROCHESTER MADE
HAM BOLOGNA lb. **15c**

ALL YOU WANT OF FRESH CHICKEN CUTS

Chicken LEGS... lb. 35c	Chicken LIVERS... lb. 45c	Chicken WINGS... lb. 23c
Chicken BREASTS... lb. 41c	Chicken NECKS... lb. 15c	Chicken GIBBLES... lb. 19c

Look into THESE Bargains

AT Achter's Bargain Arcade—387 E. Main Street

SPECIAL PURCHASE SALE! HANDBAGS 77c

Large array of new Spring styles and colors. All copies of \$2.00 and \$3.00 bags. Regular \$1.00 value.

SPECIALS FOR FRI. & SAT.

Men's White Hdkfs. 5c value	3 for 5c	Chinese CHECKERS 25c value	16c
Men's All Wool PLaid JACKETS Values to \$2.49	98c	Ladies' Rayon Taffeta SLIPS 49c value	20c
Men's Fancy RAYON HOSE 15c value	2 for 17c	Ladies' Flannel DOWNS 59c value	25c
Pure Food EGG DYE	2 for 7c	Children's Corduroy COVERALLS 49c value	24c
8 Yards BIAS TAPE 5c value	3c	Black Hock Unbleached MUSLIN 12 1/2 yds. 2 for	15c
Assorted FACE CREAMS 25c value	2 for 13c	Box of 25 BALLS STEEL WOOL	7c
Ladies' Heavy Rayon and COTTON HOSE 20c value	2 for 19c	5 oz. Box Wool Soap Flakes	2 for 9c
Assorted CHILDREN'S SOCKS Values to 25c	8c pr.	42"x36" PILLOW CASES 12 1/2 yds. 2 for	15c
		Household Paper Towels	2 for 7c
		Package of 19 Safety Matches	2 for 9c

With This Coupon Friday and Saturday
28-OZ. BOX PRIDE WASHING POWDER 2 for 15c

EASTER SPECIALS!

PLUSH BUNNIES	45c
EASTER PULL TOYS	23c
HOLLOW CHOCOLATE NOVELTIES	24c

MAKE-UPS

Beautifully Filled Easter Baskets with plenty of Candy and Large Chocolate Bunnies smartly covered with large Cellophane Bow.

25c to \$1.00

SPECIALS FOR MONDAY MARCH 27th

Men's Broadcloth SHORTS with Snap Fasteners 35c value	17c
Men's Leather Palm WORK GLOVES 50c value	24c pr.
Double Edge RAZOR BLADES Package of 25	14c
Package of 25 ENVELOPES	2 for 5c
Dr. Bull SHIN BALM 10c value	4c
NAIL FILES 25c value	7c
Ladies' Batiste PAJAMAS 59c value	37c
Big Little STORY BOOKS 10c value	5c
Children's Long HOSE 15c value	8c pr.
Children's Silk striped PANTIES 12 1/2 yds. value	7c
Knit DIAPERS 12 1/2 yds. value	2 for 15c
Delux Crochet COTTON 2 for	29c
Fast Color CRETONNE 15c value	8c yd.
Curtains TIE BACK HOLDERS 10c value	6c
16 oz. Box MOTH BALLS 10c value	2 for 15c
PAINT Ass. Colors 2 for	13c
All Metal WASTE BASKETS 10c value	7c
1 Lb. Box EDUCATOR COOKIES 10c value	11c

COUPON MONDAY WAX PAPER In Cutter Box 2 for 5c

SPECIALS FOR TUESDAY MARCH 28th

Men's Ribbed ANKLETS 15c value	2 for 17c
Men's Sweat SHIRTS 69c value	43c
Shaving SOAP 8c value	2c
CARTER'S INK 10c value	4c
330 Sheets POND'S TISSUE 15c value	9c
50 Sheets Note Book Filler PAPER	3c
Pin Cushion SEWING SETS 10c value	6c
Sponge Rubber Bounce BALLS 8c value	3c
Ladies' Tuck Stitch VESTS & PANTS 9c value	9c ea.
J & P Coats and Clark's Big Ball Crochet COTTON 2 for	29c
36"x36" TABLE COVERS 25c value	12c
14"x42" COTTON SCARFS 15c value	7c
Part Linen Orash FOWLING 10c value	4c yd.
Turkish TOWELS 8c value	5c
WASH BOARDS 37c	
Bamboo HOSIERY DRYERS 7c	
Rubber Stick-On SOLES 10c value	6c pr.
1000 Sheets TOILET TISSUES	2 for 7c

COUPON TUESDAY Famous Brand BORAX SOAP 3 for 5c

SPECIALS FOR WEDNESDAY MARCH 29th

Boys' Broadcloth SHORTS 15c value	9c
Men's WORK SHIRTS with Double Shoulder 59c value	37c
PIPE CLEANERS Pkg. of 24 5c value	3 for 5c
Finger Wave 2 for WAVE CLIPS	7c
13"x36" Fl. Shelf Lining PAPER, 10c value	6c
3" Powder PUFFS 5c value	3c
Chocolate Marshmallow BUNNIES 8 for	5c
Dr. Lyon Tooth POWDER 10c value	2 for 13c
GUIMPE Crochet Thread Reg. 10c	7c
Stamped PILLOW CASES 50c value	29c pr.
Heavy Striped TICKING 25c value	15c yd.
87 Inch Unbleached SHEETING 35c value	18c yd.
SHOE BAGS Hold 3 Pair Shoes 15c value	17c
72"x90" Seamless BED SHEETS 69c value	41c
Woodbury's FACE SOAP 10c value	6c
Hooded DUST PAN with Rubber Tip 15c value	7c
5 oz. MOP HEADS 2 for	13c
Children's Flannel SLEEPERS 39c value	22c

COUPON WEDNESDAY Assorted Flavors JELLO 3 for 11c

SPECIALS FOR THURSDAY MARCH 30th

Men's All Wool Sleeveless SWEATERS \$1.00 value	59c
Canvas Work GLOVES 10c value	4c pr.
Men's Heavy Ribbed UNION SUITS 59c value	48c
Dressing COMBS 10c value	4c
Rockwood CHOCOLATE BARS 5 1/2 oz. bar. Reg. 10c	7c
Buttons and Carpet THREAD 5c value	2 for 5c
Nail Polish REMOVER, 3 oz. bottle, 25c value	7c
HAIR NET 3 for 5c value	3 for 5c
Ladies' Batiste GOWNS 59c value	37c
Ladies' Extra Size Double Seat Rayon PANTIES 25c value	18c
Children's Fruit of the Loom RIBBED PANTIES 15c value	8c
Ladies' Fruit of the Loom Overall APRONS 25c value	17c
36"x36" TABLE COVERS 50c value	37c
Ironing Board COVERS 15c value	13c
22"x42" Fancy BATH TOWELS 25c value	19c
Mop STICKS 10c value	6c
8 oz. Bar LAUNDRY SOAP 3c value	2c
All Metal PRYING PANS 10c value	6c

COUPON THURSDAY 2 lb. box—Star Soda CRACKERS 11c

ACHTER'S BARGAIN ARCADE

387 MAIN ST. E. GIBBS ST.

PHONE STONE 1880 1881 1882

Right Reserved To Limit Quantities • No Mail or Phone Orders Filled On Daily Specials

FREE Parking At The GIBBS ST. STATION Opposite Y.M.C.A.

OPEN Every Night Until 9 P. M. Opens Daily at 9 A. M.

Mrs. John R. Sibley of Ambassador Drive entertained the Acorn Society for luncheon on Monday in her home.

Mr. Louis S. Foulke, Jr., of Allens Creek Road, Mrs. Leonard H. Henderson of Berkeley Street,

Mrs. Alden H. Sulger of Nunda Boulevard, and Mrs. F. Irving Hutchins of Berkeley Street, left Monday by motor for Charleston, S. C., where they will remain for ten days.

Mr. and Mrs. Hobart F. White-

more of Westminster Road, are spending this week in New York.

Miss Mary Stowell of Warwick Avenue, entertained the New Century Reading Club for luncheon on Friday in her home.

Mrs. Stuart M. Frame of Washington Road, Pittsford, entertained the Strong Chapter of Genesee Hospital for luncheon on Monday in her home.

Mr. and Mrs. Henry W. Hays of Yarmouth Road, have returned from a six-week Mediterranean cruise.

Miss Jane Fairchild of East Avenue, will entertain the Junior League Garden Club on Friday in her home. Mrs. Austin-Ball will be the speaker.

Miss Katherine Shuster, daughter of Mrs. Clarence E. Shuster of Westminster Road, is in Roanoke, Va., where she will spend several weeks as the guest of her brother, Jack Shuster.

Mrs. George A. Holchkin of Meigs Street, entertained at dinner and bridge on Saturday at the Century Club.

Mrs. George H. Clark of Plymouth Avenue, entertained the Garden Club for luncheon on Friday in her home.

Miss Mary H. Pratt of Arnold Park, is spending several weeks at Hot Springs, W. Va.

Mrs. Victor W. Hurst of Sandringham Drive, returned Friday from a two-week trip to Mexico City.

Mrs. Leon Stern of East Avenue, has returned from New York.

Wegman's

FRIDAY & SATURDAY

The Perfect
Springtime Roast!
TENDER BONELESS VEAL OR
LEGS OF YOUNG

VEAL

FANCY LARGE RIPE

PINE-APPLES

Rich, ripe fresh pineapple - tangy and appetizing! Serve pineapple with Snuppy's dessert.

15¢ ea.

GREEN CALIFORNIA

FRESH PEAS

Delicious tender fresh California peas. Serve them with your Sunday roast.

10¢ lb.

FLAKY SOLID-PACK PINK
SALMON

An economical and satisfying dish to supplement Lenten menus. Extra low priced this week-end.

10¢ can

BAKERS' VANILLA
4 BEEFWARE MEASURING SPOONS
IN 4 COLORS FOR YOUR KITCHEN
MEASURE ACCURATELY
SEND ONLY ONE BAKERS' EXTRACT COUPON AND A 3¢ STAMP TO BAKERS' EXTRACT COMPANY, SPRINGFIELD, MASS.

NORTHERN TOILET TISSUE

2 rolls for 11¢

3 rolls for 13¢

U.S. GOVERNMENT GRADED
93 Score

LAND O' LAKES BUTTER

27¢ lb.

Wegman's
HOME OWNED FOOD MARKETS

Right Reserved
To Limit Quantities

JamoShanter STOCK ALE
ROCHESTER'S FINEST
and Largest Selling STOCK ALE
DRAUGHT • BOTTLES • EVERYWHERE
More Hops • More Malt • More Age
AMERICAN BREWING CO. • Rochester, N. Y.

PRINCE ALBERT, HALF and HALF
or VELVET TOBACCO
Reg. 15c Tin 8¢ (Limit 2)

HINKLE PILLS
(Bottle of 100) 4¢

Double Edge BLADES
(Pkg. of 20) 10¢ Fits Gillette Razor

Borden's Chocolate Malted Milk
(Lb. Can) 22¢

MIDOL TABLETS
Reg. 50c 19¢

New Wahl Oxford
FOUNTAIN PEN
(Made by Eversharp)
Features A Vacuum
Filer
Visible Ink
Gold Point
Iridium Tip
Never Sold This Low Before!

Saccharine Tabs.
Bottle of 1000
1/4 or 1/2 Grain 67¢

BABY NURSERS
8 Oz. 3 for 5¢

Noxzema Cream
Reg. 25c 2 for 25¢

SALE of
Squibb Products

SQUIBB ASPIRIN TABS bot. of 100 39c
SQUIBB MINERAL OIL & AGAR pt. 59c
SQUIBB MINERAL OIL pint 59c
SQUIBB MINERAL OIL quart 89c
SQUIBB BREWERS YEAST TABS 100's 43c
SQUIBB BREWERS YEAST TABS 250's 89c
SQUIBB TOOTH PASTE 1ge size 33c
SQUIBB COD LIVER OIL 1ge size \$1.29
SQUIBB ADEX TABS 80's 79c
SQUIBB ADEX TABS 250's \$1.98

New Gleem
Liquid DENTIFRICE
DOUBLE-ACTION FOR TEETH
Now you can clean your teeth and refresh your mouth both at the same time!
This amazing new, easy to use liquid lasts longer - keeps your teeth gleaming and your mouth pleasantly clean and fresh.
You will marvel at the miraculous benefits of GLEEM. It's a liquid which positively contains NO acid, soap, purifier, powder, chalk, acid or abrasive. Free sample bottle with each purchase. Buy this new economical DOUBLE-ACTION way to mouth health TODAY! If you don't find GLEEM a thrilling revelation, your money will be refunded.
60c Size 49c
35c Size 29c

MEN WANTED

For advertising work with one of the world's largest publishing houses. Must be able to meet the public and should have selling experience.

APPLY: MR. CASE
266 OXFORD STREET
Friday and Monday Between
10 A. M. to 12 A. M.

The Biggest **BINGO** In Town
\$800.00
CASH AWARDS
Plus The POT OF GOLD
"The FAD"
Sponsored by The Doud Post No. 96 American Legion
20 GAMES FOR
\$1.00
ADMISSION
No Specials Sold
\$500.00
MAJOR AWARD
EVERY THURSDAY NIGHT
At The **ARENA**
Near Court St.
87 Stone St.
Only 2000 Seats
First Game 8:30 Sharp
J. Gordon Baldwin at the Organ

ROCHESTER'S GREATEST CUT RATE SPECIALS for
THURSDAY, FRIDAY, SATURDAY & SUNDAY

KEY DRUG STORES

470 N. GOODMAN
92 E. MAIN
546 MONROE
THREE STORES CUT RATE

KEY COUPON
LUX FLAKES
Reg. 10c
2 for 13¢ (Limit 2)

KEY COUPON
BANDAGE
2" x 10 Yards
Reg. 10c
2 for 9¢

KEY COUPON
PAPER NAPKINS
Pkg. of 80
Reg. 10c
2 for 7¢ (Limit 2)

BRING THIS COUPON
LUCKY TIGER
QUICK LATHER SHAVING CREAM
11¢ (Limit 2)
Regularly Sold For 35¢
Gives a smooth quick lather that lasts - Makes your face feel refreshed.

ELECTRIC TOASTERS
79¢ Guaranteed

ELECTRIC FLAT IRONS
79¢ Guaranteed

GUARANTEED
Alarm Clocks
79¢ \$1.25 Value

ENVOY LINEN STATIONARY
41¢
Box of 100 sheets and 50 envelopes.
Reg. 75c value.

Typewriting Paper
Package of 200 Sheets. 19¢
Quality Extra Fine

BARBASOL SHAVING CREAM 75c Size jar 39c
20 MULE TEAM BORAX 1 lb. 11c
EDWARD OLIVE TABLETS 60c Size 31c
SHAVING SOAP 3c size 2 for 5c
RUBBING ALCOHOL 70% pint 7c

EPHEDRINE INHALANT
COMPOUND
DROPPER BOTTLE
1 oz. 29¢

Italian Balm 35c
Dreskin Coolies 20c
Value 55c
BOTH FOR 29¢

Blaud Iron Pills 14c
Regular 5c - HOUSEHOLD
Matches 2 for 5c

Regular \$1.00 - MARBOW
Oil Shampoo 53c
BORDEN'S 3 lb. can, reg. \$2.00
Malted Milk 1.19

8 oz. reg. 50c
Glycerine 23c
BINT
Benedict Solution 39c

TINCTURE
Green Soap 14c 39c

Extra-Special!
McKesson's Aspirin
2 family-size bottles
of 100 Tablets 49¢
Two for the regular price of one!

Palmolive Soap 3 for 14c
Ivory Soap 3 for 14c

REGULAR \$1.00
Citra Carbonate 57c
Tin of 30
Bisodol Tabs 19c

MASON'S - Reg. 45c
Cough Mixture 29c
1 oz. reg. 80c
Oil of Wintergreen 27c
1/2 lb. can - reg. 25c
Toddy 12c

50c Mennen's
SHAVE CREAM
25c Mennen's
SKIN BRACER
BOTH FOR 49¢

PAGE SIX

TRUTHFUL ADVERTISING

THE ROCHESTER SUN, THURSDAY, MARCH 23, 1939

TRUTHFUL NEWS

Mrs. David H. Atwater of Seneca Parkway, will entertain her duplicate bridge club for luncheon on Wednesday in her home.

AMERICA'S PASSION PLAY

VERONICA'S VEIL
Auditorium—E. Main St.
March 31, April 1, 2
SUNDAY MATINEE

Presented by Dunkirk Passionist Fathers

SEATS
\$1, 75c, 50c
Mail Orders Now

W H A M Highligths

NEW PROGRAM

THE SPOTLIGHT—Mondays, 7:30 p. m.
A half-hour of fun and frolic featuring "Pie Plant" Pete and Bashful Harmonica Joe.

SPECIAL EVENT
An extra matinee performance direct from the Met in New York. The opera "Tannhauser."

MUSIC
SUNDAY MUSICALS—Sundays, 12:30 p. m.
ON WINGS OF MELODY—Sundays, 1 p. m.
ARMCO BAND—Sundays 8 p. m.
ROCHESTER CIVIC ORCHESTRA—Every Monday, 8 p. m.

GERMAN HOUR

—Tuesdays, 7:30 p. m.
EASTMAN SCHOOL OF MUSIC—Thursday, March 30, 8:30 p. m.

ON WINGS OF SONG—Fridays, 7:15 p. m.
MILESTONE IN MUSIC—Saturdays, 11:30 a. m.

NBC SYMPHONY—Saturdays, 10 p. m.

VARIETY

CAMERA CLUB—Fridays—6:15 p. m.
PLANTATION PARTY—Fridays, 9 p. m.

HANK AND HERR—Saturdays, 7 p. m.
RED FOLEY—Saturdays, 8:30 p. m.

BARN DANCE—Saturdays, 9 p. m.
DIAMOND WALNUT SHOW—Sundays, 10 a. m.

MAGIC KEY—Sundays, 2 p. m.
KENNEL TIME—Sundays, 8:30 p. m.

JACK BENNY—Sundays, 1 p. m.
SETH PARKER—Sundays, 7:30 p. m.

CHARLIE MC CARTHY—Sundays, 8 p. m.
THE CIRCLE—Sundays, 10 p. m.

CARSON ROBISON—Mondays, 8 p. m.
EDDIE DUCHIN—Mondays, 9:30 p. m.

TRUE OR FALSE—Mondays, 10 p. m.
INSIDE STORY—Tuesdays, 8 p. m.

INFORMATION PLEASE—Tuesdays, 8:30 p. m.
FIBBER MC GEE—Tuesdays, 9:30 p. m.

BOB HOPE—Tuesdays, 10 p. m.
HOBBY LOBBY—Wednesdays, 8:30 p. m.

KAY KYSER—Wednesdays, 10 p. m.
SMILE PARADE—Thursdays, 4 p. m.

GOOD NEWS—Thursdays, 9 p. m.
RING CROSBY—Thursdays, 10 p. m.

DRAMA

HOLLYWOOD PLAYHOUSE—Sundays, 9 p. m.
ORPHANS OF DIVORCE—Mondays, 7 p. m.

THOSE WE LOVE—Mondays, 8:30 p. m.
MARY AND BOB—Tuesdays, 9 p. m.

ONE MAN'S FAMILY—Wednesdays, 8 p. m.
TROOPERS DRAMA—Thursdays, 7:30 p. m.

BERT LYTEL—Fridays, 1 p. m.
TRUE CASE HISTORIES—Fridays, 8 p. m.

NEWS

PETER GRANT—Sundays, 6:45 p. m.
FARM NEWS—Mondays thru Fridays, 1:15 p. m.

COURIER NEWS—Saturdays, 11:15 a. m.
YOUR ESSO REPORTER—Four times a day—seven days a week.

MARCH OF TIME—Fridays, 9:30 p. m.
COMMENTARY

FATHER COUGLIN—Sundays, 4 p. m.
WALTER WINCHELL—Sundays, 9:30 p. m.

FRITZ BROWNELL—Wednesdays, 9 p. m. and Fridays, 7:45 p. m.
DR. DEXTER PERKINS—Tuesdays, 6:15 p. m.

LOWELL THOMAS—Monday thru Fridays, 6:45 p. m.
HARRY MC TIGUE—Mondays thru Saturdays, 6:30 p. m.

AL SIGL—Tuesdays, Wednesdays and Thursdays, 3 p. m.
RADIO FORUM—Mondays, 10:30 p. m.

TOWN HALL MEETING—Saturdays, 7:30 p. m.

Business Gains for 4th Month

Improvement of business in Rochester for February, reported by the statistical bureau of the Chamber of Commerce, marked the fourth consecutive month of gains.

Better business for March was foreseen.

In the past month gains were shown in eleven of the fifteen business yardsticks with which changes in conditions are recorded.

Department store sales in Rochester last month, fell 2 per cent from February, 1938, but exceeded January of this year by 7 per cent.

Factory employment during February exceeded February, 1938, by 2 per cent. Employment advances were registered in men's clothing, women's shoes, railroad and electrical equipment factories registered employment advances.

Factory payrolls in the Rochester district went up 7 per cent

during the month compared with February of last year. The average weekly wage in Rochester last month was \$30.81, compared to \$30.33 in January and \$29.31 in February, 1938.

CHOWDER SALE
A clam chowder sale will be held Friday afternoon in the Winton Congregational Church basement.

BENEFIT SOCIETY MEETING
Independent Ladies Benefit Society will give a card party Tuesday at 8 p. m. Eva Weller Dean is chairman assisted by Anna Ludwig, Sadie Strong, Martha Temp, Bertha Reitz, Alice Waste, Rose Heller, Vannie Brownlee, Laura Jacobs and Marion Kelch.

BLACK MAGIC QUALITY
COAL \$10.65
Egg—Stove—Nut
Buckwheat \$7.75 ton
Pea Coal \$8.75 ton
Established for Over 25 Years
PAYNE & DUNHAM
SEMET-SOLVAY \$9.05 COKE
Always Under Cover ton
Phone GEN. 586

LADIES!!
MAKE EXTRA MONEY HOME!
If you have a telephone in your home communicate with MONROE 746 and we will show you how to make money at home in a pleasant, dignified way.

FURNITURE RECONDITIONED
Re-upholstering, Refinishing 2-pc. Suites re-covered in fringe cloth \$28.50. Occasional Chairs, \$2.00. Cogwell, Chairs, \$7.50.
TEXTILE Upholstering Co.
MAIN 4633

LOWEST PRICES IN TOWN!
PHILCO-ZENITH-R.C.A.-G.E.
SEE US—FOR A NEW RADIO
SOME NEARLY HALF PRICE!
ANY RADIO \$1 Plus Parts
REPAIRED Bring It To Us
DISCOUNT BIG ON Radio Tubes
BRAUN'S
900 PORTLAND—OPEN EVENINGS

CLARK'S MARKETS

906 NO. GOODMAN CULVER 4870 | 1108 MONROE MONROE 2784
WE DELIVER ORDERS OF ONE DOLLAR OR OVER

Try Clark's Market for the Biggest Food Values on Meats and Groceries in Town This Week-End

CHUCK OR SHOULDER BEEF ROASTS Cut from U. S. Inspected lb. Young Steers 16c	SLICED RINDLESS ARPEAKO BACON lb. 23c
ROASTING CHICKENS BONELESS ROLLED SPRING FILLET LAMB lb. 21c	MILK FATTED YOUNG 2 1/2 to 4 lb. ANY AGE 22c
BONELESS ROLLED MILK-FED FILLET LAMB lb. 21c	BONELESS ROLLED MILK-FED FILLET VEAL lb. 23c
CHICKEN CUTS Buy Only The Cuts You Want.	
Legs lb. 35c	Wings lb. 23c
Breasts lb. 41c	Necks lb. 15c
Livers lb. 45c	Giblets lb. 19c



NOT BALLYHOO
NO SIREE!
In Order To Be Sure
You Must Always Drink
Simon Pure

The high quality and guaranteed purity brewed into Simon Pure Beer and Ale never vary. Others come and go, changing quality as often as name, but Simon Pure quality remains as dependable as the Rock of Gibraltar. That's why Simon Pure Beer and Ale win and hold public confidence.



Distributed by
WM. J. BECKLER
28 WRIGHT ST. GENESEE 380

DRAMA
HOLLYWOOD PLAYHOUSE—Sundays, 9 p. m.
ORPHANS OF DIVORCE—Mondays, 7 p. m.
THOSE WE LOVE—Mondays, 8:30 p. m.
MARY AND BOB—Tuesdays, 9 p. m.
ONE MAN'S FAMILY—Wednesdays, 8 p. m.
TROOPERS DRAMA—Thursdays, 7:30 p. m.
BERT LYTEL—Fridays, 1 p. m.
TRUE CASE HISTORIES—Fridays, 8 p. m.

NEWS

PETER GRANT—Sundays, 6:45 p. m.
FARM NEWS—Mondays thru Fridays, 1:15 p. m.

COURIER NEWS—Saturdays, 11:15 a. m.
YOUR ESSO REPORTER—Four times a day—seven days a week.

MARCH OF TIME—Fridays, 9:30 p. m.
COMMENTARY

FATHER COUGLIN—Sundays, 4 p. m.
WALTER WINCHELL—Sundays, 9:30 p. m.

FRITZ BROWNELL—Wednesdays, 9 p. m. and Fridays, 7:45 p. m.
DR. DEXTER PERKINS—Tuesdays, 6:15 p. m.

LOWELL THOMAS—Monday thru Fridays, 6:45 p. m.
HARRY MC TIGUE—Mondays thru Saturdays, 6:30 p. m.

AL SIGL—Tuesdays, Wednesdays and Thursdays, 3 p. m.
RADIO FORUM—Mondays, 10:30 p. m.

TOWN HALL MEETING—Saturdays, 7:30 p. m.

Bought at a Sacrifice!

FINAL!
Take advantage of this opportunity to cash in on our lucky purchase! We bought 227 fine living room suites at a huge sacrifice and are selling them out at these sensational prices. Our buyers rushed to Chicago to take advantage of a manufacturer's drastic offer . . . and when they saw the values being offered . . . they bought the entire stock. Still a complete selection . . . so hurry in this week-end and beat the price rise.
Open Evenings Until 9 P. M.

Living Room Suites

GROUP No. 1 Values Up To \$89 \$38 Here's a price that only Patty's can offer on suites of this quality. Two and three-piece suites with attractive, durable coverings . . . all well constructed. EASIER CREDIT TERMS	GROUP No. 2 Values Up To \$117 \$49 What Values—the newest 1939 styling . . . combined with sturdy construction and expert tailoring. Built for comfort and long wear. EASIER CREDIT TERMS	GROUP No. 3 Values Up To \$132 \$57 You'll admire the smartly styled lines and the newest modern coverings. A tremendous assortment of styles all built by expert furniture craftsmen. EASIER CREDIT TERMS	GROUP No. 4 Values Up To \$147 \$64 The smartest new styles, the newest coverings. Every suite built to the very highest specifications for years of comfort and wear. EASIER CREDIT TERMS
---	---	---	---

While 25 Last!
ROYAL
WINDSOR MODEL
VACUUM CLEANERS
Brand New! Never Unpacked!
\$19.50
A complete sell-out last week-end! We were able to get hold of just 25 more. Get here early . . . first come, first served. These are the genuine Royal cleaners.

Famous Make
ELECTRIC WASHERS
AT HALF PRICE
\$27.50
WHILE THEY LAST!
Floor samples and demonstrators of one of the world's finest washers. To protect other dealers selling this washer at the regular prices, we cannot advertise the name . . . but you'll recognize them when you see them. Hurry! Quantity limited!
Hurry! First Come First Served!

ELECTRIC REFRIGERATORS!
AT 'GIVEAWAY' PRICES
Close Out!
1936 - 1937 - 1938's FLOOR SAMPLES TRADE-INS! DEMONSTRATORS
AS LOW AS
\$35
HURRY!
Just 15 On Hand

SAVE MONEY as You've Never Saved Before!
PATTY'S
OPEN Every Evening Until 9 P. M. FREE Parking at Stillson and Grove Parking Station
366-368 MAIN ST. E.

Every Bottle Guaranteed For Quality & Purity! Every Nationally Known Brand On Our Shelves

SPRING Liquor SPECIALS

Close Out Montoro Wines 37c 5th 3 Bottles For \$1.00 All Varieties	Pol Clement French CHAMPAGNE Large Bottle \$2.75 Vintage 1928 A Rare Treat! A Rare Buy! HONEY HILL BOURBON \$1.00 Per Pt. Quarts \$1.95 With The Kentucky Flavor.	STRAIGHT RYE WHISKEY \$2.75 Full Quart The Famous Henry Watterson Brand 90 Proof
---	--	---

Telephone GENESEE 4928
FREE DELIVERY! In The Immediate Neighborhood
Manhattan Wine & Liquor Co.
917 GENESEE cor. BROOKS

SPECIAL! THIS WEEK ONLY!
U. S. No. 1 Comb. Grade
ORANGES Pk. **40c**
Rochester Finer Foods

526 State
Near
Lyell

534 W. Main
N. Y.
King St.

466 Monroe
Near
Wells

531 E. Main
Near
Sci

Mr. Hope
Ave.
Corner
South

PLAY BINGO
At CENTURY THEATRE

MON.,
WED.,
FRI. SAT.
2:30 P.M.
MATINEES

WED.,
FRI.,
EVENINGS
8:30 P.M.

\$100 CASH DAILY
SPECIAL FRI. **\$150.00** IN CASH

Band Millionaire On Sagamore Roof

Three million dollars in the bank, and he works for a living, that is, if you call leading a twelve-piece society swing band working. Such is the story of Jimmy Whitley, who with his orchestra, is now playing on the Sagamore's Starlight Roof.

While a student at a Georgia prep school, Jimmy developed a flair for the trumpet and played in the school band and later in the University of Georgia orchestra. After graduation, he purchased a plane and began a tour of the country, listening to bands from all sections of the nation. Selecting a player here and one there, he soon had an all-star aggregation. In addition the group includes Jean Janis, a vocalist.

BAKED FOOD SALE
Parent education group of No. 36 School will meet Wednesday, Mrs. Florence Winchell, director of parent education work, will lead the discussion. A baked food sale will follow. Mrs. Ciro Gullino, Mrs. Harry Meier, Mrs. Willard Russell, and Mrs. Elmer Rotmans, will direct the sale.

FISH SUPPER TOMORROW
Fidelis Class of Lyell Avenue Baptist Church is sponsoring a fish supper tomorrow at 6 p. m.

**A TRIAL
WILL CONVINCE YOU
TRY A TON
OF SCRANTON
HARD**

COAL
EGG
STOVE
NUT **\$8.95** TON

COKE \$8.50 TON
PEA COAL --- \$7.95 TON

**CENTRAL
COAL CO.**
5 LUNDYS LANE
STONE 4886

End Play Gives Declarer Tricks to Fulfill Contract

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

By VIRGINIA LEVY

When declarer is faced with the problem of taking ten tricks in a hand which seems to contain four almost certain losers, and which success appears to hinge upon a certain finesse succeeding, it might do well for that player to consider the bidding and the finesse seems doubtful of success, another method of play could be sought.

The hand which follows is one in which the finesse was certainly marked for failure, but declarer did not know what to do with the hand. The bidding and play follow:

**Park Conversion
Action Delayed**
That the City Council will deliberate slowly on the Board of Education petition for conversion of Wilson Park into an athletic field was disclosed. City Councilman Harry H. Frank said the Council Safety Committee of which he is chairman is too busy to take early action.

**FREE TO YOU
For Leg Trouble**
Verucose veins. Ulcers. Phlebitis. Swelling. Write or phone for FREE demonstration of THE STANSELL Applicator. I suffered 12 years. E. K. Stansell, Culver 1384, 715 Garson Ave.

GENERAL COUNTY TAXES

Payable in 1939
Monroe County Treasury

Rochester, N. Y.—January 2, 1939
The assessment rolls for the general county tax levied in 1938 and payable in 1939 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 13 of Chapter 441 of the laws of 1938.

FEES WILL BE ADDED AS FOLLOWS:
All of January without fees.
February 1st to 28th, inclusive, 1 per cent.
March 1st to 31st, inclusive, 2 per cent.
April 1st to 14th, inclusive, 3 per cent.
After April fourteenth, said addition of 2 per cent and also fees and penalties at the rate of 8 per cent per annum.

In case of default a warrant will be issued for the collection thereof according to law.
On August 1st an additional fee of \$1.50 for advertising will be charged. On the 15th day of August, a list of all unpaid taxes will be published. On the 20th day of August all unpaid taxes will be sold, and can be redeemed only by paying advertising and sales charges, with interest.

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 for bill. Send postal or letter, giving 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 1st, but should be paid to the Town Collector whose address will be furnished by the County Treasurer on request.

CLARENCE A. SMITH,
Director of Finance.

THE CHATEAU

Monroe Ave. at the Twelve Corners

Rochester's
only
New York
Nite Club

**DINE-DANCE-DRINK
EAT -- BE GAY**

**3 BIG SHOWS
EVERY NIGHT**

THE NORTONETTES
(Rockettes Only Rival)

VERNE WILCOX
(Dance Acrobatic)

PALMER SISTERS
(Rhythm and Hawaiian Dancers)

DEAN and MARTIN
(Meet The New Papa)

"TORCHY" MONA
(Our Songstress)

MITZI WAYNE
(Mistress of Ceremonies)

ALICE ST. JOHN
(Tap and Toe Tattoo)

Sorry...
Three hundred reservations for Friday night has about taken our capacity and we will be unable to satisfactorily accommodate the general public for this one evening. We suggest that you postpone your visit to Saturday or take advantage of our special Sunday prime with the complete floor show.

BERGHASH

ROCHESTER'S LARGEST LIQUOR STORE

Famous for Fine Wines and Liquors

SPECIAL SALE OF FINE WINES & LIQUORS

Special Purchases! • Special Reductions!

Every Drop
4 YEARS OLD
90 PROOF

**This
Thorobred
Silver Rose**

4 Years Old, Aged in charred oak barrels.

Reg. Value \$2.09

\$1.99

FULL QUART

WORTH \$2.09... a smooth, delicious bourbon of excellent quality—aged for 4 long years... 90 proof. Many of our customers who have tried this whiskey will welcome this exceptional money saving sale.

HIGH RANK
BLENDED WHISKEY Quart **\$1.39**

EXTRA! 100 Proof
OLD BROMLEY **GIN** **\$1.45** Quart

3 YEARS OLD
**BRIARWOOD RYE
WHISKEY**

REG. \$2.38
VALUE **\$1.84**

FULL QUART 32 Oz.

Straight rye at this age and price is an outstanding value. Followed by aging three years in charred oak casks—90 proof.

EXTRA! CHATEAU BRISAC SPECIAL!
100% Pure California Wine
LOWEST PRICE EVER

Regular \$1.69 Value!
\$1.19 GALLON

SHERRY
PORT
TOKAY
MUSCATEL
ANGELICA
BURGUNDY
MADIERA
CLARET

Half Gallon 79c

IMPORTED! 10 YEARS OLD!
KINTORE
BLENDED

SCOTCH WHISKY

Case 12 BOTTLES **\$2.69** \$3.30 VALUE
\$30.50 FIFTH 25.6 oz.

WORTH \$3.39. A fine mellow blend of 100 Scotch whiskeys... all over 10 years old... that is very popular with our customers. At this extremely low price for the first time... 86 proof. Quantities limited! Distilled and Bottled in Scotland, Imported by Schenley Corporation.

SAVE WHEN YOU BUY
3 FULL QUARTS **\$4** WORTH \$1.75
CREAM-O-GRAIN **\$1.39**

STRAIGHT BOURBON
Our Biggest Selling Whiskey CASE \$15.25 Single Quart

A DELICIOUS
APPLE BRANDY
2 1/2 YEARS OLD
Made only of choice apples
OLD MILL **\$1.59** Qt.
90 Proof \$2.00 Value

RENAULT WINES
Regular 79c Values
2 BOTTLES **\$1.00**
LARGE 25 OZ. BOTTLES
\$2.25 Special **\$1.75** GAL.

STRAIGHT CALIFORNIA
BRANDY **\$1.29** 5th
Large Bottle

Gold Cross
Sloe Gin
Pint **83c**

LONDON INN
DISTILLED DRY
GIN **\$1.00** 90 PROOF
Reg. Value \$1.39 25.6 oz. Bottle

Queen Victoria
100% Scotch Whiskey
A Fine Blend of Highland Whiskeys
\$2.69 VALUE **\$2.09** Fifth

BERGHASH

124 CLINTON SO. NEXT TO LOEW'S

PHONE MAIN 786
Free Parking Opposite Store—Free Delivery

MAIN Near Clinton
Go first to Neisner's
5c to \$1.00 Stores

FINAL - CLEARANCE!

ON ALL REGULAR MYERS

\$4 and \$5 *Wonder Arch* SHOES for WOMEN

\$1.95

WIDTHS AAA-AA-A B-C-D-E EEE

● BLACKS
● BROWNS
● WHITES

FINAL SALE PRICE

PICK OF THE SEASON'S...

SPRING BEAUTIES
for Smart Women

Patent · Apricot · Blue · Japonica

\$1.98

VALUE YOU WON'T FIND ELSEWHERE!

36 Exciting Styles

SWEETHEART PUMP
SANDAL
PEEK TOES-OPEN HEELS
SMART DRAPES-PUMPS
SANDALS-TIES, KID
OR GLEAMING PATENT.

MESH CLOTH

ZIPPER ZEE

GET READY FOR EASTER

**MISSE'S - CHILD'S
PATENT LEATHER
OR WHITE KID
SLIPPERS**

Sizes 8 1/2 to 2

87c Styled Like Big Sisters

PATENT OR WHITE

**WE MADE A REAL BUY ON
THESE NEW WHITE BARGIE
CREPE SOLE OXFORDS
FOR COLLEGE GIRLS**

\$1.67

White Tan Elk

SALE PRICE

**MOTHERS! Look At This Value
Crepe Sole**

SPORT OXFORDS
For Boys And Girls

Lowest Price in All Rochester

\$1.00

SIZES TO BIG 3

SALE PRICE

REAL VALUE!

**MEN'S STYLE HIT
Bargies**
Smart Square Toes
Thick Crepe Soles

\$1.98

ONLY BROWN OR BLACK
★ EXTRA THICK CREPE SOLES
Real favorites on the campus and with smart dressers everywhere.

HARRIS NUSBAUM

Fashions For Women and Children
At Outstanding Savings!

STORE HOURS

OPEN: THURSDAY UNTIL 9 P. M.
FRIDAY 9 A. M. TO 6 P. M.
Saturday Night 6:30 P. M. to 10 P. M.
ALL OTHER DAYS:
OPEN FROM 9 A. M. TO 9 P. M.

BOYS' SUITS

For School-Easter-Confirmation

Tweeds, Cashmeres, Cheviots... fine materials beautifully tailored in the smartest young men's styles. Some have 2 knickers... some have one long trouser and one knicker. Sizes for the boy 8 to 16.



Featured
Selections Of

\$6.95

and

\$8.95

BOYS SWEATERS

\$1.00 to \$1.95

BOYS SLACKS

\$2.00 to \$3.49

TOPCOATS

For the Little Man!
Size 1 to 8!

\$3.95 to \$6.95

Pre-Easter Sale of NEW DRESSES

Here are the pretty frocks that are stand-out leaders in the spring style parade. Daytime silk prints and lovely colors in the most important styles... Basque... Boleros... Twin Waist-lines... Swing Skirts... the variety is endless... the values are superb at this low price.



\$3.95

SIZES:
12 to 20
38 to 50

Dress Up For The Easter Parade!

This year let Harris Nusbaum lead you to money-saving values on smart new wearing apparel for every member of the family. There's a reason for Nusbaum's lower prices! Our low rent location means greater savings for you. That's why Nusbaum's is ROCHESTER'S LARGEST DEPARTMENT STORE off Main Street.

Easter VALUES

ON SALE Starting Tonight At 6 P. M.

Extra Special!

THE HIT STYLE OF THE SEASON

COATS

\$10.95 and \$15.95



Proving again that it's HARRIS NUSBAUM for extra value. Only a big store with low overhead can bring you coats of this quality and style success for such reasonable price. Everything that's BIG NEWS in fashion—including...

- DRESSY SWAGGERS
- REEFERS
- SPORT SWAGGERS
- FITTED, COLLARLESS
- CAMELS HAIR, Etc. Etc.

SIZES
For MISSES'
and WOMEN

BE WELL SUITED — and be well
pleased with price and quality!

MAN TAILORED SUITS

In Fine Worsteds

Special **\$10.95**

For Sport Wear

Mix 'Em or Match 'Em!

\$6.95

The Kind That Cost
More Elsewhere!



JACKETS

\$2.95 and \$3.95

SKIRTS... \$1.85



COATS For Girls of Every Age

At Savings You Will Appreciate

\$5.95

\$7.95

Sizes 1 to 4, 4 to 6 1/2,
7 to 12, 11 to 16.

\$9.95

\$12.95

Shetlands
Coveralls
Twills
Bouclés
Sport Fabrics
Pin Stripe Tweeds
Basket Weaves

Navy
Tea Rose
Copen
Royal Blue
Tweeds

Princess Lines
Flare Skirts
Reefers
Nipped Waists, etc.
Some with lace trim collars
and velvet collars.

Models shown are sketched di-
rectly from stock but they are
only a few of the wonderful
styles now on display in our
vastly complete collections.



Above, left to right:

1—Junior Miss Reefer in Navy Blue. Without question the season's great-
est style success executed in junior
sizes for the girl who must be fash-
ion right. Sizes 11 to 16. \$9.95 Hat,
\$1.95.

2—High school favorite. All-Wool Shet-
land coat in Copen or Roseberry.
Complete with shoulder strap bag.
Sizes 7 to 14. \$5.95. Hat, \$1.00.

3—For the little tike. Navy blue Coat
and Hat set in sturdy twill. Detachable
lace collar and cuffs. Sizes 1 to 4 1/2.
\$7.95.

4—Little playmates will like this Navy
Twill Coat and Hat Set. It has a tea
rose collar for contrast. Sizes 4 to 6 1/2.
\$7.95.

5—Any particular miss will be proud of
the all-wool Shetland Coat and Hat Set.
In Roseberry or Copen. Sizes 4 to 6 1/2.
\$7.95.



Above, Swanky double
breasted all wool
Shetland Reefer. This
model in the wanted
Navy, Copen and
Rose. Sizes 7 to 14.
\$5.95.
Hat \$1.00

Above, Classic Princess lines
lovely Cover Cloth, Copen or
Roseberry. Sizes 7 to 14. \$12.95.
Hat, \$1.00.

HARRIS NUSBAUM

THE COMPLETE APPAREL DEPARTMENT STORE.

221-229 JOSEPH AVE. AT KELLY ST.

le!

arel
rent
EST

ES

6 P. M.

Girls of
y Age

eciate

assortment of
and value in every
ange.

\$12.95

Navy
Tea Rose
Copies
Royal Blue
Tweeds

nes
ists, etc.
lace trim collars
collars.

on are sketched di-
stock but they are
of the wonderful
on display in our
complete collections.

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. 22

ROCHESTER, N. Y., THURSDAY, MARCH 30, 1939

10

74,300 COPIES DELIVERED

Here, There and Yonder

By CRAY REMINGTON

When Harold S. W. MacFar-
lan, or somebody, revamps the
local transit system, if ever,
the first knot to be untied should
be the traffic snarl in St. Paul
Street at the city-ironed-out
line. Here, where the R. W. &
O. division, N. Y. C. branch,
crosses, the street narrows,
and the congestion is trebled
by parked cars, often blocking
driveways to residences.

Through motor-
ists, besides
driving two
railroad crossing
hazards,
must thread
their ways
through the narrow lane made
by parked motorcars and this
is made thrilling, even danger-
ous, at the high speeds many
motorists drive.

The motorcars are parked
there because the city boundary
is the trolley fare dividing line
and persons who would save a
nickel leave the trolleys there
and ride the remainder of the
way in autos, either in their
own or with friends.

The situation can be remedied
in several ways without incon-
venience to anybody. The
obvious cure would be for the
trolleys to adopt a single fare
for both Ironed-out and Mac-
Farlan, as obtains on the Lake
Avenue line, and to remove the
tiny shed, which answers to the
name of waiting station. Another

WPA Head Approves Firings

Discharge of Francis H. Car-
roll and W. Robert Klingenberg,
supervisory WPA officials in
this area, has been approved by
Col. F. C. Harrington, WPA ad-
ministrator, but the action of
the WPA head will not close the
case so far as Carroll and Kling-
enberg are concerned.

Carroll and Klingenberg
charged that they were fired for
refusing to discharge a number
of Republican foremen on orders
from Robert G. Hoffman, Ro-
chester WPA area director, and
carried their case to Washing-
ton.

Col. Harrington said that an
investigation conducted by R. C.
Brannon, regional director, sta-
tioned in New York City, failed
to substantiate charges made by
the ousted officials.

"The action of the area direc-
tor in discharging employees who
failed to carry out the instruc-
tions which he had full authori-
ty to give appears to me to have
been justified," Colonel Harring-
ton said, "and in the absence of
additional evidence to support
the charges made by Carroll and
Klingenberg, the Washington
office proposes to take no fur-
ther action in this matter."

POST BACKS PLAYGROUNDS

A resolution approving the
transfer of Wilson Park to the
Board of education was unan-
imously adopted at a meeting of
Grouch-Doud Post No. 600, Vet-
erans of Foreign Wars, Monday,
and forwarded to the City Coun-
cil.

Rochester on Parade *** By W. L. James



Werndle And Levy Open Electrical Shop

Walt Werndle and Jerry Levy
have opened an electrical repair

shop at 834 Atlantic Avenue.
They are equipped to handle any
kind of job and will specialize
in house wiring.

SORORITY TO MEET
Delta Psi Omega Sorority will
have a social evening Friday in
the home of Mrs. Doris Roeper,
West Main Street.



JIMMIE FIDLER in Hollywood

HOLLYWOOD. — I've been entertaining an old-time Holly-
woodite, who, for the past ten years, has been living in England,
completely out of touch with things cinematic. He's duly im-
pressed by the swank new studios which have been built in the
interim and delighted with our progress in beautifying Filmville
— but he's disgruntled because we are no longer colorful.

"Where," he demands specifi-
cally and bitterly, "are the lavish
parties the stars and directors
used to give? These things they
call parties nowadays have no
more oomph than a small town
quitting bee!"

He's right, but I'm afraid his
complaints will fall on deaf ears.
The fact is that the stars no
longer stage multi-thousand dol-
lar parties because they are
AFRAID to—afraid of public re-
sentment. They remember too
vividly the ultra-swank premiere
of a Charlie Chaplin picture—
and the outspoken threats from
the crowd of "have-nots" who
stood outside the ropes and
watched the parade of jewels
and sable. And they remember
the extravagant party given by
Kay Francis. About four years
ago, she leased an entire estate
and offered all the nobility of
cinematoland a "blow-out" that
equaled anything in the Arabian
Nights. Kay received bombing
threats through the mail, and
armed guards gave that party a
very grim touch.

Hollywood would like to spend
as lavishly as ever, for its saner
citizens realize that spending
benefits business, and many stars

Seek Slant Concerning Sales Tax

Prominent Republicans will
gather informally tomorrow
evening at the Rochester Club to
take inventory of the party's
work in the state. Monroe
County representatives in the
Senate and Assembly will be
present to tell what they have
been doing at Albany.

One of the principal items of
discussion will be the state sales
tax, which has been persistently
and energetically advocated by
Thomas E. Broderick, former
GOP county chairman.

While many powerful Republi-
cans have kept in the back-
ground in discussions of a sales
tax, it is known that practically
every party leader believes that
this measure is inevitable as a
means of helping carry the in-
creasing relief load.

It is expected that sentiment
on the sales tax will be asked
from the doctors, lawyers and
merchants who are to attend
Friday's meeting. And party
leaders are particularly interest-
ed in the reactions of merchants,
some of whom are disposed to
view a sales tax with alarm.

Truckers Ask License Under New PSC Rule

Documentary evidence to
prove truckmen were in business
prior to February 1, 1938, en-
gulfed Acting Examiner Abra-
ham Wabnick of the New York
Public Service Commission here
as truckers and trucking corpo-
rations attempted to prove
"grandfather rights" under new
PSC regulations.

No Trick

Many Sun readers and
advertisers have asked us
about the "trick" page
that appeared in last
week's issue. It wasn't a
"trick," but a mechanical
achievement never before
tried in Rochester and
made possible by the
Sun's facilities. The Sun
is being talked about

Factory Distributor's Introductory SALE to the Public!

UNIVERSAL COOLER

1939's Greatest ELECTRICAL REFRIGERATOR Value!



BE among the value-wise who attend this gala opening of Rochester's
newest and most complete electrical refrigerator store! See how our
direct-factory connection makes it possible for you to SAVE \$30.00 to
\$65.00 . . . and still enjoy the most convenient of payment terms. Come
in . . . compare Universal Cooler with the BEST of the rest . . . and
you'll know why it's THE electrical refrigerator value of 1939! Over 75
refrigerators to choose from . . . Rochester's largest single store stock.

This Big Master Model
6 CUBIC FOOT
SIZE, ONLY **\$119.50**

**FREE
SOUVENIR**
Our opening gift to
you . . . FREE to all
visitors TONIGHT,
TOMORROW and
SATURDAY! We are
open until 9 P. M.

A Cool Savings of \$30.00!
...and Just Look at These Features!

- UNIVERSAL COOLER Master Models incorporate many of the features
usually found only in expensive deluxe refrigerators!
- ★ APPROVED BY GOOD HOUSEKEEPING
- ★ MEAT CONSERVER COMPARTMENT
- ★ ENDURING ALL-STEEL CONSTRUCTION
- ★ 16-POINT TEMPERATURE CONTROL
- ★ SLIDING SHELF AND INTERIOR LIGHT
- ★ 11½-SQUARE FEET OF SHELF AREA
- ★ FAST ALUMINUM FREEZER
- ★ CURRENT-SAVER UNIT

**OVER HALF-MILLION UNIVERSAL
COOLERS IN USE RIGHT NOW!**

Compare With Others Costing \$50.00 More!

**MADE BY THE WORLD'S LARGEST
EXCLUSIVE MANUFACTURERS
OF ELECTRIC REFRIGERATORS!**

Beautiful, Practical and Economical!

5-YEAR PROTECTION PLAN!

Exactly the same protection warranty that you get with
electrical refrigerators costing as much as \$200.00!

Come Down Tonight . . . See For Yourself!

**\$5 DOWN LESS THAN
\$1.00 WEEKLY**

**OPEN
EVERY
EVENING**

SMITH & HIRSCHMANN INC.

UNIVERSAL COOLER
Distributor for 10 Counties

79 STATE ST.

Corner Church Street
Just A Block from Main

SEMET SOLVAY COKE
THE NUMBER TO CALL
GEN. 586
FOR THAT BETTER COKE
ALWAYS KEPT UNDER COVER
PAYNE & DUNHAM
Established For Over 25 Years

GO TO CLARK'S
ROASTING
CHICKENS FOWL
MARKET HEADQUARTERS FOR FINE MEATS AT BIG SAVINGS
25c lb.
Veal is at its best this season of the year. Quality is good. The price is low at Clark's.

Veal Leg or Rump. **21c** lb.
Veal Cutlets Best Cut. **33c** lb.
Veal Roasts Shoulder. **17c** lb.
Veal Breast With Pocket. **15c** lb.

BACON **23c** lb.
HAM **39c** lb.
BEEF ROASTS **16c** lb.
CHICKEN CUTS Buy What You Want of the Cuts You Prefer
Legs **35c** lb. Wings **23c** lb.
Breasts **41c** lb. Necks **15c** lb.
Livers **45c** lb. Giblets **19c** lb.
1108 MONROE AVE. 906 NO. GOODMAN ST.
MONROE 2784 CULVER 4870 Near Bay
We Deliver Orders of One Dollar or Over - FREE PARKING

Buses Start Runs On Three Lines

Three new bus services for the convenience of more than 50,000 city and suburban dwellers have been placed in operation by the Rochester Transit Corporation, under the supervision of Railways Commissioner Harold S. W. MacFarlin.

Traffic Bureau Gets New Cars

Two automobiles have been added to the Accident Prevention Bureau patrol in addition to the two white cars already in service.

Probation Chief Asks Increase In Officers

An increase in the number of county probation officers, as well as funds in the department, was urged by Abram N. Jones, chief probation officer, speaking before the Chamber of Commerce Crime Prevention Committee.

Unnecessary Finesse Trips 'Cold' Seven-Heart Contract

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

By VIRGINIA LEVY
Time after time I have written on the subject of avoiding finesse whenever a better line of play offers itself.

South became the declarer at a contract of seven hearts. West opened the queen of spades, which declarer won in the dummy with the ace. After drawing trumps, South next played his king of spades, returned to his own hand with a trump and discarded his last spade in the dummy on the ace of clubs.

Declarer's line of reasoning was entirely wrong on this hand. He had the choice of two different lines of play at his command. He could either play East for the queen of diamonds, or hope for a three-two diamond break.

Two Choices
If he selected the first method of play, it would be necessary for the east hand to have the diamond queen, regardless of the distribution of the suit. If, on the other hand, he decided on the play for the break, it would make no difference which hand had the queen, as long as the cards were distributed three-two. It would seem, therefore, that the second line of play had a decided advantage over the first.

After winning the first trick with the ace of spades, declarer should draw trumps, winning the second one in his own hand. His ace and king of clubs must next be played, on which he must discard two of dummy's small diamonds. The ace of diamonds is then led and a small one followed. This is won by the king, after which another diamond is ruffed in the dummy. The queen, of course, falls on this trick, and declarer's jack becomes a discard for dummy's losing spade. Played in this manner, the hand makes seven.

"Hand Woven Real Life Stories in Rhyme"
By MAUD TILLIE
—an ideal gift book for Shute-In
50c a Copy
Sent postpaid to any address on receipt of 50c
Mrs. Preston J. Clark
STERLING STATION, N. Y.

GENERAL COUNTY TAXES Payable in 1939

Monroe County Treasury
Rochester, N. Y.—January 2, 1939
The assessment rolls for the general county tax levied in 1938 and payable in 1939 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 13 of Chapter 441 of the laws of 1938.

FEES WILL BE ADDED AS FOLLOWS:
All of January without fees.
February 1st to 28th, inclusive, 1 per cent.
March 1st to 31st, inclusive, 2 per cent.
April 1st to 14th, inclusive, 3 per cent.

After April fourteenth, said addition of 3 per cent and also fees and penalties at the rate of 8 per cent per annum.

In case of default a warrant will be issued for the collection thereof according to law.

On August 1st an additional fee of \$1.50 for advertising will be charged. On the 15th day of August, a list of all unpaid taxes will be published. On the 30th day of August all unpaid taxes will be sold, and can be redeemed only by paying advertising and sales charges, with interest.

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 for bill. 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 1st, but should be paid to the Town Collector whose address will be furnished by the County Treasurer on request.

CLARENCE A. SMITH, Director of Finance.

Blackwood Seeks Supervisor Job

Plans for a Republican primary contest in the Third Ward next September gained momentum with an announcement that William E. Blackwood, former leader, would oppose Leo T. Minton for the Republican nomination for supervisor. Minton is the present supervisor.

J. Edward Stear is scheduled to run with Blackwood for constable.

Blackwood is identified with the insurgent R-publican movement of former Mayor Lester B. Rapp, who is organizing for an independent ticket in the general election following the primary.

New Burlesque Bill At Embassy Theater

Hazel Miller, a statuesque beauty, is one of the principals in "World's Fair Revue", new burlesque attraction at the Embassy Theater.

Four shows are scheduled daily and Sunday.

FINE QUALITY OAK LEATHER HALF SOLES
attached **75c**
All work done by expert shoe rebuilders. We use only the finest materials! All soles sewed on—no nails used. Compare the work! Compare the workmanship!
SERVICE WHILE U-WAIT
Shoe Repair Dept. in Basement
LINCOLN'S 118 Main St. East Corner St. Paul

Dress up Your Windows it's Spring
Welcome Spring sunshine into your home with fresh new crisp curtains. A complete array of clever new styles in every color and color combination. See our displays now. Prices are lower.
COTTAGE SETS
Styled For Spring
59c To \$3 pr.
We also handle a complete line of bed spreads, shower curtains and bath towel sets.
Our Motto: You must be pleased or your money will be cheerfully refunded.
ROCHESTER CURTAIN SHOP
(Rochester's Newest Curtain Store)
134 CLINTON ST. IN LOEW'S ROCHESTER STONE 5616 THEATER BLDG.

Metzger's Has Made It Easy For You To Step Out In Style This Easter!

New Untrimmed Coats

WE OFFER A COMPLETE COLLECTION OF EVERY NEW FABRIC AND FASHION... WITH THE ADDED CONVENIENCE OF A METZGER CHARGE ACCOUNT

\$14.95

THE METZGER METHOD OF PAYMENT
Choose the method that best suits your need.
DIVIDED PAYMENTS... A small amount each week—
3 MONTH PLAN... pay one-third monthly.
REGULAR 30 DAY CHARGE ACCOUNT
No matter what method you choose... the price remains the same... one low cash price.

SPRING SUITS
Correct In Every Detail of Style, Material and Price
All the season's newest two and three piece suits including man tailored
Suits starting at **\$9.95**

METZGER'S Style Shop
32 - 34 MAIN STREET EAST

Buy DIRECT from This Factory and SAVE THE DIFFERENCE

Lyons SPRING Sale!

3 PIECE SUITE
FOR THIS BIG
\$89.50
EXACTLY AS SKETCHED!
\$895 Delivers
EASTER SPECIAL!

Nationally Famous INNER-SPRING MATTRESS \$9.95
Just in time for house-cleaning, this biggest mattress special of the year! Fine inner-spring construction, with real sisal pad, bound edge and in your choice of colors.

LYONS FURNITURE FACTORY
175 NORTH WATER ST.

LEATHER
COLES
5c

Windows
ring

SETS
\$3 pr.
SHOP
ONE 5616

A TRIAL
WILL CONVINCE YOU
TRY A TON
OF SCRANTON
HARD
COAL
EGG
STOVE
NUT **\$8.95**
TON
COKE \$8.50
TON
PEA COAL --- \$7.95
CENTRAL
COAL CO.
5 LUNDYS LANE
STONE 4886

Music School Club Will Present Comedy

"Accent on Youth," a comedy, will be the offering of the "Q" Club of the Eastman School of Music Saturday at 8:30 p. m. in Kilbourn Hall.

Robert S. Duke is directing the cast, which include Miss Florence Porter, Miss Mary Louise Hargis, Miss Olive MacLaury, Melvin Bartell, Darrell Peter, Franklin Funk and Victor DeFosse.

Dorcas Church Unit To Hear Mrs. Denison

Dorcas Circle of Monroe Avenue Methodist church will sponsor a lecture by Mrs. Rhoda Denison at 2 p. m. tomorrow in the church rooms. Following the talk on "Outdoor Adventures for Women" tea will be served.

Mrs. Roy Broomfield is chairman of the group planning the event. Mrs. Thomas McLeod is in charge of decorations. Mrs. Herbert Soule heads the refreshments committee and Mrs. Fred Goodell is in charge of tickets.

Federal Bar Admits 4 Rochester Lawyers

Four young Rochester lawyers have been admitted to practice at the federal bar by Judge Harold P. Burke at a special term of U. S. District Court here.

Those admitted: Arthur T. Stern and Daniel Kennedy, both sponsored by W. Clyde O'Brien; Joseph Farbo, sponsored by Rudolph F. Napodano, and John J. Moore, sponsored by Jonas P. Rabin.

Army and Navy Union Forms New Garrison

First step in creation of the Army and Navy Union was taken this week when the charter application of the 10th Ward Garrison was made by Major W. Earl Smith and Alvin Pfahl, provisional commander and vice commander, respectively.

There still remain five vacancies on the charter application which can be filled by any ex-service man who wishes to call Pfahl at his home, Glenwood 5147.

Public Aid Asked In Cleanup Drive

With an eye to the expected tourist trade en route to the World's Fair next summer, Public Works Commissioner William H. Roberts yesterday appealed for civic support on a cleanup campaign.

City crews are working downtown to clean streets and shortly will penetrate the outlying regions, Roberts said, in asking householders to clean yards of winter debris.

Rochesterian Aids Music Cyclopedic

Work of Raymond Diamond, 62 Alliance Avenue in contribut-

ing to and doing research work for the International Cyclopedic of Music and Musicians, recently published, has been acknowledged by critics.

Diamond contributed a special article, "Collections of Musical Instruments," and is credited with the bulk of the research work for the biographies of

American composers. The work, published by Dodd, Mead & Co., covers articles on all forms of music, including theory.

Fruit trees planted last year beyond the Arctic Circle have withstood the rigors of polar winter, it is reported in Moscow, Russia.

GENUINE
ROGERS
SILVERWARE
Almost A Gift!
A Savings Offering So Startling You'll
Want An Entire Set!
**For Full Details Watch the
ROCHESTER SUN**

Again SIEBERTS Lead!

IT'S "A MIRACLE" VALUE!

AN ODIN Beautyrange
With OVEN HEAT CONTROL **\$49.95**

BUY ON
SIEBERTS
SENSATIONAL
**PIN
MONEY
PLAN**

—PAY ONLY—
75c
—A WEEK—
IMMEDIATE
DELIVERY



**THIS BIG GAS RANGE
SENSATION Featured
ALL THIS WEEK**

ROCHESTER'S
LARGEST STOCK
OF
ODIN
BEAUTY RANGE
NOW ON DISPLAY
PRICED FROM
\$42.50 TO \$139.50

This ODIN Beautyrange can not be surpassed for its glistening beauty or its highly efficient operation. No range at the price offers so many of the major conveniences that mean so much to every woman. Has white porcelain enamel body and blue-black speckled porcelain enamel linings. Automatic top burner lighter. Wilcolator oven heat control. Large oven insulated with Rock Wool. Roll-out broiler below oven. Utility drawer. Hurry for this!

OPEN
EVENINGS

SINCE 1888

FREE
PARKING

SIEBERTS

ST. PAUL and ANDREWS ST.

It's Thrift Time at Your Easter Store



The Newest Versions
of the
Smartest Styles in

DRESSES

3.98

- Redingotes
- Boleros
- Prints

Glorious new prints under fitted coats and short boleros... sport frocks with jackets. Sizes 14 to 52.



Fifth Ave. Hat Hits

- Sailors
- Bonnets
- Tams
- Peaked Crowns

1.59

Shiny, stiff straws, with crisp colorful veils... sport felts bright and gay. All sizes.

LINCOLN'S

Now every woman
can dress like a
1939 fashion plate

Sale!

Easter

COATS

9.95

- Reefers
- Box Coats
- Tweeds

Collarless reefers... rough wool tweeds... full, box coats. Tiny clipped in waists and padded shoulders. Sizes 14 to 44.



It's the **LITTLE THINGS** that make Easter a **BIG Success**



NON-RUN Tested

SILK HOSE

Six of our own girls wore these hose for 18 days without a run... test them yourself. They're crepe finished... they're runproof.

49c



Copies of
BIG SISTERS' COATS

For the 4 to 14 yr

5.98

Fitted wool tweeds with velvet collars coats with matching pockets and berets. 14 new colors to select from.

Genuine "FOWNES" leather trim
Fabric GLOVES

as seen in Vogue
Smooth fabrics leather trimmed in gauntlet styles. Contrast them or match them.

\$1

Easter BLOUSES
in organdies and crepes

Crisp organdies with baby tucks, colorful crepes to wear with suits and skirts. Sizes 34 to 40.

\$1

Every size (1 to 16)
Every new style in

GIRLS' DRESSES

- Sheers
- Percales
- Prints

\$1

Sheer, pastel prints and colorfast percales tailored or with wide gored skirts and lovely lace trims.



The Best Values and largest assortment ever in—**MEN'S TIES... 50c**



The most uniform broadcloth made
King Phillip White Broadcloth

MEN'S SHIRTS

Expertly tailored with non-wilt collars and full, roomy sizes. Hundreds of patterns in sizes 14 to 17.

\$1

They're insured for 1 year
Boys' "Sir Richard Jr." fancy
DRESS SHIRTS

They'll stand many a tubbing, colorfast percales with stand up collars. Sizes 8 to 14½.

79c



Put Your Best Foot Forward in **LINCOLN SHOES**



Famous "Campus Jr."
Children's Shoes

Barge oxfords, little tongues and patent straps in sizes 8½ to 2.

1.29



Boys' Ped-O-Meter
Goodyear Welt
Shoes

Triple soles and sharkskin tips. Black and brown, in sizes 2½ to 6.

1.94



The last word in comfort
Arch-Protector and Arch-Flex Health
Shoes

Soft, flexible kid leathers in all widths and sizes.

\$2



The shoe sensation
La Conga Leather
Sandals

Woven leather sandals in solid or 2-tone combinations

\$2

MAIN ST. E. cor. ST. PAUL

SPECIAL PURCHASES SALE

1143 New Spring Hats

Made to Sell for \$2 and \$3 **\$1.00**

Made to Sell for \$4 and \$5 **\$1.98**

On Sale in Vanity's Thrift Dept., Second Floor

Vanity MILLINERY
48 E. MAIN At Front St.

MAURICE D. ROFFE, Inc.
LINEN SHOP
205 MAIN STREET EAST
Next Door To Davids

Gigantic Sale!

CLIP THESE COUPONS AND SAVE!

COUPON
54x45 Novelty Luncheon Cloths
Reg. 75c
With Coupon **25c**

COUPON
Hand Made Cross Stitch LUNCHEON or BRIDGE SETS
Reg. \$2.00
With Coupon **\$1.00**

COUPON
Chenille FACE CLOTHS
Reg. 8c
With Coupon **8c**

COUPON
Full Size Madeira Style PILLOW CASES
Reg. \$1.00
With Coupon **50c**

COUPON
54x34 Bisco LINEN LUNCH CLOTH SETS
With 6 Napkins
Reg. \$2.00
With Coupon **85c**

FREE! Souvenirs To Our First 10 Customers Tomorrow Morning. Be Here Early! **FREE!**

Easter APPAREL FOR THE WHOLE FAMILY!
At Prices Every Family Can Afford

Dollars go twice as far down here at Joseph Avenue's Bargain Spot! Come down tonight... see how you can outfit the whole family for Easter... and still have money left over! ITKIN sells for less... and proves it on every purchase.

It Will Pay To Come To ITKIN'S!

GIRLS' ALL-WOOL NEW SPRING COATS
Brand new tweeds, in colorful Reffer and Swaggar styles. Sizes 3 to 6. Sizes 6 to 12, \$4.95 to \$6.95. **\$3.95** \$5.00 Value!

LADIES' ALL-WOOL SKIRTS
New Flannels, shetlands and Alpaca... in most fashion-favored colors. Other new skirts at \$2.95. **\$1.95**

GIRLS' CINDERELLA HATS
Fashion's newest straw and felt in a grand variety of Spring styles. Sizes 20 to 22 1/2. **95c**

CLEVER NEW STYLE BLOUSES
Bright silks, shantung and tailored cottons in sizes 22 to 40. Others as low as 40c at ITKIN'S. **95c**

NEW CHILDREN'S BLOUSES
Pretty little styles that stand a lot of washing. All colors, in sizes 2 to 14. **69c**

INFANTS' ALL WOOL SPRING COATS
Bright garments for little kiddies in Navy, Royal Blue, etc. every one all wool! Values to \$1.95 to \$3.95. **\$2.95**

BOYS' SANFORIZED SHIRTS
Swanky square collars, blue, white and red. Real San-Browne knit. Usual \$2.50 value! **\$1.50**

JOSEPH AVENUE BARGAIN SPOT

L. ITKIN DRY GOODS
Outfitters for the Entire Family
365 Joseph Av.
Open Every Day & Evening
MAIN 482 CORNER BUCHAN PARK

Refrigerator Distributors In New Store

Smith and Hirschmann, Inc., newly-appointed distributors for the Universal Cooler electrical refrigerator, today opened their retail store at 79 State Street, at the corner of Church.

Arthur W. Hirschmann, president of the firm, brings to the business a wealth of electrical appliance experience. For the last twenty years he has been associated with distributors and manufacturers in appliance sales.

The firm's appointment as distributor for Universal Cooler represents the achievement of a lifelong ambition to bring to the public an electrical refrigerator that represents the ultimate in practical, convenient service without the penalty of a fancy price.

Raymond L. Smith, the firm's secretary and other active partner, is widely known in Rochester, having previously operated a retail coal business.

All persons who visit Smith and Hirschmann's State Street store during the opening this week-end will be presented with a souvenir commemorating the occasion. The store will be open every evening until nine o'clock.

Remington:

(Continued from Page 1)

would be to make the fare line—St. Paul Boulevard residents must pay more than the fare charged Lake Avenue riders at the Circle, at Veterans' Memorial Bridge, where there is more room and where motorists, of necessity, must slacken speed, or else.

Still, judging by precedent, nothing will be done about it until one or more persons are killed in major traffic accidents. To date only minor smashups have happened there, with exception of one fatality several years back.

Roy Elliott is missed on evening news broadcasts... The farmers with butter retailing at glut countenances of dairy it's current price, and however in the world are they to make financial ends meet? Answer: They won't. Imagine, if you can, America going to war to save King Carol and Magda Lupescu.

Time works miracles. William J. (Bill) Carey, for years husky, two-fisted boss on contracting jobs, with small armies of men jumping at his commands, once upon a time wore long golden curls, set off with a Fauntleroy attire, which caused his schoolmates to jibe and pick at him as only small boys can.

But Little Bill, who latter became an efficient hustling orator for the Democrats, could be pushed just so far, like Cousin Egbert. One day, after becoming thoroughly annoyed over warranted attacks upon him by juvenile ruffians he let one, a right, go from the ground, catching his detractor on the chin. The general result was astonishing.

One of little Bill's enemies was prostrate and, apparently, would never bother him again. And Little Bill himself felt the strength of a giant seeping into him. He glared around beligerently, his golden curls flopping in the breeze, for more worlds to conquer, until he spied his Dad watching him from the porch of his home "Now, mused Little Bill, "I'm in for it." He remembered, with quaking heart, that his father had warned him not to fight.

"Willie," summoned Pere, "come in the house and go to bed! I'll see you in the morning!"

Willie didn't sleep much, if any, that night, as he pondered on what would happen to him in the morning.

After breakfast, Dad ordered: "Willie, put on your hat and coat and come to the barber shop with me. We'll get those curls cut off and get a regular suit on you and then, I guess, you'll be able to take care of yourself against all comers."

Little Willie, who instantly became the Big Bill, was the happiest boy in Auburn. Like Kipling's ship, he had found himself.

SCHOOL 35 P. T. A.

Newly elected officers of the P. T. A. of Pinnacle School are: president, Mrs. Harry Warren; first vice president, Mrs. Jerome Marking; second vice president, Mrs. E. Turner; third vice president, Mrs. Maurice Osowski; recording secretary, Mrs. S. Paul Reilly; corresponding secretary, Miss E. Rehberg; treasurer, Mrs. Harry Beoff.

Rita E. Ingram, 404 Dix Street, call at 415 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

EASTMAN Fri. Eve., April 14 at 8:20
PAUL WHITEMAN
and His ORCHESTRA
Seats Now \$1, \$1.25, \$1.50, \$2 and \$2.50

Free...!

1939 OLDSMOBILE SEDAN
(From Fincher Motors, 18 S. Union St.)

To Be Given Away By
DAWS CUT RATE DRUG STORES
at These Theatres

**RKO PALACE—CENTURY
REGENT—RKO TEMPLE
CAPITOL**

WED., APR. 5

AUCTION SELLING OUT ENTIRE STOCK of National Linen Shop
98 MAIN ST. E.
FINE LINENS

LUNCHEON SETS
BANQUET SETS
HANDKERCHIEFS
BED SPREADS
TAPESTRIES—LACES
RUGS—SHEETS

BRIDGE SETS
INFANTS' WEAR
TOWELING
PILLOW CASES
RUGS—SHEETS

Everything must go to the highest bidder. No limit—No reserve. We will gladly auction any item upon request.

JOE APPEL—Auctioneer—SAM BETESH

AUCTION STARTS DAILY 10 A. M.

NATIONAL LINEN SHOP
98 East Main St., Near Water
Souvenirs Given Daily

SLIPCOVERS
Custom Made!

8 Pieces Complete
EVERYTHING FOR A

3-Pc. Living Room Suite

Choose from a large assortment of new spring patterns in durable, lined and crash and stripes. Our experts will cut and fit materials in your own home.

Labor and Materials—Everything Complete

SPRING FABRIC SPECIALS!

Fast Color GLOW PEARL Reg. 95c Yd.	59c	50" Yarn Dyed HOME-SPUN Reg. 80c Yd.	49c
Hand Blocked 50" Wide LINENS Reg. \$1.19 Yd.	69c	50" Sun and Tubfast RUFF-TEX Reg. \$1.50	78c
50" Fast Color DUSTITE CLOTH Reg. 98c Yd.	48c	50" Wide Linenized CRASH Reg. 50c Yd.	39c

MILL END SHOPS
71 CLINTON AVE., SO.
PHONE STONE 4787 Opp. J. E. Thompson

Home Bureau Lists Classes

The Council of Chairmen of the Rochester Home Bureau will hold its regular monthly meeting at headquarters, 150 North Plymouth Avenue, on Monday, April 3, at 2 p. m.

Mrs. Henry Rohr will speak on the topic, "We, the Pioneers of the Home Bureau." Mrs. Rohr was one of the charter members when the Home Bureau was organized in Rochester in 1918, and has been an active member ever since.

Following the meeting, the Council of Chairmen will give a tea for members of units which are in the southeast section of the city, with Mrs. Ralph Abell as chairman. This will include Unit No. 49, Junior Afternoon unit, Monroe unit, Pinnacle unit and Thomas Blossom unit.

The new classes are scheduled to begin during the coming week. On Friday, March 31, at 1:30 p. m., Miss Betty Nevins will start a series of six lessons for beginners in effective speech. On Monday, April 3, at 1:30 p. m., Miss Margaret Kemper will begin a series of five lessons on the principles of interior decoration. The series will be repeated on the same dates at 7:30 p. m. for those desiring an evening class.

All city-wide classes are presented at headquarters, 150 North Plymouth Ave. For further information call Main 3640.

Fidler in Hollywood

(Continued from Page 1)

ironies: Fay Bainter, nominated for two Academy Awards this year, and the winner of one, was rejected by a major studio a few years ago—they contended her personality was not "suitable for pictures." It's shuddersome but true—Claude Rains puts mustard on his cantaloupe.

Hollywood's youngest yacht owner is twelve-year-old Virginia Welder, proud possessor of a trim motor yacht. And, speaking of the young star generation, did you know that tough-nut Mickey Rooney is an exceptionally fine pianist. In spite of all the gossip about his love making, George Brent has at least one prosaic interest—he's studying law. Most unusual career in screen history is that of Johnny Weissmuller—he's been starred in every picture he's appeared in, he has played only one character in seven years, and he has drawn salary during all his between-picture layoffs, some as long as eighteen months.

Wonder how many girls who offer up thanks for the boon of bobbed hair know that the tad was pioneered by Irene Castle, twenty years ago? Lya Lys, Warner Brothers' new European import, is a licensed pilot. Small chance of the Preston Foster marriage being wrecked on the shoal of temperament—they live in separate apartments whenever Pres is working in a picture. Ila Rhodes, part Indian, is a natural blonde.

About a year ago, little Marjorie Deane of Brownsville, Texas, won a beauty contest and—like most beauty queens—promptly came to Hollywood to cash in. She spent twelve months knocking vainly at the studio gates and then, with her bank account drained and her courage a bit shattered, finally gave up and took a job selling tickets for a Hollywood theatre.

Just four days later Director John Farrow stepped up to the ticket window, took one look at Marjorie and asked her to call him next day. She did—and he immediately arranged a screen test and gave her an important role in his current picture, "Sorority House." Lady Luck, like most Hollywood glamour girls, is an incorrigible flirt.

The thirteenth of next month is Jane Withers' birthday and a young lady in the Twentieth Century-Fox publicity department has been trying to decide what to buy her for a present. She's thought of books, pets, things to wear and things to play with—and every item considered has had to be rejected for the same reason. Jane already has it; there's really nothing which can be given her that will not duplicate something she already has.

Stop and consider that for a moment—and then accept my assurance that Jane Withers is Hollywood's one absolutely unspoiled child. Now, don't you believe in miracles?

Some years ago, I flew back to Wichita with Gene Raymond. He was air-sick—desperately air-sick—all the way. Remembering that jaunt, I could appreciate the triumph in the wire I received from him today, announcing a happy landing from another long flight. It reads: "Arrived intact including breakfast, lunch and dinner!" (Copyright 1939, McNaught Syndicate, Inc.)

PLAY BINGO
At CENTURY THEATRE

MON., WED., FRI. SAT. 2:30 P.M. MATINEES

WED., FRI., EVENINGS 8:30 P.M.

\$100 CASH DAILY
SPECIAL FRI. \$150.00 IN CASH

FRIDAY! 11 A.M.

EMBASSY
SOUTH AVE AT MAIN ST

ON OUR STAGE IN PERSON
ENTIRE NEW SHOW!
GIRLS! GAGS! GIGGLES!

HURLESQUE

American Womanhood in all its divine beauty! Mirthful comedy capers! Flinking tunes! World's Fair of Entertainment!

4 STAGE SHOWS DAILY AND SUNDAY! OPENING TO 5 P.M. DAILY CLOSING 40

? Are You SHORT OF CASH

Let Us Help You With A
Personal Loan

Every week we are helping those who need money. If you are steadily employed don't hesitate to ask us for a Personal Loan. No red tape! No collateral or co-maker required. You repay us on a convenient monthly basis.

Member of F. D. I. C.

GENESEE VALLEY TRUST COMPANY

Exchange and Broad
THE BANK OF PERSONAL SERVICE

MOTHER! KEEP FOOD FRESHER, MORE NOURISHING

-In the World's First "Cold-Wall" Refrigerator

FRIGIDAIRE WITH THE METER-MISER

Food is on an entirely new principle. Food's vital juices are not dried out. This prolongs original freshness amazingly. Don't buy until you see the revolutionary "Cold-Wall" principle demonstrated. Take 5 minutes now and protect your refrigerator investment for years to come! Do it today! Convenient terms at low as 25c a day.

See Frigidaire's other advanced new models, too. For every need and budget. New low prices for 1939.

Rochester Gas & Elec. Corp.
89 East Ave. Main 3960

Edna Burghy, 171 Union Street, North, call at 419 Burke Building for two tickets to the Army lacrosse game, Friday, March 31.

William E. Krapf, 901 Monroe Avenue, call at 419 Burke Building for two tickets to the lacrosse game at the Main Street Armory, Friday, March 31.

WINS DEBATE HONOR

Edward J. Keenan, son of Mr. and Mrs. John L. Keenan, 840 East Avenue, a member of Georgetown University's Gaston Debating Society has been

chosen on a team that will debate against St. Peter's College, Jersey City, tomorrow.

Edward Zaccor, 21 University Avenue, call at 419 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

16 WPA Clerks Lose Positions

While county officials were before Governor Herbert H. Lehman pleading for his signature to the Slater-Marks law repeal, the Federal Government dealt the new county tax foreclosure practice a costly blow.

Washington shut off the pay of sixteen WPA clerks in the office of Jerry Leonardo, director of foreclosure in the county's land rehabilitation bureau. The amount involved runs between \$1,200 and \$1,500 a month, according to WPA officials.

Whether the sixteen whose services are necessary to checking on town lands in default for unpaid taxes could be transferred to county emergency payrolls remained to be decided. Officials said if county funds could be found, other employees not from WPA rolls would be recruited for the work.

SAVE \$50 TO \$90
ON BRAND NEW 1938 MODEL
ELECTRIC REFRIGERATORS
7 CU. FOOT MODEL AS LOW AS \$119.95
5 YEAR GUARANTEE—LOW AS \$3 A MONTH

BRAUN'S

Stone 122 900 PORTLAND—OPEN EVENINGS

FOR REAL ECONOMY
BURN Deep Mined Hard PENNSYLVANIA
COAL \$9.70 Ton
EGG—STOVE—NUT
COKE \$8.50 TON
PEA COAL - - - \$8.25
PHONE YOUR ORDER NOW—GLEN 5960
LIBERTY COAL CO.
727 DRIVING PK.

Wegman's
Home-Town Food Markets
Home-Dressed
TENDER WHITE MEAT MILK FED
LEGS OF YOUNG VEAL
19c lb.
Wegman's bring down the price of these tender HOME-DRESSED veal legs... the perfect Springtime roast! Serve one for Sunday's dinner!

WITH THIS KEY COUPON
SWEETHEART SOAP
10c SIZE
4 for 13c
(Limit 4)

WITH THIS KEY COUPON
EXTRA HEAVY WAX PAPER
125 Foot Roll
Reg. 25c **9c**
(Limit 1)

WITH THIS KEY COUPON
TASTY YEAST
Regular 5c Each **1c**
(Limit 5)

WITH THIS KEY COUPON
HERSHEY'S MILK CHOCOLATE
Regular 15c **9c**
(Limit 2)

WITH THIS KEY COUPON
CLEANSING TISSUES
Box of 500
Reg. 25c **12c**
(Limit 2)

WITH THIS KEY COUPON
SINGLE EDGE BLADES
Fits Gem Razor
Pkg. of 5 **4c**
(Limit 2)

KEY DRUG STORES
470 N. GOODMAN Near Main
92 E. MAIN Near Water
546 MONROE Near Goodman
CUT RATE

Anticolic NIPPLES
Reg. 8c **3c**

BREWER'S YEAST
Tablets
Bottle of 250
Reg. \$1.00 **49c**

CASTOR OIL
4 oz. Reg. 25c **13c**

NOXZEMA
(Boudoir Size)
Reg. 75c **49c**

SODA MINT TABLETS
bottle of 100 **7c**

PEROXIDE
8-OZ. **5c**

LUCKY STRIKE CIGARETTES
A MILD SMOKE
35c SIZE 29c
60c SIZE 49c

THERAPEUTIC RAY LAMP
Gives Off Deep Penetrating Super Power Infra Red Heat Rays
Excellent for use in conditions such as Arthritis, Lumbago, Cramps, Colds, Sprains, Rheumatism, Insomnia, and Skin ailments where penetrating heat rays are of known value.
Regularly Sold For \$3.50
SPECIAL NOW \$1.79
Never Before Sold at Such a Low Price!

GAINSBORO POWDER PUFFS
Reg. 10c **2c**
(Limit 4)

ELECTRIC SANDWICH TOASTER
Regular \$1.75 Value **98c**

SHOE LACES
Mercerized, Black, White or Brown
3 pr. for **5c**

LUDEX'S COUGH DROPS
2 for **5c**

TODDY
1 Lb. Can
Reg. 50c **24c**

ABSORBENT COTTON
lb. roll **18c**

CUT-RATE SPECIALS! for Spring Housecleaning

WOOL SPONGES Reg. 30c **19c**
Moth Balls or Flakes 12 oz. Box **6c**
WHISK BROOMS Reg. 25c **14c**
PARADISE MOTH CRYSTALS Reg. 80c **29c** lb.
4 for \$1.00
FLYFO Moth Spray Quart Size — And 25c SPRAY GUN \$1.00 Value! Both For **54c**
CHAMOIS SKIN Large, Untrimmed, Soft Regular \$1.50 **59c**

JERGENS ALL-PURPOSE CREAM
with purchase of 100 bottle of JERGENS LOTION for **79c**

AGAROL \$1.00 size **79c**
ANTIPHLOGESTINE reg. 35c **23c**
ZINC OXIDE OINT. 1 oz. tube, reg. 35c **9c**
PABLUM reg. 50c **39c**
JELLY EGGS lb. **9c**
LYSOL reg. \$1.00 **83c**
PARKE DAVIS ALOPHEN PILLS reg. 75c **49c**
SODIUM SALICYLATE TABS Box of 100 **27c**
ANACIN TABS. Box of 50 reg. 75c **59c**
GEM RAZOR & GEM BLADES com. **29c**
BEEF, IRON & WINE reg. \$1.00, pr. size **49c**
CASHMERE BOUQUET SOAP 2 for **17c**

STORK CASTILE SOAP
3 10c Bars and 10c Baby Oil 40c Value
ALL FOR **25c**

WILDROOT Hair Tonic
With Oil
Reg. 35c **17c**

BAYER ASPIRIN
Tabl. Bottle of 100
Reg. 75c **59c**

RIB-END ROAST
PORK LOIN
17c lb.

PRIME SHOULDER
BEEF ROAST
21c lb.

LARGE, JUICY
CALIF. LEMONS
15c doz.

TENDER CALIF.
PEAS FRESH
2 lbs. for **19c**

NEW!
BAKERY TREAT WITH A CASH REWARD
LUCKY PENNY CAKES
29c

FREE FLASHLIGHT WITH 2-PKGS
WHEATIES 2 pkgs. **19c**

2 1/2 CAN PANAMA PACIFIC SLICED
PINEAPPLE can **17c**

WILSON'S TENDER PRIME-STEER
ROAST BEEF can **19c**

WILSON'S TENDER, LEAN
DR. BEEF 2 jars **25c**

WILSON'S DEVILED
HAMS 2 cans **25c**

5-OZ. CAN SMAG CREME
Marshmallow 12 oz. can **19c**

SMALL SIZE CAN 33c, LARGE SIZE
OVALTINE ea. **59c**

5-POUND, 23c HECKER'S
FLOUR 24 1/2 lb. **77c**

HALF-POUND PACKAGE
LIPTONS TEA ea. **39c**

ALL POPULAR BRANDS, LARGE
EVAP. MILK 4 cns. **25c**

FOR LENTEN MENUS
TUNA FLAKES cn. **10c**

FINEST BUTTER MONEY CAN BUY!
LAND O' LAKES
EVERY PACKAGE OF LAND O' LAKES BUTTER CONTAINS U.S. GOVT. CERTIFICATE OF QUALITY!
POUND ROLL
27c
Wegman's
HOME OWNED FOOD MARKETS
Famous For Fine Foods

YOU ALWAYS WANT TO LOOK YOUR BEST THE WHOLE YEAR' ROUND BUT YOU WANT TO LOOK ESPECIALLY SMART



For Easter

There's something about Easter that sets it apart from the whole year. It's a time when men emphasize the importance of dressing up... a time when new clothes are a necessity. Our stock of Spring suits and Topcoats is the perfect answer to this need. See our complete collection. Remember—when you buy at Metzger's, you can just say, "Charge it."

TWO TROUSER SUITS \$29.50

Not just another group of suits... but the town's outstanding collection of smart new patterns and fabrics. Included are the new sport and plain back in both single and double-breasted models. All wool materials in stripes, tweeds and new high shade worsteds so prominent this season.

THE METZGER METHOD OF PAYMENT

Choose The Method That Best Suits Your Need

Divided Payments... A small amount each week.

3 Months Plan... Pay one-third of purchase monthly, 10th of each month.

Regular 30 Day Charge Account.

No matter what method you choose... the price remains the same... One Low Cash Price.

It Takes Only A Moment To Open A Metzger Charge Account

EVERY SUIT INCLUDES AN EXTRA PAIR OF TROUSERS

METZGER'S
32 MAIN STREET EAST

The Way To A Man's Heart

BY IRENE MUNTZ

As the Lenten season draws to a close, ingenuity in serving attractive and different meatless dishes sometimes begins to fail and we search our recipe files in vain for something that will appeal to our families.

However, eggs and most fish have the advantage of combining with many other foods so that the variations obtainable are almost endless. Perhaps you have had occasion to invent some combinations because of leftovers on hand in the refrigerator or canned foods stored on your kitchen shelves. Families often welcome enthusiastically such casseroles and the canned soups as celery, mushrooms and tomato are often a big help in stretching and adding flavor to small quantities of leftovers.

Today's suggestions may offer a few new ideas to serve during the last few days of Lent. You'll find that if you want to vary them the canned soups will offer excellent new flavor combinations.

BAKED FISH STEAK

Temperature: 400 Degrees F
Time: 25 Minutes
1 1/2 lb. fish steak (chopped)
1/2 c. cream of tomato soup
1/2 c. green pepper
salt and pepper

Butter a baking dish and arrange fish on it. Sprinkle with flour and add remaining ingredients. Bake in a preheated oven. This recipe is simple to prepare and grand to eat. You may like to try it with 1 can condensed cream of mushroom soup diluted with 1/2 can milk in place of the tomato soup.

Fish recipes nearly always require a hot oven and cook very quickly. For this reason muffins, biscuits and yeast rolls may be included in the menu for they may be stirred up quickly and slipped in the oven with the fish and will come out to be served

at their piping-hot best. Why not serve hot muffins with the baked fish steak? Baking powder biscuits will be perfect with these crabapple cakes. Slip the fish in the oven and stir up your biscuits. They'll bake nicely in the last 15 minutes of the cooking time.

CRABAPPLE CAKES
Temperature: 450 Degrees F
Time: 20-25 Minutes
2 T. butter
2 T. flour
1 1/2 c. Worcestershire sauce
1 c. milk
salt and pepper to season
1 egg yolk
2 c. crabapple
1/2 c. onion juice
buttered fine bread crumbs

Melt the butter, add flour, sauce, and cook 1 minute. Add the milk and bring just to the boiling point. Add the egg yolk, crabapple and onion juice. Chill and shape into cakes. Roll in buttered crumbs. Arrange on a shallow baking dish and bake until nicely browned.

These are delicious served with or without a sauce. Creamed peas or asparagus would be a grand accompaniment or use one of your canned soups with it.

EGGS A LA KING
1/2 c. butter
1/2 lb. mushrooms
1/2 c. chopped green
1/2 c. chopped green
1/2 c. milk
1 T. cream (if liked)
dash paprika
hard cooked eggs, 1 salt

Melt butter, add washed and sliced mushrooms and green peppers. Cover and cook gently 10 minutes, stirring occasionally. Add flour, mix well and gradually pour in the milk. Stir until thick and smooth. Add remaining ingredients, heat thoroughly and serve in patty shells or on toast or on waffles.

Cream of mushrooms or cream of celery soup may be used in this recipe if you like. The capers make an attractive garnish sprinkled over the top of the dish instead of being blended with it.

BRING NEW LIFE TO THE OLD HOME

LET US SHOW YOU THE NEW

FLINTKOTE Asphalt Shingles

Re-Roof Now... Before Spring Housecleaning.

No Payment Down - Terms Low As \$5 a Month.

PIONEER ROOFING CO.

314 Wilder Bldg.

Main 475

Personal Mention

Mrs. Lynn A. Loomis of Arnold Park, will entertain the First Twig for luncheon on Friday in her home.

Mr. and Mrs. M. Clark Wetmore of Seneca Parkway, entertained at supper on Sunday in their home.

Mr. and Mrs. D. Stuart Smith, formerly of Windemere Road, are occupying their new home in Arfordale Avenue.

Mrs. James B. Woodruff of Southern Parkway, entertained at luncheon and bridge on Monday at the Rochester Club.

Mrs. M. Herbert Eisenhart of East Avenue, has returned from a two-month stay in Arizona.

Mrs. Philip G. Hoffman of Seneca Parkway, entertained at luncheon and bridge on Wednesday in her home.

Mrs. Helen Whitney Miller of Harvard Street, returned today from New York where she spent ten days.

Mrs. Alfred E. Barnum of Highland Parkway, entertained at luncheon and bridge on Tuesday in her home.

Mr. and Mrs. E. C. Doorn of Gorham Street, motored to Girard, O., for a week-end visit with Mr. and Mrs. Carl Mieding.

George Pratt, son of Mrs. Bailey Pratt of East Avenue, returned Saturday from Exeter to spend spring vacation with his mother.

Mrs. George A. Scoville of Sandringham Road, will entertain the Magnolia Twig for luncheon on Friday in her home.

Mrs. John P. Street of Monroe Avenue, will leave next week for Philadelphia and later will motor to Charleston, S. C., with her sister.

Mrs. Ernest C. Whitbeck of Portsmouth Terrace, has returned from a sojourn in Florida and Montclair, N. J.

Hubbell Cobb of New York, spent the week-end as the guest of his brother, Warren Cobb, and Mrs. Cobb of Penfield Road. W. Brantly Miller of Genesee Street, is spending a fortnight in Miami.

Mr. and Mrs. Robert T. Headley of Penfield Road, entertained at luncheon on Sunday in honor of Hubbell Cobb of New York.

Mr. and Mrs. R. Olney of Culver Road, will leave April 6 for Farmington Country Club, Charlottesville, Va., where they will pass a few days.

Mrs. James McKown of Barrington Street, will entertain the Parent Stem Twig for luncheon on Friday in her home.

Mr. and Mrs. George O. Bailey of Corwin Road, will return this week from Bermuda where they spent a fortnight.

Mrs. Joseph E. Machell of Browncroft Boulevard, entertained the Monday Literary Club for luncheon on Monday in her home.

Moose Acquire East Ave. Lot

Option on the property at the corner of East Avenue and Sibley Place, adjoining the Moose Club, has been taken by the Rochester Chapter, Loyal Order of Moose and actual work on the organization's \$100,000 remodeling and building program will soon begin, it was announced by Charles B. Tutty.

Formal transfer of the property to the Moose will take place on or about April 1, according to Earl W. Smith, vice-dictator of the lodge and Moose attorney.

Cheers Shut-ins

With Letters in Rhyme

Cheering shut-ins with letters in rhyme has long been a hobby of Mrs. Preston J. Clark, Sterling Station, N. Y. Mrs. Clark has fifteen persons on her list and many of them receive daily letters from "Aunt Tilly," as Mrs. Clark is known to hundreds of friends.

Mrs. Clark has received so many requests for her verses, which touch the simple things in life, that she has had them assembled in a book. This book, titled "Hand Woven Real Life Stories in Rhyme," may be obtained, postpaid, by sending 50 cents to Mrs. Clark, Sterling Station, N. Y.

Holy Rosary Sodality Plans Baked Food Sale

The Sodality of Our Lady of Holy Rosary Church will hold a baked food sale on Saturday April 1. It is to be held in the school hall, starting at eight a. m. and lasting through the day. The chairman of the sale is Miss Doris Blind. Everyone is welcome. Donations in the way of baked goods will be gratefully accepted.

William P. Fawley, 35 Trever Street, call at 419 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

Alphonius Coburn, 64 Dettit Road, call at 419 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

James Stewart, 215 Clarissa Street, call at 419 Burke Building for two tickets to the Main Street Armory, Friday, March 31.

Tax Ruling Gets Employees O.K.

Abolition of income tax immunity for federal and state employees has been approved by Rochester civil service workers.

At the same time announcement was made that legislation to prevent making the United States Supreme Court decision retroactive in permitting imposition of back taxes will be supported.

Hiram Bryan, legislative representative of the Civil Service League of New York said:

"I think the decision is eminently fair, and I believe that is the view generally of competitive employees."

John J. Scully, attorney for the league, declared it would be confiscatory to attempt to compel back payments.

Margaret Gardner, 26 Rowley Street, call at 419 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

Special

Ladies' Unlined COATS And Plain

DRESSES Cleaned and Pressed ONLY 79c

Free Call 3619 and Delivery 6794

SPEEDY'S
212-16 COURT STREET

It's RIGHT--

- IN QUALITY
- ECONOMY and
- IN PRICE

PEA \$8.75 RICE \$6.75
BUCKWHEAT \$7.75

COKE GLO-BRITE \$8.75

GLO-BRITE
ANTHRACITE
PENNSYLVANIA HARD

COAL

EGG-STOVE or NUT

\$10.65
TON

ROCHESTER FUEL
AND FEED COMPANY
OFFICE & YARD - 1525 CLINTON AVENUE NORTH
Fairport Plant, 44 N. Main St.—Brockport Plant, 165 Park Ave.

DOLAN'S

600 JEFFERSON AVE.

WE DELIVER

PHONE GENESEE 1417

YOU ALWAYS SAVE HERE

Long Island

Ducklings

2 to 4 22c

1 lb. average

Kraft Chesse

2 lb. box 43c

BEEF ROASTS

17c Lb.

10 lb. 45c

OYSTERS

qt. 30c

CHICKENS

Buy The Cuts You Prefer

Legs . . 35c lb.

Necks . . 15c lb.

Giblets 19c lb.

Wings . 23c lb.

Livers . 45c lb.

Breasts 41c lb.

PORK ROASTS

15c Lb.

Fresh Picnic Style

Club Crackers

2 pkgs. 29c

2 lb. 19c

A Real Buy

10 lb. 45c

SUGAR

Domino Pure Cane

Friday Only!

2 to 4 22c

1 lb. average

RE-ROOF--RE-SIDE NOW!

SENSATIONAL SALE!

10 CARLOADS

RUBBEROID ETERNIT

ROOFING and SIDING

SAVE 20% NOW

If you are planning on roofing or siding your home this Spring—Phone Today! Don't Wait! Roofing prices have advanced twice and will advance again in 30 days. We purchased enough material for 100 roofs and 20 sidings at bargain prices before the rise. Take advantage of this saving. All quotations subject to prior sale of material on hand. Present low price for immediate acceptance only.

PHONE FOR

FREE ESTIMATE

Come in, see samples and let us tell you what your job will cost. Our Estimator will call.

Terms—Nothing Down \$5.00—48 Days \$5.00—Monthly

KEMP ROOFING COMPANY

331 W. MAIN ST. MAIN 1786

"LARGEST BECAUSE BEST"

SAVE MONEY as You've Never Saved Before!

PATTY'S SUCCESS IS YOUR SUCCESS!



BUY ON EASY TERMS

SMALL DOWN PAYMENT DELIVERS

FAMOUS MAKES At Lowest Prices

YOUR TREMENDOUS RESPONSE TO OUR SENSATIONAL REFRIGERATOR OFFER LAST WEEK PROVES ROCHESTER KNOWS A BARGAIN WHEN IT SEES ONE! THIS WEEK WE SURPASS ANYTHING YET ATTEMPTED WITH A

DARING PURCHASE AND SALE OF ELECTRIC REFRIGERATORS

We have purchased the entire stock of one of Rochester's leading appliance distributors at sacrifice prices. Now, for immediate disposal we are selling every box at deep cut prices. Don't fail to come to Patty's this week and choose your new refrigerator at about half what you expected to pay. Come... look... buy. Stock includes 1936's, 1937's, 1938's Floor Samples, Trade-Ins, Demonstrators and others NEVER OUT OF THE CRATES!

Every Refrigerator Nationally Known.

To Protect Dealers Selling At Regular Prices.

We Cannot Mention Brand Names

\$35 UP

OPEN Every Evening Until 9 P. M. FREE Parking at Stillson and Grove Parking Station

366-368 MAIN ST. E.

Calvert In Mate

The Calvert featuring O. ABC all-evening the Pacific Buonomo Ca day evening

The Calvert composed of Hoefner, Jim Sullivan and there's a ch guys, that the boys from the 1-24 tempo b

Open Friday and Saturday Nights Until 9 P. M.

OV REA

PIN GEMS Large

DOLE PINEAPPLE JUICE

F 24 1/2 Bay

C 2-lb. M "S C 3 1-lb

Be 2

Genesee or Van Evap

MI

Large Ice LETTUC

Fancy L ASPAR

Best U. S POTAT

Fancy Ha TOMAT

Juicy Flor ORANG

"MAMM CHEES

Fresh G EGGS

Brookfield BUTTER

N. Y. Sta CHEESE

We Sel FRO-

Calvert Bowlers In Match Here

The Calvert bowling team, featuring Ori Mayer, former ABC all-events champion, from the Pacific Coast, will roll the Buonomo Calverts here Saturday evening at Buonomos.

The California team finished tenth at Syracuse, where it finished with a great 2022 series.

The Buonomo Calvert team is composed of Butch Hoefner, Joe Hoefner, Jimmy Britt, Charles Sullivan and Joe Lasardy and there's a chance, say local big guys, that they'll take the big boys from the Coast. 1-24 tempo bold ic

11,000 Asked To Explain Delinquencies In Taxes

Failure to file state and federal income tax returns must be explained by 11,000 persons in the Rochester district.

Deputy Collector Francis A. Dalton of the Rochester office of the United States Internal Revenue Department said that 200 persons are being called to the office each week and asked to give explanations of their apparent delinquencies.

10TH WARD PARTY

Clarence Piehler has been re-elected chairman of the annual spring party committee of the Tenth Ward Republican Club.

Date for the event will be announced later. Joseph P. O'Brien was chosen secretary, William Mooney, printing and Thomas Riley and William Cuccel, advertising.

William A. Connolly, 341 Main Street, West, call 31 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

Ruth I. Voeck, 241 Alexander Street, call at 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

William A. Connolly, 341 Main Street, West, call 31 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

Ruth I. Voeck, 241 Alexander Street, call at 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

William A. Connolly, 341 Main Street, West, call 31 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

Ruth I. Voeck, 241 Alexander Street, call at 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

William A. Connolly, 341 Main Street, West, call 31 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

Ruth I. Voeck, 241 Alexander Street, call at 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

William A. Connolly, 341 Main Street, West, call 31 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

Ruth I. Voeck, 241 Alexander Street, call at 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

William A. Connolly, 341 Main Street, West, call 31 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

Ruth I. Voeck, 241 Alexander Street, call at 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

William A. Connolly, 341 Main Street, West, call 31 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

Ruth I. Voeck, 241 Alexander Street, call at 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

William A. Connolly, 341 Main Street, West, call 31 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

Ruth I. Voeck, 241 Alexander Street, call at 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

William A. Connolly, 341 Main Street, West, call 31 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

Ruth I. Voeck, 241 Alexander Street, call at 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

William A. Connolly, 341 Main Street, West, call 31 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

Ruth I. Voeck, 241 Alexander Street, call at 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

William A. Connolly, 341 Main Street, West, call 31 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

Ruth I. Voeck, 241 Alexander Street, call at 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

William A. Connolly, 341 Main Street, West, call 31 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

Ruth I. Voeck, 241 Alexander Street, call at 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

William A. Connolly, 341 Main Street, West, call 31 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

Ruth I. Voeck, 241 Alexander Street, call at 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

William A. Connolly, 341 Main Street, West, call 31 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

Ruth I. Voeck, 241 Alexander Street, call at 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

William A. Connolly, 341 Main Street, West, call 31 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

Ruth I. Voeck, 241 Alexander Street, call at 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

William A. Connolly, 341 Main Street, West, call 31 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

Ruth I. Voeck, 241 Alexander Street, call at 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

William A. Connolly, 341 Main Street, West, call 31 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

Ruth I. Voeck, 241 Alexander Street, call at 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

William A. Connolly, 341 Main Street, West, call 31 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

Ruth I. Voeck, 241 Alexander Street, call at 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

William A. Connolly, 341 Main Street, West, call 31 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

Ruth I. Voeck, 241 Alexander Street, call at 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

William A. Connolly, 341 Main Street, West, call 31 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

Ruth I. Voeck, 241 Alexander Street, call at 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

William A. Connolly, 341 Main Street, West, call 31 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

Ruth I. Voeck, 241 Alexander Street, call at 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

William A. Connolly, 341 Main Street, West, call 31 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

Ruth I. Voeck, 241 Alexander Street, call at 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

William A. Connolly, 341 Main Street, West, call 31 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

Ruth I. Voeck, 241 Alexander Street, call at 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

William A. Connolly, 341 Main Street, West, call 31 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

Ruth I. Voeck, 241 Alexander Street, call at 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

William A. Connolly, 341 Main Street, West, call 31 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

Ruth I. Voeck, 241 Alexander Street, call at 413 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

Red Wings Balance

BURNS

Red Wings are due to open at Newark. So let's spend a Rochester team.

ch may emerge from the mob of ambitious kids at Winter garden and such a happening could be highly pleasing to tressors French and Southworth.

Confirmation of the fact that ew baseball deals are made in moment is to be found in the equisation of First Baseman Larry Davis by the Red Wings. He deal whereby Davis became he baseball property of the Wings might truly be termed a eferred transaction, because ranch Rickey had been on the rail of this player for something ke two years.

When the Rochesterers assembled in Florida to prepare or the 1937 campaign, their irst base problem was so acute hat not even the usually opti-istic Rickey believed that Wal- Alston, who when entrusted ith the post, could fill the bill. So Rickey ousted himself, honing and wiring various lubs in his quest for a first ecker capable of helping the ings. Uncle Branch concen-ated on Davis, at that time ith the St. Louis Browns, and osted his bid to \$10,000. But e Browns refused to part with avis.

Now that Davis has come to ochester through the medium f a deal whereby Pitchers Nuba elinke and Oscar Judd moved 'Columbus, the quest is finish- d and Olived French feels that e of his most difficult pro- lems has been solved. Davis is not a youngster, al- ough his years are not so any as those charged to John anzel, Fred Merkle and George isler when that trio rated tops e first sackers for various Ro- chester clubs. The new Red Wing twenty-nine and comes here ith a lifetime battling average f .255 to show for eleven cam- paigns on the diamond.

Defensively, Davis is consid- ed one of the best in the bus- ness. So oldtime Rochester fans, recalling a parade of first eckers that included Wally lpp, Butch Schmidt, George elly and Rip Collins, besides anzal, Merkle and Sisler, are alle elated because they figure at the acquisition of Davis ill give our town another in a ng line of outstanding first eemen. They figure, too, that avis will steady the youngsters ho now seem likely to make up e remainder of the infield.

Always Bond Fees

Decision Reserved Federal Judge Frederick ryant, of the Northern District New York, today had under nsideration a motion to dis- low committee fees for Mort- age Bondholders Committee in e reorganization of the old ew York State Railways, Ro- chester Lines.

Appearing before the court at tica, Frank Parker, represen- g four Philadelphia banks iding \$250,000 worth of the ue of \$1,740,000 in mortgage nds, contended the 1 per cent e charged by the committee as improper.

BINGO

EVERY Monday—Wednesday—Friday
Wegman's Hall
375 East Main Street
8:30 P. M. — Cash Prizes
20 Games 50c

RADIO AND ELECTRIC SERVICE
Lowest Prices. All Work Guaranteed
FREE ESTIMATES
WERNLE & LEVY
Phone Monroe 2560

FURNITURE RECONDITIONED
Re-upholstering, Refinishing, 7- po. Sultons re-covered in finest cloth \$35.50. Occasional Chairs, \$2.00. Cigarette Chairs, \$7.50.

TEXTILE Upholstering Co.
MAIN 4633

Open Friday and Saturday Nights Until 9 P. M.

THE MIRACLE MARKET 694 LAKE AVENUE

LOOK OVER THESE REAL VALUES

DOLE'S PINEAPPLE GEMS or TIDBITS 9c
Large 211 Can

DOLE'S PINEAPPLE JUICE 23c
LARGE 50-OZ. CAN

GOLD MEDAL FLOUR 77c
24 1/2-lb. Bag

MAXWELL HOUSE COFFEE lb. 24c
2-lb. Can 47c

MORNING GLORY "SUPREME BLEND" COFFEE 3 lbs. 39c
1-lb., 14c

Beer or Ale 2 for 11c
Plus Deposit On Bottles

COUPON
Genesee Valley or Van Camp's Evaporated Tall Cans
MILK 19c

Large Iceberg LETTUCE . . . hd. 4c
Fancy Large ASPARAGUS . lb. 15c
Best U. S. No. 1 POTATOES . . pk. 25c
Fancy Hard TOMATOES . . lb. 10c
Juicy Florida ORANGES . . doz. 13c

"MAMMOTH" Rich and Tasty CHEESE . . . lb. 27c
Fresh Grade "A" EGGS . . . doz. 23c
Brookfield Rich Creamery BUTTER . . . lb. 27c

N. Y. State White Daisy Mild CHEESE . . . lb. 17c
We Sell The Famous FRO-JOY ICE CREAM

HERE'S YOUR CHANCE TO SAVE

On All Orders of \$3.00 or More
WE WILL MEET OR BEAT ANY ADVERTISED PRICES IN THE CITY
We Reserve the Right to Limit Quantities

LIBBY ALASKA RED SALMON Large 1-lb. Can 17 1/2c
SNIDERS TINY SWEET PEAS Large No. 2 Can 10c
BLUE LABEL CATSUP Large Bottle 10c
DAVIS Baking Powder Large 12-oz. Can 12c

JUNKET DESSERT Come in and taste it! 3 for 25c

AUSTINS TOMATO JUICE Giant 46-oz. Can 2 for 25c

CALIFORNIA APRICOTS Large 2 1/2 Can 2 for 25c

COMBINATION SALE! 43c
SPRY 3-LB. CAN 15c
with 1-LB. ORANGE MARMALADE 58c

CUP CAKES doz. 15c
DANISH BUNS doz. 19c
CREAM PUFFS 3 for 10c

VEAL Legs or Rump Roasts . . . lb. 19c
Boneless Rolled Filets Roasts, lb. 23c
Full Cut Breasts With Pocket lb. 13c
Mealy Veal Chops . . . lb. 17c

BONELESS ROLLED SPRING Filet O'Lamb Roasts lb. 21c

BEEF ROASTS lb. 16c
CUT FROM U. S. INSPECTED YOUNG STEERS

SLICED RINDLESS ARPEAKO BACON lb. 23c

ROUND & SIRLOIN STEAKS lb. 27c
CUT FROM U. S. INSPECTED YOUNG STEERS

MILK FATTED YOUNG ROASTING CHICKENS 3 1/2 to 4 lb. Average lb. 22c

ALL YOU WANT OF FRESH CHICKEN CUTS

Chicken LEGS . . . lb. 35c
Chicken LIVERS . . . lb. 45c
Chicken NECKS . . . lb. 15c
Chicken WINGS . . . lb. 23c
Chicken GIBLETS . . . lb. 19c

Parent Teacher Institute Scheduled April 17-21

Thirteenth annual institute for Parent-Teacher leadership training sponsored by the rural education department of Cornell University and the State Congress of Parents and Teachers, will be held in Ithaca, April 17 to 21.

700 are expected including representatives of the 1200 parent-teacher units in the state. Included among the speakers are Dr. Luther H. Gulick, director, Regents' Inquiry; Dr. Edmund E. Day, president, Cornell University; Dr. George H. Wiley, associate commissioner of Education state education department; Salom Rize, of Utica and Dr. Helene Hartley, professor of education, Syracuse University.

Mrs. Jessie L. Sayers, 25 Park Avenue, call at 319 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

BINGO EVERY SUNDAY NIGHT
BETH JOSEPH
1150 St. Paul St.
ALL CASH PRIZES
20 Games—25c 8:30 P.M.

JONES 140 BARGAINS

'39 MERCURY . . . \$200 OFF
'39 BUICK SEDAN . . . \$200 OFF
'38 BUICK SEDAN, radio, extra's . . . \$765
'38 NASH 6 SEDAN, over drive, extras . . . \$595
'38 PONTIAC 8 SEDAN, cost \$1200 . . . 645
'37 BUICK, 40 series sedan . . . \$545

'38 PLYMOUTH DE LUXE SEDAN . . . 495
'37 PONTIAC, 6 four door, radio . . . 485
'36 BUICK 41 SEDAN, like new, radio, heater 475
'36 OLDSMOBILE 6 SEDAN . . . 399
'37 FORD 60 COACH . . . 295
'37 FORD, 85 COUPE . . . \$295

'36 FORD COUPE . . . 217
'35 PONTIAC 6 COACH . . . 287
'36 PLYMOUTH DE LUXE SEDAN . . . 298
'35 FORD COACH . . . 149
'31 CHEVROLET COACH . . . 50
NO DOWN PAYMENT ON CARS UP TO \$300
20 CARS SACRIFICED \$25 TO \$98

640 CULVER ROAD
WORLD'S LARGEST SHOWROOM

COMING NEXT WEEK

IN ANSWER TO MANY REQUESTS THE SUN INAUGURATES A NEW CLASSIFIED WANT AD SECTION NEXT WEEK.

TO BUY - SELL - RENT - or EMPLOY

USE
SUN WANT ADS

FOR
Greatest Coverage — Lowest Cost

It's Easy To Place a Want-Ad In More Than 74,000 Rochester Homes. Just Print Your Message Below And Mail It With Cash or Stamps to . . .

SPECIAL RATES FOR SUN WANT-ADS		ALL ADS MUST BE RECEIVED BEFORE 4 P. M. TUESDAY		THE ROCHESTER SUN 419 BURKE BLDG. Rochester, N. Y.	
2c A WORD Minimum Charge 30c	1	2	3	4	
	5	6	7	8	
	9	10	11	12	
	13	14	15	16	
	17	18	19	20	
	Name Address				

DINE and DANCE

ENJOY YOURSELF -AT- Rochester's Finest NITE CLUB

FLOOR SHOW 3 SHOWS EVERY NIGHT
HONEY SISTERS
Sophisticated Dances
ALYCE ST. JOHN
Tops in Tap and Toe
THE PALMER SISTERS
Tuition and Rhythm Specialists
DEAN & MARTIN
Sensational Ballroom Team
"MITZI" WAYNE
Mistress of Ceremonies

SPECIAL SUNDAY DINNERS
Now Only \$1 Per Person
Including the juiciest steaks you've ever eaten. Or choose chicken, duck, turkey or fish if you prefer.

THE CHATEAU
MONROE AVE. AT THE TWELVE CORNERS



YOU ALWAYS WANT TO LOOK YOUR BEST THE WHOLE YEAR' ROUND BUT YOU WANT TO LOOK ESPECIALLY SMART



For Easter

There's something about Easter that sets it apart from the whole year. It's a time when men emphasize the importance of dressing up . . . a time when new clothes are a necessity. Our stock of Spring suits and Topcoats is the perfect answer to this need. See our complete collection. Remember—when you buy at Metzger's, you can just say, "Charge it."

TWO TROUSER SUITS \$29⁵⁰

Not just another group of suits . . . but the town's outstanding collection of smart new patterns and fabrics. Included are the new sport and plain back in both single and double-breasted models. All wool materials in stripes, tweeds and new high shade worsteds so prominent this season.

THE METZGER METHOD OF PAYMENT

Choose The Method That Best Suits Your Need
Divided Payments . . . A small amount each week.
3 Months Plan . . . Pay one-third of purchase monthly, 10th of each month.
Regular 20 Day Charge Account.
No matter what method you choose . . . the price remains the same . . . One Low Cash Price.

METZGER'S
32 MAIN STREET EAST

The Way To A

BY IRENE MU

As the Lenten season draws to a close, ingenuity in serving attractive and different meatless dishes sometimes begins to fail and we search our recipe files in vain for something that will appeal to our families.

However, eggs and most fish have the advantage of combining with many other foods so that the variations obtainable are almost endless. Perhaps you have had occasion to invent some combinations because of leftovers on hand in the refrigerator or canned foods stored on your kitchen shelves. Families often welcome enthusiastically such casseroles and the canned soups as celery, mushrooms and tomato are often a big help in stretching and adding flavor to small quantities of leftovers.

Today's suggestions may offer a few new ideas to serve during the last few days of Lent. You'll find that if you want to vary them the canned soups will offer excellent new flavor combinations.

BAKED FISH STEAK
Temperature: 400 Degrees F
Time: 25 Minutes
1 1/2 lb. fish steak, chopped (salmon, cod, halibut)
1 T. flour
1 can tomato soup
1/2 green pepper, salt and pepper

Butter a baking dish and arrange fish on it. Sprinkle with flour and add remaining ingredients. Bake in a preheated oven. This recipe is simple to prepare and grand to eat. You may like to try it with 1 can condensed cream of mushroom soup diluted with 1/2 can milk in place of the tomato soup.

Fish recipes nearly always require a hot oven and cook very quickly. For this reason muffins, biscuits and yeast rolls may be included in the menu for they may be stirred up quickly and slipped in the oven with the fish and will come out to be served.

BRING NEW LIFE TO LET US SHOW YOU
FLINTKOTE Asph
Re-Roof Now . . . Before Sp
No Payment Down — Terms
PIONEER ROOF
314 Wilder Bldg.

ACHTER'S OFFER YOU SENSATIONAL



Savings
for Every Day of the Week

SPECIALS FOR FRIDAY and SATURDAY

Ladies' Rayon HOSE 2 for 19c	Part Linen Towels 2 for 13c	Men's Dress SHIRTS 94c
Children's New Spring ANKLETS 7c	TOOTH PICKS 3c	Star Value! Men's Dress SHIRTS 94c
Ladies' HANKIES 1c	Paper Window SHADES 13c	Star Value! Bunyville Chocolate Easter EGGS 15c
Ladies' Satin & Bemberg SLIPS 48c	IRONING BOARDS 71c	Star Value! Plush Easter BUNNIES 45c
Palmolive Toilet SOAP 9c	40 Count SAFETY PINS 7c	Star Value! Assorted Hollow Chocolate NOVELTIES 2 for 9c
Ladies' Percal APRONS 7c	VIGIL LIGHTS 7c	
Assorted Infants' FLANNEL WEAR 15c	Men's Initial HANDKERCHIEFS 3c	
Full 800 Yds. CARPET WARP 19c	Boys' Sport SHORTS 25c	
	Men's Crew SHIRTS 21c	
	Coupon Friday and Saturday Lighthouse CLEANSER 3 for 7c	

SAVE MONEY as You've Never Saved Before
PATTY'S SUCCESS IS YOUR SUCCESS!



YOUR TREMENDOUS RESPONSE TO OUR SEMI REFRIGERATOR OFFER LAST WEEK ROCHESTER KNOWS A BARGAIN WHEN IT THIS WEEK WE SURPASS ANYTH ATTEMPTED WITH A

DARING PURCHASE AND SALE OF ELECTRIC REFRIGERATORS

We have purchased the entire stock of one of Rochester's leading distributors at sacrifice prices. Now, for immediate disposal we sell at deep cut prices. Don't fail to come to Patty's this week's refrigerator at about half what you expected to pay. Can buy. Stock includes 1936's, 1937's, 1938's Floor Samples, Trade and others NEVER OUT OF THE CRATES!

Every Refrigerator Nationally Known.
To Protect Dealers Selling At Regular Prices.
We Cannot Mention Brand Names

PATTY'S
OPEN Every Evening Until 9 P. M. FREE PARKING
366-368 MAIN

Specials For MONDAY April 3

Men's Fancy Dress SHIRTS \$1.50 value	55c
Men's Heavy Work HOSE 12c value	2 for 13c
Rockwood CHOCOLATE BARS 5c value	3 for 5c
Assorted GAMES 10c value	5c
Ladies' Cotton HOSE 10c value	2 for 19c
225 Ft. Kite TWINE 10c value	2 for 7c
Boxed STATIONERY 10c value	6c
Lux Toilet SOAP 2 for 11c	
Chemile BED SPREADS \$6.98 value	\$4.47
O.N.T. Crochet COTTON 10c value	2 for 13c
8 oz. NURSING BOTTLES 2 for 3c	
Women's Cotton SLIPS with Built-Up Shoulders 30c value	21c
Fruit-of-the-Loom PERCALE PRINTS 25c value, yard	14c
Large Fancy Plaid BATH TOWELS 29c value	19c
Glass Handed BATTER BOWLS 12c value	7c
DISH MOPS 2 for 7c	
Scott Toilet TISSUES 10c value	6c
What-Not CORNERS 25c value	17c

Coupon Monday Kre-Mel DESSERT 3c

Specials For TUESDAY April 4

Men's Double Croch SHIRTS 25c value	16c
Men's Work HANDKERCHIEFS 10c value	2 for 7c
Men's DUNGAREES \$1.00 value	59c
50 Count Paper NAPKINS 10c value	4c
Antimony CANDLE STICK HOLDERS 10c value	7c
Ladies' Boxed HANKIES, box of 3 25c value	14c
Self Seal PAPER or ENVELOPES 10c value	7c
1/2x2 1/2 yds. ADHESIVE TAPE 10c value	2 for 7c
Children's APRONS 12c value	7c
Embroidered Rayon GUEST TOWELS 10c value	7c
Ladies' Emb. Rayon Taffeta PAJAMAS 19c value	11c
Infants' Receiving BLANKETS 10c value	2 for 23c
Easter EGG DYES 2 for 7c	
Curtain STRETCHERS \$1.29 value	91c
Seal Top CLOTHES HAMPER \$1.00 value	77c
TOILET TISSUES 5c value	3 for 5c
Pattin KNIVES 5c value	2 for 5c
18"x36" RAG RUGS 20c value	12c

Coupon Tuesday Sunbrite CLEANSER 3 for 11c

Specials For WEDNESDAY April 5

Boys' Polo SHIRTS 25c value	16c
Men's Canvas GLOVES 10c value	6c
Union Made OVERALLS White or Blue, \$1.49 Value	94c
New RUFFLING 3 yds. 5c value	10c
Paper SHOPPING BAGS 2 for 3c	
Whisk BROOMS 15c value	8c
White Floating SOAP 4 for 9c	
PIN CUSHIONS 10c value	4c
Stamped Pot HOLDERS 2 for 5c	
Ladies' Emb. Rayon Taffeta SLIPS 49c value	25c
Orchard Crochet COTTON 2 skeins 20c value	29c
Children's Fancy FLANNEL SLEEPERS 49c value	27c
Oil SKIN UMBRELLAS \$1.29 value	77c
DISH CLOTHS 5c value	2c
Machine OIL Large 10c size	6c
61"x90" Seamless SHEETS 78c value	46c
Cadmium Plated FISHING RODS 35c value	18c

Coupon Wednesday O.K. Laundry SOAP 2 for 5c

Specials For THURSDAY April 6

Men's Button Coat SWEATERS \$1.00 value	58c
Men's Mercerized Iron SOCKS 25c value	14c
Book MATCHES Box 50	2 for 11c
Ladies' Fancy Print HANKIES 5c value	2 for 5c
BOBBY PINS Card of 30 5c value	2 for 5c
ALIAS Shoe POLISH Package of 8 for BANDETTES 3	5c
Dr. Hills SHAMPOO 10c size	4c
Shetland FLOSS YARN 20c value	2 for 25c
Hemstitched PILLOW CASES 20c value	2 for 23c
Women's Zipper HOUSECOATS \$1.29 value	79c
31"x31" TABLE COVERS 59c value	34c
Children's All Wool SWEATERS \$1.49 value	84c
Wooden CLOTHES HANGERS 3 for 5c	
Household Cotton BATTERS 12c value	7c
CLOTHES PINS Box of 40 10c value	6c
Educator's COOKIES 10c value	6c
28 oz. Box Pride WASHING POWDER 15c value	8c

Coupon Thursday 16 Oz. Can PORK & BEANS 2 for 9c

ACHTER'S BARGAIN ARCADE
387 MAIN ST. E. NEAR GIBBS ST.
PHONE STONE 1880 1881 1882
Right Reserved To Limit Quantities • No Mail or Phone Orders Filled On Daily Specials

BERGHASH

Rochester's Largest Liquor Store

124 CLINTON AVE. SO. MAIN 786

12 YEARS OLD IMPORTED SCOTCH WHISKEY

\$4.39 Value! Large 25.6 Oz. (Limit 2) **\$2**



Queen Victoria 100% Scotch

\$3.09 Value! Large 25.6 Oz. (Limit 2) **\$1.99**

"Never Before at This Low Price"

LORD BARDLEY 90 PROOF

London DRY DISTILLED GIN **\$1.45**

32 OZ. FULL QUART



OAKBROOK

2 1/2 YEARS OLD

STRAIGHT BOURBON WHISKEY

90 PROOF

\$1.52

\$1.95 Value! FULL QUART

Try it straight, or in your mixed drink. Fine in mint julep.

IMPORTED VIRGIN ISLAND RUM

ST. CROIX **\$1.69**

AGED 5 1/2 YEARS

This St. Croix Rum distilled in the old Hoffman Distillery known in the Pre-Prohibition Days as "Hoffman's Drops" and used in Punches, Hot Drinks or Tonic. Its high flavoring character makes less of its quantity necessary when used in cocktails.



3 YEARS OLD

Grand Marshal

Straight RYE Whiskey

90 PROOF

\$1.38

\$2.39 Value! FULL QUART

HIGH RANK

BLENDED RYE WHISKEY

Compare to Any \$1.75 Value! FULL QUART **\$1.39**

IMPORTED AND BOTTLED IN FRANCE

SAUTERNE—BARSAC—HAUTE SAUTERNE

Claret

Burgundy

98c

\$1.29 to \$1.49 Value! LARGE 25.6 OZ. BOTTLE

NOTICE! Never at This LOW PRICE!

EST. SINCE 1870

RENAULT WINES

Compare! \$2.25 Value

PORT **\$1.69**

SHERRY

ANGELICA

MADEIRA

WHITE PORT

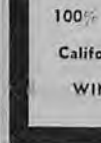
TOKAY

REGULAR 79c fifth—2 Bottles for **\$1.00**

JUST RECEIVED A NEW SHIPMENT

London DRY DISTILLED GIN **\$1**

90 PROOF LARGE 25 OZ. BOTTLE



California

PURE WINE

DIPLOMAT

EXCELLENT AND 100% PURE

\$1.59

100% Pure

Gallon

California

WINE

SAUTERNE BURGUNDY

MARSALA SHERRY TOKAY

PORT MUSCATEL MADEIRA

ANGELICA CLARET

84c

BERGHASH

124 CLINTON SO. NEXT TO LOEW'S

PHONE MAIN 786

Free Parking Opposite Store — Free Delivery

Slum Clearance Blocked, Claim

An organized movement to campaign for a Rochester place in national and state housing programs was launched this week in the name of the Rochester Housing Council.

Formed with a membership of thirty prominent citizens the Council bitterly assailed forces seeking to block slum clearances here. Fire was turned on the city administration as responding to the demands of banking interests which fear housing projects will militate against the value of present home real estate holdings.

The Council placed its campaign in the hands of a committee consisting of Ben I. Rosen, temporary secretary; Rev. Antonio Perrotta of St. Mark's Church; Mrs. Blake McKelvey, wife of the assistant city historian; Rev. James E. Ross, Mt. Olivet Baptist Church; Joseph F. Agnelli and Clara Stern.

Veterans Give Red Wings Steadiness and Balance

By JOHN BURNS

Three weeks from today those Red Wings are due to open the International League season at Newark. So let's spend a minute or two sizing up this new Rochester team.

In the first place, the outfit that Billy Southworth will lead against rivals in the Shaughnessy circuit should have more steadiness and balance than has been the case in recent seasons. This is because of the larger than usual quota of seasoned players.

Pitchers such as St. Johnson, Roy Henshaw and Mike Ryba are journeymen in their trade. They know the answers and their success in delivering will carry the answer as to where the Wings will wind up.

There is a surplus of man power in the Cardinal camp this spring and several of the lads who need another year of seasoning for major league play are sure to be diverted to the Red Wings. The keenest disappointment he has suffered since he became president of the Rochester club.

Frexy French wants a winner ever so much, because he feels that a championship would be the ideal way to celebrate the return of Southworth as manager of the Wings. Championship were a habit with Billy when he was here before—you'll recall that his clubs won four straight—and French will go to great lengths to assemble the proper material for his hustling little leader.

At this writing it seems that the needs of the Reds would be filled if they can come up with a third baseman, a second baseman, a catcher to help young Floyd Beal and another pitcher who has been through the fire of double A competition.

With Harry Davis at first base and the probability that Marty Marion will be the regular shortstop, the Rochester infield was half set up even before the athletes started training at Winter Garden. Crabtree, Gilenwater and Cooke comprise an outfield that is the envy of more than one manager in the International.

There is no telling, either, how many surprises may come from the batch of rookies working under Southworth. Two years ago Red Juelich, fresh from a bush loop where the parks are affectionately known as "rock piles," became an outstanding freshman, not only with the Reds, but also in the International League. Another Jue-

lich may emerge from the mob of ambitious kids at Winter Garden and such a happening would be highly pleasing to Messrs French and Southworth.

Confirmation of the fact that few baseball deals are made in a moment is to be found in the acquisition of First Baseman Harry Davis by the Red Wings. The deal whereby Davis became the baseball property of the Wings might truly be termed a deferred transaction, because Branch Rickey had been on the trail of this player for something like two years.

When the Rochesterers assembled in Florida to prepare for the 1937 campaign, their first base problem was so acute that not even the usually optimistic Rickey believed that Walter Alston, who when entrusted with the post, could fill the bill.

So Rickey busied himself, phoning and wiring various clubs in his quest for a first sacker capable of helping the Wings. Uncle Branch concentrated on Davis, at that time with the St. Louis Browns, and boosted his bid to \$10,000. But the Browns refused to part with Davis.

Now that Davis has come to Rochester through the medium of a deal whereby Pitcher Kubs Kleinke and Oscar Judd moved to Columbus, the quest is finished and Olived French feels that one of his most difficult problems has been solved.

Davis is not a youngster, although his years are not so many as those charged to John Gangel, Fred Merkle and George Sisler when that trio rated tops as first sackers for various Rochester clubs. The new Red Wing is twenty-nine and comes here with a lifetime batting average of .255 to show for eleven campaigns on the diamond.

Defensively, Davis is considered one of the best in the business. So oldtime Rochester fans, recalling a parade of first sackers that included Wally Pipp, Butch Schmidt, George Kelly and Rip Collins, besides Gangel, Merkle and Sisler, are quite elated because they figure that the acquisition of Davis will give our town another in a long line of outstanding first basemen. They figure, too, that Davis will steady the youngsters who now seem likely to make up the remainder of the infield.

Railways Bond Fees Decision Reserved

Federal Judge Frederick Bryant, of the Northern District of New York, today had under consideration a motion to disallow committee fees for Mortgage Bondholders Committee in the reorganization of the old New York State Railways, Rochester Lines.

Appearing before the court at Utica, Frank Parker, representing four Philadelphia banks holding \$260,000 worth of the issue of \$1,740,000 in mortgage bonds, contended the 1 per cent fee charged by the committee was improper.

Parent Teacher Institute Scheduled April 17-21

Thirteenth annual institute for Parent-Teacher leadership training sponsored by the rural education department of Cornell University and the State Congress of Parents and Teachers, will be held in Ithaca, April 17 to 21.

700 are expected including representatives of the 1200 parent-teacher units in the state. Included among the speakers are Dr. Luther H. Gulick, director, Regents' Inquiry; Dr. Edmund E. Day, president, Cornell University; Dr. George H. Wiley, associate commissioner of Education, state education department; Salom Rizk, of Utica and Dr. Helene Hartley, professor of education, Syracuse University. Mrs. Carl R. Brister, president of the Congress, will preside. Mrs. Alpheus M. Goodman, heads the institute committee, which includes Dr. Roland M. Stewart and Lewis Elford of Cornell University.

Mrs. Jessie L. Sayers, 85 Park Avenue, call at 418 Burke Building for two tickets to the Main Street Armory lacrosse game, Friday, March 31.

BINGO

EVERY SUNDAY NIGHT

BETH JOSEPH

1150 St. Paul St.

ALL CASH PRIZES

20 Games—25c 8:20 P.M.

JONES 140 BARGAINS

Recommended By Hundreds

'39 MERCURY \$200 OFF
'39 BUICK SEDAN \$200 OFF
'38 BUICK SEDAN, radio, extra's \$765
'38 NASH 6 SEDAN, over drive, extras \$595
'38 PONTIAC 8 SEDAN, cost \$1200 645
'37 BUICK, 40 series sedan \$545

'38 PLYMOUTH DE LUXE SEDAN 495
'37 PONTIAC, 6 four door, radio 485
'36 BUICK 41 SEDAN, like new, radio, heater 475
'36 OLDSMOBILE 6 SEDAN 399
'37 FORD 60 COACH 295
'37 FORD, 85 COUPE \$295

'36 FORD COUPE 217
'35 PONTIAC 6 COACH 287
'36 PLYMOUTH DE LUXE SEDAN 298
'35 FORD COACH 149
'31 CHEVROLET COACH 50

NO DOWN PAYMENT ON CARS UP TO \$300

20 CARS SACRIFICED \$25 TO \$98

640 CULVER ROAD
WORLD'S LARGEST SHOWROOM

COMING NEXT WEEK

IN ANSWER TO MANY REQUESTS THE SUN INAUGURATES A NEW CLASSIFIED WANT AD SECTION NEXT WEEK.

TO BUY - SELL - RENT - or EMPLOY

USE

SUN WANT ADS

FOR

Greatest Coverage — Lowest Cost

It's Easy To Place a Want-Ad In More Than 74,000 Rochester Homes. Just Print Your Message

Below And Mail It With Cash or Stamps to

SPECIAL RATES FOR
SUN
WANT-ADS

2c A WORD

Minimum Charge 25c

Turn these items into cash through the "Sun Want-Ads." Used Stoves, Refrigerators, Baby Buggies, Typewriters, Bicycles, Sewing Machines — in fact almost anything you desire to sell will bring you cash!

ALL ADS MUST BE RECEIVED BEFORE 4 P. M. TUESDAY

THE ROCHESTER SUN
419 BURKE BLDG.
Rochester, N. Y.

1	2	3	4
5	6	7	8
9	10	11	12
13	14	14	16
17	18	19	20

Name Address

DINE and DANCE

ENJOY YOURSELF

—AT—

Rochester's Finest NITE CLUB

FLOOR SHOW

3 SHOWS EVERY NIGHT

HONEY SISTERS

Sophisticated Dances

ALYCE ST. JOHN

Tops in Top and Toe

THE PALMER SISTERS

Swing and Rumba Specialists

DEAN & MARTIN

Sensational Ballroom Team

"MITZI" WAYNE

Mistress of Ceremonies

SPECIAL SUNDAY DINNERS

Now Only **\$1** Per Person

Including the juiciest steaks you've ever eaten. Or choose chicken, duck, turkey or fish if you prefer.

THE CHATEAU

• MONROE AVE. AT THE TWELVE CORNERS •



WIN MOVIE TICKETS

Movie fans who supply the correct answers to the following questions will be eligible to win 25 pairs of guest tickets to "Broadway Serenade." Your replies will be judged on their accuracy as well as quickness — so get them in to us, fast!

1. In what five pictures has Jeanette McDonald starred?
2. In how many pictures has Jeanette McDonald starred with Nelson Eddy?
3. What are names of these pictures?
4. Who co-starred with Jeanette McDonald in "Fidelity" in "San Francisco"?
5. In what pictures do you think Jeanette McDonald gave her best performance?
6. Why do you think it was her best performance?
7. Donald co-starred with Nelson Eddy rather than with other actors.
8. What three players have important roles in "Broadway Serenade"?
9. In how many pictures has Jeanette McDonald danced?
10. Name five songs that Jeanette McDonald has sung.

Answer Now . . . Win Tickets To See

"BROADWAY SERENADE"

Starring Jeanette McDonald and Nelson Eddy

OPENS FRIDAY, APRIL 7th

LOEW'S THEATRE

Hurry! Address All Replies to:

CONTEST EDITOR—ROCHESTER SUN

You ALWAYS WANT TO LOOK YOUR BEST THE WHOLE YEAR' ROUND BUT YOU WANT TO LOOK ESPECIALLY SMART



For Easter

There's something about Easter that sets it apart from the whole year. It's a time when men emphasize the importance of dressing up... a time when new clothes are a necessity. Our stock of Spring suits and Topcoats is the perfect answer to this need. See our complete collection. Remember—when you buy at Metzger's, you can just say, "Charge it."

TWO TROUSER SUITS \$29.50

THE METZGER METHOD OF PAYMENT

Choose The Method That Best Suits Your Need
Divided Payments... A small amount each week.
3 Months Plan... Pay one-third of purchase monthly, 10th of each month.
Regular 30 Day Charge Account.
No matter what method you choose... the price remains the same... One Low Cash Price.

It Takes Only A Moment To Open A Metzger Charge Account

EVERY SUIT INCLUDES AN EXTRA PAIR OF TROUSERS

METZGER'S
32 MAIN STREET EAST

The Way To A

BY IRENE MU

As the Lenten season draws to a close, ingenuity in serving attractive and different meatless dishes sometimes begins to fail and we search our recipe files in vain for something that will appeal to our families.

However, eggs and most fish have the advantage of combining with many other foods so that the variations obtainable are almost endless. Perhaps you have had occasion to invent some combinations because of leftovers on hand in the refrigerator or canned foods stored on your kitchen shelves. Families often welcome enthusiastically such casseroles and the canned soups as celery, mushrooms and tomato are often a big help in stretching and adding flavor to small quantities of leftovers.

Today's suggestions may offer a few new ideas to serve during the last few days of Lent. You'll find that if you want to vary them the canned soups will offer excellent new flavor combinations.

BAKED FISH STEAK
Temperature: 400 Degrees F
Time: 25 Minutes
1 lb. fish steak, chopped (salmon, cod, 1 small onion, halibut) chopped
1/2 cup flour 1 can tomato soup
1 green pepper salt and pepper

Butter a baking dish and arrange fish on it. Sprinkle with flour and add remaining ingredients. Bake in a preheated oven. This recipe is simple to prepare and grand to eat. You may like to try it with 1 can condensed cream of mushroom soup diluted with 1/2 can milk in place of the tomato soup.

Fish recipes nearly always require a hot oven and cook very quickly. For this reason muffins, biscuits and yeast rolls may be included in the menu for they may be stirred up quickly and slipped in the oven with the fish and will come out to be served

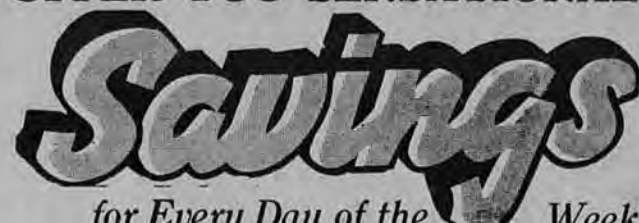
BRING NEW LIFE TO

FLINTKOTE Asph
Re-Roof Now... Before Sp
No Payment Down - Terms
PIONEER ROOF

314 Wilder Bldg.

ACHTER'S

OFFER YOU SENSATIONAL



for Every Day of the Week

SPECIALS FOR FRIDAY and SATURDAY

Star Value! First Quality Full Fashioned HOSIERY 57c Reg. 69c Value	Star Value! Ladies' Silk DRESSES All New Spring and Summer Styles \$1.79 \$2.49 Value	Star Value! Children's DRESSES Smart New Spring and Summer Styles 75c Value 45c	Star Value! Children's All Leather SHOES All Smart New Easter styles \$1.79 Value \$1.47 pr.
Ladies' Rayon HOSE 2 pr. for 19c	Ladies' Satin & Bemberg SLIPS \$1.00 Value 48c	Ladies' Percalé APRONS 15c Value 7c	Assorted Infants' FLANNEL WEAR 2 for 15c
Children's New Spring ANKLETS 12 1/2c Value 7c	Ladies' Sport SOAPS 2 for 9c	Assorted Infants' FLANNEL WEAR 2 for 15c	Full 800 Yds. CARPET WARP 29c Value 19c

Part Linen Dish TOWELS
10c Value
2 for 13c

TOOTH PICKS
Approximately 1,000
3c

Paper Shade IRONING BOARDS
10c Value
2 for 13c

With Cover Attached
40 Count SAFETY PINS
10c Value
2 for 7c

VIGIL LIGHTS
Box of 12
7c

Men's Initial HANDKERCHIEFS
5c Value
3c

Boys' Sport SHORTS
25c Value
2 for 25c

Men's Crew SHIRTS
30c Value
21c

Coupon Friday and Saturday
Lighthouse CLEANSER
3 for 7c

Star Value!
Men's Dress **SHIRTS**
Non-Wrinkle Collars, Pre-Shrunk \$1.19 Value
94c

Star Value!
Bunnysville Chocolate Easter **EGGS**
Box of 12 EGGS With Free Airplane Cutout
2 boxes for 15c

Star Value!
Push Easter **BUNNIES**
59c Value
45c

Star Value!
Assorted Hollow Chocolate **NOVELTIES**
2 for 9c

SAVE MONEY as You've Never Saved Before

PATTY'S SUCCESS IS YOUR SUCCESS!



YOUR TREMENDOUS RESPONSE TO OUR SET REFRIGERATOR OFFER LAST WEEK ROCHESTER KNOWS A BARGAIN WHEN IT THIS WEEK WE SURPASS ANYTH ATTEMPTED WITH A

DARING PURCHASE AND SALE OF ELECTRIC REFRIGERATORS

BUY ON EASY TERMS

SMALL DOWN PAYMENT DELIVERS

FAMOUS MAKES At Lowest Prices

We have purchased the entire stock of one of Rochester's leading refrigerator manufacturers at sacrifice prices. Now, for immediate disposal we at deep cut prices. Don't fail to come to Patty's this week's refrigerator at about half what you expected to pay. Can buy. Stock includes 1936's, 1937's, 1938's Floor Samples, Trade and others NEVER OUT OF THE CRATES!

Every Refrigerator Nationally Known.

To Protect Dealers Selling At Regular Prices.

We Cannot Mention Brand Names

\$3.33

OPEN Every Evening Until 9 P. M. FREE Parking 366-368 MAIN

Specials For MONDAY April 3

Men's Fancy Dress SHIRTS \$1.00 value	55c
Men's Heavy Work HOSE 12 1/2c value	2 pr. 13c
Rockwood CHOCOLATE BARS 5c value	3 for 5c
Assorted GAMES 10c value	5c
Ladies' Cotton HOSE 10c value	2 for 19c
225 Ft. Kite TWINE 10c value	2 for 7c
Boxed STATIONERY 10c value	6c
Lux Toilet SOAP 10c value	2 for 11c
Chenille RED SPREADS \$6.98 value	\$4.47
O.N.T. Crochet COTTON 10c value	2 for 13c
8 oz. NURSING BOTTLES 2 for 3c	
Women's Cotton SLIPS with Built-Up Shoulders 20c value	21c
Fruit-of-the-Loom PERCALE PRINTS 25c value, yard	14c
Large Fancy Plaid BATH TOWELS 29c value	19c
Glass Handled BATTER BOWLS 12 1/2c value	7c
DISH MOPS 2 for 10c value	7c
Scott Toilet TISSUES 10c value	6c
What-Not CORNERS 25c value	17c

Coupon MONDAY Kre-Mel DESSERT 3c

Specials For TUESDAY April 4

Men's Double Crotch SHIRTS 25c value	16c
Men's Work HANDKERCHIEFS 10c value	2 for 7c
Men's DUNGAREES \$1.00 value	59c
80 Count Paper NAPKINS 10c value	4c
Antimony CANDLE STICK HOLDERS 15c value	7c pr
Ladies' Boxed HANKIES, box of 3 25c value	14c
Self Seal PAPER or ENVELOPES 10c value	7c
15"x24" yds. ADHESIVE TAPE 10c value	2 for 7c
Children's APRONS 12 1/2c value	7c
Embroidered Rayon GUEST TOWELS 15c value	7c
Ladies' Emb. Rayon Taffeta PANTIES 19c value	11c
Infants' Receiving BLANKETS 2 for 19c value	23c
Easter EGG DYES 2 for 10c value	7c
Curtain STRETCHERS \$1.19 value	91c
Seat Top CLOTHES HAMPERS \$1.00 value	77c
TOILET TISSUES 5c value	3 for 5c
Parings KNIVES 5c value	2 for 5c
18"x36" RAG RUGS 20c value	12c

Coupon TUESDAY Sunbrite CLEANSER 3 for 11c

Specials For WEDNESDAY April 5

Boys' Polo SHIRTS 25c value	16c
Men's Canvas GLOVES 10c value	6c
Union Made OVERALLS White or Blue..\$1.49 Value	94c
New RUFFLING 3 yds. 30c value	10c
Paper SHIRTING BAGS 2 for 3c	
Whisk BROOMS 15c value	8c
White Floating SOAP 4 for 10c value	9c
PIN CUSHIONS 10c value	4c
Stamped Pet HOLDERS 2 for 5c	
Ladies' Emb. Rayon Taffeta SLIPS 49c value	25c
Orchard Crochet COTTON 2 skeins 20c value	29c
Children's Fancy FLANNEL SLEEPERS 48c value	27c
Oil Skin UMBRELLAS \$1.29 value	77c
DISH CLOTHS 5c value	2c
Machine OIL Large 10c size	6c
61"x90" Seamless SHEETS 79c value	46c
Cadmium Plated FISHING RODS 35c value	18c

Coupon WEDNESDAY O.K. Laundry SOAP 2 for 5c

Specials For THURSDAY April 6

Men's Button Coat SWEATERS \$1.00 value	58c
Men's Mercerized Iron SOCKS 25c value	14c pr.
Book MATCHES Box 50	2 for 11c
Ladies' Fancy Print HANKIES 5c value	2 for 5c
BOBBY PINS Card of 36 5c value	2 for 5c
Atlas Shoe POLISH	3c
Packages of 8 HANDNETTES	3 for 5c
Dr. Ellis SHAMPOO 10c size	4c
Shelland FLOSS YARN 20c value	2 for 25c
Rematched PILLOW CASES 20c value	2 for 23c
Women's Zipper HOUSECOATS \$1.29 value	79c
51"x51" TABLE COVERS 50c value	34c
Children's All Wool SWEATERS \$1.49 value	84c
Wooden CLOTHES HANGERS 12 1/2c value	3 for 5c
Household Cotton BATTIS 12 1/2c value	7c
CLOTHES PINS Box of 40 10c value	6c
Educator's COOKIES 10c value	6c
25 oz. Box Pride WASHING POWDER 15c value	8c

Coupon THURSDAY 16 Oz. Can PORK & BEANS 2 for 9c

ACHTER'S BARGAIN ARCADE
387 MAIN ST. E. NEAR GIBBS ST.
PHONE STONE 1880 1881 1882

OPEN Every Night Until 9 P. M. FREE PARKING At The Gibbs St. Station Opposite V. M. C. A.

Right Reserved To Limit Quantities • No Mail or Phone Orders Filled On Daily Specials

NAL

Star Value!

Week

Men's Dress

HIRTS

Star Value!

Star Value!

Star Value!

Star Value!

Star Value!

Star Value!

Star Value!

Star Value!

Star Value!

Star Value!

Star Value!

Star Value!

Star Value!

Star Value!

Star Value!

Star Value!

Star Value!

Star Value!

Star Value!

Star Value!

Star Value!

Star Value!

Star Value!

Star Value!

Star Value!

Star Value!

Star Value!

Star Value!

Star Value!

BERGHASH

Rochester's Largest Liquor Store

124 CLINTON AVE. SO. MAIN 786

12 YEARS OLD IMPORTED SCOTCH WHISKEY

\$4.39 Value! Large 25.6 Oz. (Limit 2) **\$2**

Queen Victoria 100% Scotch **\$1.99**

"Never Before at This Low Price"

LORD BARDSEY 90 PROOF

London GIN **\$1.45**

32 OZ. FULL QUART

OAKBROOK

2 1/2 YEARS OLD

STRAIGHT BOURBON WHISKEY

90 PROOF **\$1.52**

1.95 Value! FULL QUART

Try it straight, or in your mixed drink.

Fine in mint julep.

IMPORTED VIRGIN ISLAND RUM

ST. CROIX **\$1.69**

AGED 5 1/2 YEARS

This St. Croix Rum distilled in the old Hoffman Distillery known in the Pre-Prohibition Days as "Hoffman's Drops" and used in Punches, Hot Drinks or Toddlies. Its high flavoring character makes less of its quantity necessary when used in cocktails.

3 YEARS OLD

Grand Marshal

Straight RYE Whiskey

90 PROOF **\$1.88**

\$2.39 Value! FULL QUART

HIGH RANK

BLENDED RYE WHISKEY

Compare to Any \$1.75 Value! **\$1.39**

FULL QUART

IMPORTED AND BOTTLED IN FRANCE

SAUTERNE—BARSAC—HAUTE SAUTERNE

Claret

Burgundy

\$1.29 to \$1.49 Values! **98c**

LARGE 25.6 OZ. BOTTLE

NOTICE! Never at This LOW PRICE!

EST. SINCE 1870

RENAULT WINES

Compare! \$2.25 Value

PORT **\$1.69**

SHERRY

ANGELICA

MADEIRA

WHITE PORT

TOKAY

REGULAR 79c fifth—2 Bottles for **\$1.00**

JUST RECEIVED A NEW SHIPMENT

London GIN **\$1**

INN DRY

90 PROOF

LARGE 25 OZ. BOTTLE

California

PURE WINE

DIPLOMAT

EXCELLENT AND 100% PURE

Gallon **\$1.59**

100% Pure

California

WINE

SAUTERNE SHERRY BURGUNDY

MARSALA MUSCATEL MADEIRA

PORT ANGELICA CLARET

BERGHASH

124 CLINTON SO. NEXT TO LOEW'S

PHONE MAIN 786

Free Parking Opposite Store — Free Delivery

Slum Clearance Blocked, Claim

An organized movement to campaign for a Rochester place in national and state housing programs was launched this week in the name of the Rochester Housing Council.

Formed with a membership of thirty prominent citizens the Council bitterly assailed forces seeking to block slum clearances here. Fire was turned on the city administration as responding to the demands of banking interests which fear housing projects will militate against the value of present home real estate holdings.

The Council placed its campaign in the hands of a committee consisting of Ben I. Rosen, temporary secretary; Rev. Antonio Perrotta of St. Mark's Church; Mrs. Blake McKelvey, wife of the assistant city historian; Rev. James E. Rose, Mt. Olivet Baptist Church; Joseph F. Agnelli and Clara Stern.

There is a surplus of manpower in the Cardinal camp this spring and several of the lads who need another year of seasoning for major league play are sure to be diverted to the Reds—otherwise Oliver French will experience the keenest disappointment he has suffered since he became president of the Rochester club.

Prexy French wants a winner ever so much, because he feels that a championship would be the ideal way to celebrate the return of Southworth as manager of the Wings. Championships were a habit with Billy when he was here before—you'll recall that his clubs won four straight—and French will go to great length to assemble the proper material for his hustling little leader.

At this writing it seems that the needs of the Reds would be filled if they can come up with a third baseman, a second baseman, a catcher to help young Floyd Beal and another pitcher who has been through the fire of double A competition.

With Harry Davis at first base and the probability that Marty Marion will be the regular shortstop, the Rochester infield was half set up even before the athletes started training at Winter Garden. Crabtree, Gilmerwater and Cooke comprise an outfield that is the envy of more than one manager in the International.

There is no telling, either, how many surprises may come from the batch of rookies working under Southworth. Two years ago Red Juelich, fresh from a bush loop where the parks are affectionately known as "rock piles," became an outstanding freshman, not only with the Reds, but also in the International League. Another Jue-

Veterans Give Red Wings Steadiness and Balance

By JOHN BURNS

Three weeks from today those Red Wings are due to open the International League season at Newark. So let's spend a minute or two sizing up this new Rochester team.

In the first place, the outfit that Billy Southworth will lead against rivals in the Shaughnessy circuit should have more steadiness and balance than has been the case in recent seasons. This is because of the larger than usual quota of seasoned players.

Pitchers such as St. Johnson, Roy Benshaw and Mike Ryba are journeymen in their trade. They know the answers and their success in delivering will carry the answer as to where the Wings will wind up.

There is a surplus of manpower in the Cardinal camp this spring and several of the lads who need another year of seasoning for major league play are sure to be diverted to the Reds—otherwise Oliver French will experience the keenest disappointment he has suffered since he became president of the Rochester club.

Prexy French wants a winner ever so much, because he feels that a championship would be the ideal way to celebrate the return of Southworth as manager of the Wings. Championships were a habit with Billy when he was here before—you'll recall that his clubs won four straight—and French will go to great length to assemble the proper material for his hustling little leader.

At this writing it seems that the needs of the Reds would be filled if they can come up with a third baseman, a second baseman, a catcher to help young Floyd Beal and another pitcher who has been through the fire of double A competition.

With Harry Davis at first base and the probability that Marty Marion will be the regular shortstop, the Rochester infield was half set up even before the athletes started training at Winter Garden. Crabtree, Gilmerwater and Cooke comprise an outfield that is the envy of more than one manager in the International.

There is no telling, either, how many surprises may come from the batch of rookies working under Southworth. Two years ago Red Juelich, fresh from a bush loop where the parks are affectionately known as "rock piles," became an outstanding freshman, not only with the Reds, but also in the International League. Another Jue-

Rich may emerge from the mob of ambitious kids at Winter Garden and such a happening would be highly pleasing to Messrs French and Southworth.

Confirmation of the fact that few baseball deals are made in a moment is to be found in the acquisition of First Baseman Harry Davis by the Red Wings. The deal whereby Davis became the baseball property of the Wings might truly be termed a deferred transaction, because Branch Rickey had been on the trail of this player for something like two years.

When the Rochesterers assembled in Florida to prepare for the 1937 campaign, their first base problem was so acute that not even the usually optimistic Rickey believed that Walter Alston, who when entrusted with the post, could fill the bill.

So Rickey busied himself, phoning and wiring various clubs in his quest for a first sacker capable of helping the Wings. Uncle Branch concentrated on Davis, at that time with the St. Louis Browns, and boosted his bid to \$10,000. But the Browns refused to part with Davis.

Now that Davis has come to Rochester through the medium of a deal whereby Pitchers Nubs Kleinke and Oscar Judd moved to Columbus, the quest is finished and Oliver French feels that one of his most difficult problems has been solved.

Davis is not a youngster, although his years are not so many as those charged to John Gangel, Fred Merkle and George Sisler when that trio rated tops as first sackers for various Rochester clubs. The new Red Wing is twenty-nine and comes here with a lifetime batting average of .285 to show for eleven campaigns on the diamond.

Defensively, Davis is considered one of the best in the business. So oldtime Rochester fans, recalling a parade of first sackers that included Wally Pipp, Butch Schmidt, George Kelly and Rip Collins, besides Gangel, Merkle and Sisler, are quite elated because they figure that the acquisition of Davis will give our town another in a long line of outstanding first basemen. They figure, too, that Davis will steady the youngsters who now seem likely to make up the remainder of the infield.

Appearing before the court at Utica, Frank Parker, representing four Philadelphia banks holding \$250,000 worth of the issue of \$1,740,000 in mortgage bonds, contended the 1 per cent fee charged by the committee was improper.

Appearing before the court at Utica, Frank Parker, representing four Philadelphia banks holding \$250,000 worth of the issue of \$1,740,000 in mortgage bonds, contended the 1 per cent fee charged by the committee was improper.

Appearing before the court at Utica, Frank Parker, representing four Philadelphia banks holding \$250,000 worth of the issue of \$1,740,000 in mortgage bonds, contended the 1 per cent fee charged by the committee was improper.

Appearing before the court at Utica, Frank Parker, representing four Philadelphia banks holding \$250,000 worth of the issue of \$1,740,000 in mortgage bonds, contended the 1 per cent fee charged by the committee was improper.

Appearing before the court at Utica, Frank Parker, representing four Philadelphia banks holding \$250,000 worth of the issue of \$1,740,000 in mortgage bonds, contended the 1 per cent fee charged by the committee was improper.

Appearing before the court at Utica, Frank Parker, representing four Philadelphia banks holding \$250,000 worth of the issue of \$1,740,000 in mortgage bonds, contended the 1 per cent fee charged by the committee was improper.

Appearing before the court at Utica, Frank Parker, representing four Philadelphia banks holding \$250,000 worth of the issue of \$1,740,000 in mortgage bonds, contended the 1 per cent fee charged by the committee was improper.

Appearing before the court at Utica, Frank Parker, representing four Philadelphia banks holding \$250,000 worth of the issue of \$1,740,000 in mortgage bonds, contended the 1 per cent fee charged by the committee was improper.

Appearing before the court at Utica, Frank Parker, representing four Philadelphia banks holding \$250,000 worth of the issue of \$1,740,000 in mortgage bonds, contended the 1 per cent fee charged by the committee was improper.

Appearing before the court at Utica, Frank Parker, representing four Philadelphia banks holding \$250,000 worth of the issue of \$1,740,000 in mortgage bonds, contended the 1 per cent fee charged by the committee was improper.

Appearing before the court at Utica, Frank Parker, representing four Philadelphia banks holding \$250,000 worth of the issue of \$1,740,000 in mortgage bonds, contended the 1 per cent fee charged by the committee was improper.

Appearing before the court at Utica, Frank Parker, representing four Philadelphia banks holding \$250,000 worth of the issue of \$1,740,000 in mortgage bonds, contended the 1 per cent fee charged by the committee was improper.

Appearing before the court at Utica, Frank Parker, representing four Philadelphia banks holding \$250,000 worth of the issue of \$1,740,000 in mortgage bonds, contended the 1 per cent fee charged by the committee was improper.

Parent Teacher Institute Scheduled April 17-21

Thirteenth annual institute for Parent-Teacher leadership training sponsored by the rural education department of Cornell University and the State Congress of Parents and Teachers, will be held in Ithaca, April 17 to 21.

700 are expected including representatives of the 1200 parent-teacher units in the state. Included among the speakers are Dr. Luther H. Gulick, director, Regents' Inquiry; Dr. Edmund E. Day, president, Cornell University; Dr. George H. Wiley, associate commissioner of Education, state education department; Salom Risk, of Utica and Dr. Helene Hartley, professor of education, Syracuse University. Mrs. Carl R. Buxter, president of the Congress, will preside. Mrs. Alpheus M. Goodman, heads the institute committee, which includes Dr. Roland M. Stewart and Lewis Elwood of Cornell University.

Mrs. Jessie L. Sayers, 45 Park Avenue, call at 419 Burke Building for two tickets to the Main Street Armory lecture camp, Friday, March 31.

20 Games—25c

EVERY SUNDAY NIGHT

BETH JOSEPH

1150 St. Paul St.

ALL CASH PHIZES

8:30 P.M.

JONES 140 BARGAINS

'39 MERCURY \$200 OFF
'39 BUICK SEDAN \$200 OFF
'38 BUICK SEDAN, radio, extra's \$765
'38 NASH 6 SEDAN, over drive, extras \$595
'38 PONTIAC 8 SEDAN, cost \$1200 645
'37 BUICK, 40 series sedan \$545

'38 PLYMOUTH DE LUXE SEDAN 495
'37 PONTIAC, 6 four door, radio 485
'36 BUICK 41 SEDAN, like new, radio, heater 475
'36 OLDSMOBILE 6 SEDAN 399
'37 FORD 60 COACH 395
'37 FORD, 85 COUPE \$295

'36 FORD COUPE 217
'35 PONTIAC 6 COACH 287
'36 PLYMOUTH DE LUXE SEDAN 298
'35 FORD COACH 149
'31 CHEVROLET COACH 50
NO DOWN PAYMENT ON CARS UP TO \$300
20 CARS SACRIFICED \$25 TO \$98

640 CULVER ROAD

WORLD'S LARGEST SHOWROOM

COMING NEXT WEEK

IN ANSWER TO MANY REQUESTS THE SUN INAUGURATES A NEW CLASSIFIED WANT AD SECTION NEXT WEEK.

TO BUY - SELL - RENT - or EMPLOY

USE

SUN WANT ADS

FOR

Greatest Coverage — Lowest Cost

It's Easy To Place a Want-Ad In More Than 74,000 Rochester Homes. Just Print Your Message Below And Mail It With Cash or Stamps to

THE ROCHESTER SUN

419 BURKE BLDG.

Rochester, N. Y.

SPECIAL RATES FOR

SUN

WANT-ADS

2c A WORD

Minimum Charge 20c

Turn these items into cash through the "Sun Want-Ads."

Used Stoves, Refrigerators, Baby Buggies, Typewriters, Bicycles, Sewing Machines — in fact almost anything you desire to sell will bring you cash!

Name Address

DINE and DANCE

ENJOY YOURSELF

—AT—

Rochester's Finest NITE CLUB

FLOOR SHOW

3 SHOWS EVERY NIGHT

HONEY SISTERS

Sophisticated Dances

ALYCE ST. JOHN

Tops in Tap and Toe

THE PALMER SISTERS

Tawdry and Rhythmic Specialists

DEAN & MARTIN

Sensational Ballroom Team

"MITZI" WAYNE

Mistress of Ceremonies

SPECIAL SUNDAY DINNERS

Now Only \$1 Per Person

Including the juiciest steaks you've ever eaten. Or choose chicken, duck, turkey or fish if you prefer.

THE CHATEAU

MONROE AVE. AT THE TWELVE CORNERS



SIMPLIFIED CREDIT

Quicker

CREDIT

SET YOUR OWN TERMS

WITH THE LIFE TIME 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

ROCHESTER'S

FINEST AND

LARGEST SELLING

STOCK

ALE

More Hops • More Malt • More Age

DRAUGHT • BOTTLES

EVERYWHERE

AMERICAN BREWING CO. • Rochester, N. Y.

Tam o' Shanter

STOCK ALE

More Hops • More Malt • More Age

DRAUGHT • BOTTLES

EVERYWHERE

AMERICAN BREWING CO. • Rochester, N. Y.

WIN MOVIE TICKETS

Movie fans who supply the correct answers to the following questions will be eligible to win 25 pairs of guest tickets to "Broadway Serenade." Your replies will be judged on their accuracy as well as quickness — so get them in to us, fast!

1. In what five pictures has Jeanette MacDonald starred?

2. In how many pictures has Jeanette MacDonald starred along with Nelson Eddy?

3. What are names of these pictures?

4. Who co-starred with Jeanette MacDonald in "Firefly" in "San Francisco"?

5. In what picture do you think Jeanette MacDonald gave her best performance?

6. Why do you think it was her best performance?

7. Do you prefer Jeanette MacDonald co-starring with Nelson Eddy rather than with other actors?

8. What three players have important roles in "Broadway Serenade"?

9. In how many pictures has Jeanette MacDonald danced?

10. Name five songs that Jeanette MacDonald has sung.

Answer Now . . . Win Tickets To See

"BROADWAY SERENADE"

Starring Jeanette MacDonald and Nelson Eddy

OPENS FRIDAY, APRIL 7th

LOEW'S THEATRE

Hurry! Address All Replies to:

THERE'S SOMETHING NEW UNDER THE SUN!

UNION TIRE CO.

LOWEST TERMS IN ROCHESTER!

NOTHING LIKE IT ON EARTH!

SENSATIONAL NEW GIBSON



BIG 6 CUBIC FOOT ALL STEEL REFRIGERATOR!

Here is the All-time Masterpiece!—a genuine 6 foot GIBSON, with all the refrigerator advantages you want, AT THE PRICE YOU WANT TO PAY! It's the refrigerator sensation of America and the only refrigerator of its kind on earth, for less than a hundred dollars. Don't even consider buying an electric refrigerator until you see the new Gibson created by a Company with 62 years experience.

THE ONLY BIG SIX CUBIC FOOT, ALL STEEL HERMETICALLY SEALED REFRIGERATOR IN ALL AMERICA, SELLING FOR LESS THAN \$100!

\$99⁹⁵

Tested & Approved By Good Housekeeping Institute!

★ Keeps Perishable Foods Fresh! ★

★ 1939 All-Steel Triple Sealed Cabinet! ★

★ Makes More Ice Cubes Faster! ★

★ Sealed Thrifty-Scotch Yoke Mechanism! ★

\$5.00 DOWN
3 YEARS TO PAY!

3 WHOLE YEARS TO PAY!

YOU'LL HARDLY BELIEVE ANYTHING SO FINE CAN BE BOUGHT FOR SO LITTLE!

★ ★ GET YOURS NOW! ★ ★

\$5 DOWN-3 YEARS TO PAY!

HANDSOME 12 PIECE LIVING ROOM GROUP!

ON YOUR OWN TERMS

YEAR TO PAY!



HERE'S WHAT YOU GET!

Group includes 2 major pieces, davenport and chair, new modern design and coverings, well built, expertly tailored... modern coffee table... modern lamp table... modern end table... floor lamp, bridge lamp and table lamp, complete with shades to match... luxurious throw rug... all 12 items are included in this sensational offer... just 25 at this special price.

\$69⁹⁵

YOUR OWN TERMS! A YEAR TO PAY!

THIS BEAUTIFUL BEDROOM SUITE!

ON YOUR OWN TERMS — A WHOLE YEAR TO PAY!

Lowest Terms In Rochester
IF YOU CAN'T GET IN PHONE STONE 5007-5008—AND WE WILL GLADLY SEND OUR REPRESENTATIVE TO SEE YOU!



PICTURE THIS LOVELY SUITE in Your OWN HOME!

Three charming pieces to make the Bedroom of your dreams come true. — Sturdy maple construction — Bed, Dresser and Chest (Beautiful Vanity in place of Dresser if you prefer). Just 25 of these suites are included in this sensational all-time low price sale... Here's your opportunity to modernize that bedroom AT A PRICE YOU WANT TO PAY! — Small down payment and a whole year to pay.

\$39⁹⁵

YOUR OWN TERMS! A YEAR TO PAY!

OPEN EVENINGS UNTIL 10 P.M.

OPEN SUNDAYS UNTIL NOON

UNION TIRE COMPANY

MAIN STORE
286 EAST AVENUE

60 NORTH MAIN ST., FAIRPORT, N. Y.

★ 3 BIG STORES TO SERVE YOU ★

114 WEST COMMERCIAL STREET

EAST ROCHESTER

PARTY LISTED

The Old Timers will hold a bingo party Tuesday night at Valguarnera Hall, 666 Bay Street.

Mrs. George Wilson, 180 Gregory Street, call at 419 Burke Building for two tickets to the lacrosse game at the Main Street Armory, Saturday, April 8.

Well-Executed End Play Sets Up Necessary Trick

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

By VIRGINIA LEVY

The elimination of end play is really not so difficult to execute as most players imagine. All that is necessary is the stripping of the hands and the throw-in of the player declarer wishes to have lead up to his tenace.

It is the defense against these end plays of which most players are ignorant. Many times a declarer is permitted to fulfill a contract by means of this elimination play which should not have been made against proper defense.

Consider the following hand and the defense which allowed south to make a contract which could have been set:

NORTH
S A K 7 2
H 10 9 2
D 7 4
C A K 6

WEST
S 3 5
H K J 3 4
D 10 9 8 6
C Q J 4

EAST
S 6 7 6 2
H Q J 3 2
D Q 10 9 7 5
C 10 9 7 5

SOUTH
S Q 10 4 3
H A Q 10 8
D 8 7 3 2
C 8 3 2

South became the declarer at a contract of six spades. West opened the ten of diamonds while declarer won with the ace. Upon looking over his possibilities, declarer saw that he had a sure diamond loser in addition to a loser in hearts if the finesse failed.

EFFECTIVE END PLAY

After some thought he decided not to finesse, but to attempt to throw the player whom he thought might have the king of hearts into the lead. He therefore began to prepare for the End Play by stripping the hands.

First he drew trumps and then played the king of diamonds, after which he ruffed the last one in his own hand in

the dummy. Next he laid down the ace and king of clubs, West dropping the four on the first trick and the jack on the second. All that was necessary now was for declarer to play his last club, and if West had the queen his contract was in.

West did have the queen and was helpless after he had won the trick. He had nothing left but hearts and diamonds. If he led a heart it would be right up to declarer's ace-queen, and if, on the other hand he chose to lead a diamond, South would have the opportunity of ruffing in the dummy and discarding the queen of hearts from his own hand.

Perfect defense could have set this contract. When declarer led his ace of clubs from dummy West should have dropped the jack. This play can lose nothing as he can always play the four on the ace and preserve the queen for a trick if necessary.

This splitting of his honors should be done in order to unblock the suit and thus prevent his being thrown in later by South and being obliged to lead up to a possible heart tenace in declarer's hand.

If East is a fine defensive player, he will assist his partner by dropping the ten on the second club lead, by declarer. This will give West the cue to play the queen.

Being left with the four spot when declarer leads his last

Calvert Reserves Beat Coast Team

The Rochester Calvert Reserves gave the touring San Francisco Calverts a good time before their bowling match Saturday night at Buonomo's and then beat the West Coast stars in a three game battle by 32 pins—2984 to 2952.

Ora Mayer, who won the ABC all-events title four years ago, was high individual with 651, while Joe and Butch Hoefner contributed 642 and 633, respectively, for the home side.

club, he is now saved from the throw-in because his partner must win the trick, due to his clever unblocking. East's lead through South's ace-queen of hearts, of course, sets the contract.

Hands similar to the above are really quite common and it will pay the player to study the suggested line of defense and attempt to apply it to other like hands which appear during the course of his play.

Lacrosse Feud Due for Airing

There'll be no fooling about the feuding in the Armory lacrosse box when the Iroquois and Geneva Raiders clash on Saturday night. It will be their third combat this season and ownership of the Zeller Trophy depends on the outcome of this game.

The Braves have done their share of roughing against the Raiders in previous games, but the Indians are still smarting over the treatment they received at Geneva and plenty of rough work is in prospect on Saturday night.

FLOWER POTS STOLEN

Two large, heavy flower pots, each containing an evergreen tree, were stolen from the front porch of the home of Mrs. Fred Standing, 25 Elyworth Street, on Monday night. Mrs. Standing, who had had these urns for twelve years, will not ask questions if her property is returned.

Say You saw it in THE SUN

John L. Drees, 1771 St. Paul Street, call at 419 Burke Building for two tickets to the lacrosse game at the Main Street Armory, Saturday April 8.

Eather Rothschild, 81 Strong Street, call at 419 Burke Building for two tickets to the lacrosse game at the Main Street Armory, Saturday, April 8.

Sometimes Even Policemen Need Money

But you don't have to be on the "force" to obtain a Personal Loan at the Genesee Valley Trust Company. Regardless of your job—as long as it is steady—we will be happy to help you.

STOP HERE FOR A PERSONAL LOAN

No Co-Maker
Required

Member of F. D. I. C.

GENESEE VALLEY TRUST COMPANY

Exchange and Broad

THE BANK OF PERSONAL SERVICE



Fresh Delicious COLLIS MADE CANDY

Delectable Assortments

See the greatest array of Easter candies and assortments in the city. Baskets, nests, and countless other Easter-motif candy molds. All made with purest and finest ingredients. We are one of the very few candy makers in Rochester using NESTLE'S chocolate exclusively.

CHOCOLATE BUNNIES

Unlimited Assortment From 5c to \$2.50

Easter Eggs
Cream, Fruit,
Nut
5c to 45c

CHOCOLATE EGGS
CHOCOLATE BASKETS
Filled With Assorted Chocolates
30c . . . TO . . . \$4.00

We are the largest makers of Easter Novelties in the city. A line that is complete at reasonable prices.

**COLLIS ICE CREAM
AND DAIRY STORE**
Ridge Road West
Next To Mohican

**THE CHOCOLATE
SHOP**
13 Clinton Ave. No.

\$10 CHOCOLATE BASKET
Given to Some Lucky Person
4 O'clock Saturday April 18th
AT BOTH STORES



MISS
WOMEN

JACKET DRESSES

are the order of the day for Easter

• Prints
• Navy
• High colors
\$3.98

Gloriously new prints combined with navy . . . gay, lovely colors flattering and smart. Slim fitted frocks with wide shoulders and tiny tucks and gores . . . wide swirling skirts nipped at the waist. Sizes from 14 up to 32.



The "last" is first for comfort
**ARCH PROTECTOR - ARCH FLEX
HEALTH
SHOES**
\$2

Smart, fashionable shoes with strong steel arch supports. Smooth, supple leathers in brown, black and white. Sizes 4 to 8, B - D - EEE widths.

LINCOLN'S

The Easter Parade begins at Lincoln's



The best **HANDBAG** Values
you've ever seen at a dollar

- Calfs
- Fabrics
- Patents

Here bags with long shoulder straps . . . mirror-like patents, soft, colorful fabrics embroidered and topped with big wooden clasps . . . scores of colors and styles to choose from.

\$1

*Delicate
colors in*

- Crepes
- Organdies
- Sheers

Easter BLOUSES

Crisp, dainty, frilly blouses all tucked and shirred and ruffled. Loveliest pastel shades so new this Spring. Sizes 34 to 40.

\$1

Children's sport or swagger 4 to 16 **COATS** . . . **5.98**

Infants' all wool 4.98 **DRESS COATS** . . . **2.98**

Girls' 7 to 14 school and party **DRESSES** . . . **\$1**

Genuine "FOWNES" leather trimmed **GLOVES** **\$1**

Boys' Insured to wear **DRESS SHIRTS** . . . **79c**

Men's Regular \$1 new Easter **TIES** . . . **50c**

Children's new Straw or Felt **HATS** . . . **\$1**

Ask for No. 304
FULL FASHIONED RINGLESS
**Silk Crepe
HOSIERY**

Sheer, exquisite
crepes in beautiful
3-thread constructions.
Slim, dainty
French heels and
picoled tops. Sizes
8 to 10 1/2 in all
shades.

79c

Compare with
any \$1 hose

The most uniform!
broadcloth made!

**KING PHILLIP
MEN'S SHIRTS**
• Custom-like tailoring
• Pre-shrunk through-
out

\$1

Fine broadcloths with collars that out-
wear the shirt itself. Carefully tailored
with non-wilt collars and plicated
sleeves. Sizes 14 to 17.

A whole store
full of Easter
VALUES



Take your pick
from the smartest
collection of new

Easter HATS

• In new styles just
received from New York

\$1.98

Gay, shiny straws all swathed in yards
of crisp veiling . . . new felts sweeping
off-the-brow . . . tiny flower-covered
hats . . . tailored saliors so smart with
suits. Sizes, colors and styles galore.

• Choose yours
early for best
selection

Smartly styled for longer wear
**Children's Campus' Jr.
SHOES**
\$1.29



• Kiltie tongues, barge oxfords
• Patents and 2-tone tan

MAIN ST. E. cor. ST. PAUL

**Asbury First Church
Plans Spring Luncheon**
Asbury - First Methodist Church women and their friends will meet in the dining room of the church for a spring luncheon which will include all the Missionary Guilds on Tuesday, April 11, at 1 o'clock.
Mrs. Howard Thurman will be

the speaker. Mrs. Thurman, with her husband Rev. Howard Thurman, who is dean of chapel, Howard University, Washington, D. C., recently returned from India where they attended the conference of the Christian student Movement of India, as delegates from the Christian Student Movement of America.

Norge Plans Spring Show

The complete line of household appliances manufactured by the Norge Division, Borg-Warner Corporation, will be introduced to retail dealers of this area at the spring meeting to be held on Wednesday, April 12, at 8 P. M. at the showrooms of Rochester Norge Corporation, 42 Scio Street. This is one of 100 dealer meetings that will cover the entire country. Zone meetings are now being held in Detroit, New York, Chicago, St. Louis, New Orleans, Los Angeles, San Francisco, Portland and Seattle.

The local meeting will be in charge of L. T. Brock, Norge regional manager, and will be sponsored by Rochester Norge Corporation, distributor in this area. A complete showing of all new Norge products, together with advertising and sales promotion material will be given. According to Mr. Brock, Norge is offering many startling new advancements in all of its lines this year, and a decided rise in the demand for refrigerators, washers, ironers, electric and gas stoves is to be expected.

"Norge engineers have worked miracles in improving the line for 1939," said Leo Levy, manager of Rochester Norge, "and greater efficiency in manufacture has enabled our company to offer them at prices that will prove a pleasant surprise to dealers and prospects alike."



JIMMIE FIDLER in Hollywood

HOLLYWOOD—You're going to see a new—and a very much more likable—Don Ameche in "Alexander Graham Bell." Not only does he turn in by far his best performance to date, but his entire personality seems changed. He wears an air of sincerity that has sometimes been lacking in his past pictures.

And yet the entire change in personality is due to the suppression of one small mannerism. I've never known an instance which offers better proof that the careers of screen actors often hinge on trivialities. Before starting work on this picture, Director Irving Cummings took Don aside and had a heart-to-heart talk with him—his entire theme being that Don smiled too often, too widely and too automatically. During the shooting of the picture, Cummings watched for that somewhat overdone smile of Don's like a hawk—and stopped the scene whenever it appeared. The net result is a new Ameche, just as effervescent as before, but sufficiently restrained to be convincing.

It's when you consider the ex-

(Continued on Page 6)

Night School Gardening Class

Designed for prospective small home owners and garden enthusiasts, two new courses in architectural drawing and landscape design will start at Monroe High Evening School on Monday evening. Registration is open to adults at the school office after 7 o'clock.

The landscape and home design course will be given primarily to help solve the problems of small garden owners; to teach them how to plan and execute a planting program economically and of the type that will afford increasing enjoyment. The course will treat with entrance and foundation planting, side and rear planting, formal and informal gardens, garden furniture and plans for small gardens.

Mrs. Helen P. Caldwell, 6 Upton Park, call at 413 Burke Building for two tickets to the lacrosse game at the Main Street Armory, Saturday, April 7.

Hub Sunshine Circle Elects New Officers

Hub Sunshine Circle of the International Sunshine Society has chosen the following officers to serve:

President, Mrs. Herbert E. Muir; honorary president, Mrs. P. T. Luitwiler; first vice-president, Mrs. Rosalie Robinson; second vice-president, Mrs. LeRoy Schlimck; third vice-president, Mrs. C. D. Stickle.

**GENESEE
IS BUYING
250,000 BU.
OF NEW YORK STATE
BARLEY THIS YEAR**

THAT'S good news for the farmers of Western New York—for it offers them a profitable, convenient, cash crop. It's good news for beer drinkers, too, for this fine, rich grain, malted in Genesee's own Malt House atodus Point, means even better Genesee Beer and Ale.

Small wonder Genesee is the first-choice of Rochester beers by more than 5 to 1.

THE GENESEE BREWING COMPANY, INC.
ROCHESTER, N. Y.

FACTORY CLOSE-OUT

A famous make at almost half price! We bought at a sacrifice and are selling at our actual cost to make new friends. We want to open 200 new accounts this week!

MATTRESS Sale!

**FOR 10
DAYS
ONLY**

**GENUINE \$17.95
INNERSPRING
MATTRESS**

\$9.45 ALL SIZES

**MAJESTIC
FURNITURE CO.**
• 204 COURT ST. •

OPEN EVERY EVENING TO 9 P. M.

A MESSAGE TO
THOSE WHO ARE
LOW IN SPIRITS

Pay us a visit and see for yourself how complete our stock really is! The world's most popular brands of choice wines and liquors . . . and also a wide variety of those less publicized liquors so treasured by connoisseurs. If you will take time to compare our prices you will find that they are as low as the lowest and lower than most. If you live in our neighborhood . . . phone us for free delivery service.

**MANHATTAN
WINE & LIQUOR COMPANY**
960 GENESEE ST.
GEN 4928. Cor. Brooks Ave.

KEY DRUG STORES

470 N. GOODMAN Near Main THREE STORES	92 E. MAIN Near Water	546 MONROE Near Goodman CUT RATE
--	-----------------------------	---

WITH KEY COUPON OXYDOL Large Size 15c (Limit 1)	WITH KEY COUPON VANTINE BATH SALTS Regular 50c 19c (Limit 1)	WITH KEY COUPON LUCKY TIGER LATHER SHAVING CREAM Reg. 35c 9c (Limit 2)
---	---	--

PITCHERS CASTORIA reg. 35c **11c**
Davis Rose Digitalis Pills reg. 15c **49c**
SQUIBB ASPIRIN TABS bot. of 100 **39c**
NUJOL quart size **98c**
WATER GLASS quart size **19c**
EX-LAX reg. 25c **19c**
LARVEX reg. \$1.00 **79c**
SAL HEPATICA reg. 80c **49c**

**HEAVY RUSSIAN OR AMERICAN
Mineral Oil**
PINT 25c
QUART 45c
1/2 GALLON 85c
GALLON \$1.49

BANDAGE
2 in. x 10 Yds.
Reg. 10c
2 for 11c

**DR. DeBEAR
MALTED MILK**
Plain Pound Can
Reg. 59c
33c

**MILK of
MAGNESIA
TABLETS**
Bottle of 200
Reg. \$1.00
49c

**CAMAY
SOAP**
3 for 14c

**WHEAT
GERM**
lb. **29c**
4 Lbs. for \$1.00

**GILLETTE
RAZOR**
and 50 Double
Edge Blades
49c
Complete

**WILLIAMS
Scented
TALC**
Reg. 25c
11c

**OIL of
Wintergreen**
8 oz.
Reg. \$1.00
49c

**COLGATE'S
GLYCERINE**
8 oz. Bottle
Reg. 50c
23c

**CARBONA
SOAPLESS
LATHER**
Reg. 25c
19c

EASTER GIFT Suggestions!

**AYER BEAUTY CADDY
OF 1939**
Repeated by popular request! A New Ayer Beauty Caddy has just arrived from Harriet Hubbard Ayer. Contains Luxuria, Skin and Tissue Cream, Face Powder, Skin Tonic, Pink Clover Perfume. Priced at only . . . 1.00

ELECTRIC VIBRATORS
A \$2.00 Value!
\$1.19

ELECTRIC HAIR DRYERS
\$1.49

**VOGUE CANDID TYPE
CAMERAS**
Takes 16 Picture
On Roll of 127 Film
\$1.49

**MADISON
SQUARE
CLOCKS**
Reg. \$1.98
98c
IN IVORY,
BLACK or GREEN

**Perfumes
EVENING IN PARIS**
55c to \$5.00
COTY
\$1.00 to \$5.00
TWEED
\$1.25 to \$5.00
SHALIMAR
\$1.65 to \$10.00

Candy Specials

Chocolate Covered
CHERRIES lb. **19c**
Minture
CHOCOLATES lb. **23c**
JELLY EGGS lb. **9c**
HERSHEY KISSES lb. **23c**

**SHOE SHINE
KITS**
Cloth, Polish and
Dauber
8c

**1¢ SALE
Amazing New
COLGATE
TOOTH
POWDER**
HOW DO YOU
GET YOUR
TEETH SO
BRIGHT?
IT'S EASY WITH
THE NEW COLGATE
TOOTH
POWDER
LARGE SIZE . . . ONLY **1¢**
GIANT SIZE . . . **35¢**
BOTH FOR **36¢**

**50c Mennen
Shaving Cream**
and
25c Skin Bracer
Both
For **49c**

**LUCKY
STRIKE
CIGARETTES**
A
Mild
Smoke
We Reserve The Right
To Limit Quantities

SPECIAL! BEST VALUE IN CITY!

Hundreds are switching to it! Thousands burn it regularly!

MILLER'S GUARANTEED HIGH QUALITY

EGG COAL \$10.65
STOVE
NUT Per Ton
• Pea \$8.75 - Bkwt. \$7.75 - Rice \$6.75 •
R. G. & E. DRY AND DUSTLESS
COKE None \$9.05
Better

GEN. 20 Quality and Finest Service Since 1912
Yards and Office at 500 West Ave. **FUEL OIL**

ARDEAN R. MILLER

Thurs. Fri. Sat. & Sun. SPECIALS

BABY GAY Q-TIPS Reg. 25c 13c 2 for 25c	POND'S TISSUES Box of 500 Reg. 25c 16c	FIFTH AVE. CANDY BARS Reg. 5c 2 for 5c
---	---	--

LATEEN NAIL POLISH In All Shades Reg. 10c 4c While They Last!	SOLO Hair Curlers Reg. 5c 3 for 10c	BEECHNUT BABY FOODS 3 for 25c
---	---	--

**MARROW
OIL SHAMPOO**
Reg. \$1.00
49c
(Limit 1)

**Iodine or
Mercurchrome**
With Applicator
Reg. 15c
3c

**ADHESIVE
TAPE**
1/2 in. x 5 Yd.
Reg. 10c
2 for 11c

**TOURNAMENT
GOLF
BALLS**
21c each
\$ for \$1.00
\$2.19 dozen

**1¢ SALE
LISTERINE
BRUSHES
SHAVING CREAM
LESS CREAM
Both
for 26¢**

**TREET
SHAVING
BRUSHES**
Reg. 50c
23c

**CARBONA
CLEANING FLUID**
Reg. 30c
21c

**GLEEM
Liquid DENTIFRICE**
Clean your teeth safely and deliciously with
GLEEM. GLEEM makes your teeth smile.
Try it today. FREE trial size with each bottle.
Money back guarantee. GET GLEEM!

**KOTEX
RESERVE BOX**
30 Napkins
48c 2 for **95c**
Regular, Junior and Super

**GLEEM
Liquid DENTIFRICE**
35c Size 29c
60c Size 49c

Mrs. Herbert E. ...
y president, Mrs. ...
r; first vice-presi- ...
salle Robinson; ...
resident, Mrs. Le- ...
third vice-presi- ...
D. Stickle.

IN CITY!

regularly!

QUALITY

10.65

Cash

Shov. Off!

\$9.05

BEST IN

FUEL OIL

ER

PECIALS

FIFTH AVE.

CANDY

BAR

Reg. 5c

2 for 5c

BEECHNUT

ABY FOODS

3 for 25c

MARROW

SHL SHAMPOO

Reg. \$1.00

49c

(Limit 1)

Iodine or

Mercurchrome

With Applicator

Reg. 15c

3c

ADHESIVE

TAPE

1/2 in. x 5 Yd.

Reg. 10c

2 for 11c

TOURNAMENT

GOLF

BALLS

Be Safe!

BUY

KOTEX

RESERVE BOX

2 for 95c

Junior and Super

30 Napkins

2 for 95c

Junior and Super

30 Napkins

2 for 95c

Junior and Super

30 Napkins

2 for 95c

Junior and Super

30 Napkins

2 for 95c

Junior and Super

30 Napkins

2 for 95c

Junior and Super

30 Napkins

2 for 95c

Junior and Super

30 Napkins

2 for 95c

Junior and Super

30 Napkins

2 for 95c

Junior and Super

30 Napkins

2 for 95c

Junior and Super

30 Napkins

2 for 95c

Junior and Super

30 Napkins

2 for 95c

Junior and Super

30 Napkins

2 for 95c

Junior and Super

30 Napkins

2 for 95c

Junior and Super

30 Napkins

2 for 95c

Junior and Super

CHARGE IT? - - why certainly!

Charge accounts are nothing new to Metzger customers. Thousands of Rochesterians have been using this added Metzger service for many years. They know there is a Metzger charge account to suit every purse... they practically make their own terms. You, too can enjoy the added convenience of a charge account here. It takes only a moment to open an account.



Brand New! UNTRIMMED COATS FOR EASTER

\$14.95

Strikingly smart Spring coats you'll prize for their wearability! Perfect for extra accessories, they'll turn every frock into an "ensemble"! All are carefully tailored, fully lined. Every NEW style—every NEW color—come to Metzger's for your Spring coat today! New wools, tweeds, mixtures; twills and shellands. Navy, black, beige, and pastels

- Feminine Reefers!
- Skater-Skirt Coats!
- Boxy or Swing Swaggers!
- Fitted Collarless Types!

Sizes For Juniors, Misses and Women

You'll Be Well Suited If You Choose
One Of The Metzger's New Spring

SUITS

At the season's newest two and three piece suits including man tailored suits and shellands starting at

\$9.95

METZGER'S Style Shop
32-34 MAIN STREET EAST

My! How The Money Flies!

You can make extra money without any effort at all. Just go through your attic and household and make a list of those things you no longer want or need. Then advertise them for sale in the Sun Classified Want-Ads. Watch how quickly your "unwants" become cash in your pocket.

TO BUY, SELL, RENT OR EMPLOY USE SUN WANT ADS FOR
GREATEST RESULTS AT LOWEST COST.

It's Easy To Place a Want-Ad In More Than
74,000 Rochester Homes. Just Print
Your Message Below And Mail It With Cash or Stamps to

SPECIAL RATES FOR
SUN
WANT-ADS

2¢ A WORD
Minimum Charge 20c

Turn these items into cash through the "Sun Want-Ads."
— Use Stoves, Refrigerators, Baby Buggies, Typewriters, Bicycles, Sewing Machines — in fact almost anything you desire to sell will bring you cash!

ALL ADS MUST BE
RECEIVED BEFORE
4 P. M. TUESDAY

THE
ROCHESTER SUN
419 BURKE BLDG.
Rochester, N. Y.

1	2	3	4
5	6	7	8
9	10	11	12
13	14	15	16
17	18	19	20

Name Address

W H A M Highlighths

NEW PROGRAMS
STUDEBAKER SHOW — Tuesdays, 7:45 p. m. Wednesdays, 9 p. m. Fridays, 8:30 p. m.
"YOU THE UNSEEN JURY" — Sundays, 7:30 p. m.
"INTER-FAITH RALLY" — Sundays, 6:15 p. m.
VOCAL VARIETIES — Fridays, 7 p. m.

SPECIAL EVENTS
POPE PIUS EASTER MESSAGE — Sunday, April 9, 6 a. m.
MARION ANDERSON... Contralto — Sunday, April 9, 5 p. m.
METROPOLITAN OPERA — Saturday, April 8, 1:55 p. m.
"Tristan and Isolde"

MUSIC
SUNDAY MUSICAL — Sundays, 12:30 p. m.
ON WINGS OF MELODY — Sundays, 1 p. m.
ARMCO BAND — Sundays, 8 p. m.
NBC SYMPHONY — Saturdays, 10 p. m.

VARIETY
CAMERA CLUB — Fridays — 6:15 p. m.
PLANTATION PARTY — Fridays, 9 p. m.
HANK AND HERB — Saturdays, 7 p. m.

RED FOLEY — Saturdays, 8:30 p. m.
BARN DANCE — Saturdays, 9 p. m.
DIAMOND WALNUT SHOW — Sundays, 10 a. m.
MAGIC KEY — Sundays, 2 p. m.

KENNEL TIME — Sundays, 8:30 p. m.
JACK BENNY — Sundays, 7 p. m.
SETH PARKER — Sundays, 7:30 p. m.

CHARLIE MCCARTHY — Sundays, 8 p. m.
THE CIRCLE — Sundays, 10 p. m.
EDDIE DUCHIN — Mondays, 9:30 p. m.

TRUE OR FALSE — Mondays, 10 p. m.
INSIDE STORY — Tuesdays, 8 p. m.
INFORMATION PLEASE — Tuesdays, 8:30 p. m.

FIBBER MCGEE — Tuesdays, 9:30 p. m.
BOB HOPE — Tuesdays, 10 p. m.
HOBBY LOBBY — Wednesdays, 8:30 p. m.

KAY KYSER — Wednesdays, 10 p. m.

SMILE PARADE — Thursdays, 4 p. m.
GOOD NEWS — Thursdays, 9 p. m.
BING CROSBY — Thursdays, 10 p. m.

DRAMA
HOLLYWOOD PLAYHOUSE — Sundays, 9 p. m.
ORPHANS OF DIVORCE — Mondays, 7 p. m.
MARY AND BOB — Tuesdays, 9 p. m.
ONE MAN'S FAMILY — Wednesdays, 8 p. m.
TROOPERS DRAMA — Thursdays, 7:30 p. m.
TRUE CASE HISTORIES — Fridays, 8 p. m.

NEWS
PETER GRANT — Sundays, 6:45 p. m.
FARM NEWS — Mondays thru Fridays, 1:15 p. m.
COURIER NEWS — Saturdays, 11:15 a. m.
YOUR ESSO REPORTER — Four times a day — seven days a week.
MARCH OF TIME — Fridays, 9:30 p. m.

COMMENTARY
FATHER COUGHLIN — Sundays, 4 p. m.
WALTER WINCHELL — Sundays, 9:30 p. m.
FRITZ BROWNELL — Wednesdays, 9 p. m., and Fridays, 9:15 p. m.

DR. DEXTER PERKINS — Tuesdays, 6:15 p. m.
LOWELL THOMAS — Monday thru Friday, 6:45 p. m.
HARRY MITCHELL — Mondays thru Saturdays, 6:30 p. m.

AL SIGL — Tuesdays, Wednesdays and Thursdays, 3 p. m.
RADIO FORUM — Mondays, 10:30 p. m.
TOWN HALL MEETING — Saturdays, 7:30 p. m.

PEA . . . \$8.75
RICE . . . \$6.75
BECKWIT \$7.75
Black Diamond COKE \$8.75

PHONE
GENESEE 7800
BLACK DIAMOND COAL
OFFICE AND YARD—150 YORK STREET

Stage Idol



John Barrymore, popular the world over as star of stage and screen, will appear once more on the legitimate stage as the star of a new comedy, "My Dear Children," which will be seen at the Auditorium Saturday matinee and night, April 8.

Johnson Warns Parents In Measles Epidemic
Alarmed at an explosive outbreak of measles in the city, Dr. Arthur M. Johnson, health officer, yesterday urged parents not to expose children to the disease and to guard against possible serious complications by consulting physicians immediately.

Fortunately, Dr. Johnson said as he reported 23 new cases of measles within the past two weeks, current cases do not seem severe. The health officer said 139 cases of measles had been reported to his office in the week ended March 25, and 83 in the week ended Saturday. In the corresponding weeks of 1938, a total of only 15 cases were reported, he added by way of comparison.

USED CAR SPECIALS

**BEAT
HIGH
PRICES!**

1935 FORD COACH

Here is a popular selling car dirt cheap **149.50**

When the weather is warmer, Used Cars are in high demand and prices shoot up! Buy now—get your choice of 140 Great Bargains!

'38 Chev. Town Sedan	\$405
'38 Dodge Sedan	585
'38 Ford Coupe	425
'37 Chev. Town Sedan	398
'36 Plymouth Sedan	387
'35 Chevrolet Coupe	199

NOTHING DOWN ON CARS UNDER \$300

1939 MODELS

'39 Buick 41 Sedan	\$200 off
'39 Mercury Coach	
'37 Pontiac Sed. Radio	\$408
'38 Buick Sedan, Radio	785
'37 Dodge Coupe, Radio	397
'36 Olds, 6 Sedan	399
'35 Olds Sedan	\$289
'34 Buick 5 pass. trunk	233
'36 Ford Coach	217
'36 Ford Coupe	199
'33 Ply. Coupe	82
'31 Essex Sedan	44

'38 PLYMOUTH

\$487

DeLuxe Four Door. Good as new. Price is \$100, under market.

'37 FORD COACH

\$295

Fine car. 60 model. Gives real gas mileage.

Many Cars \$25.00 to \$100.00

JONES
640 CULVER ROAD
WORLD'S LARGEST SHOW ROOM

MAIN
NEAR
CLINTON

Go first to

Neisner's
5c to \$1.00 Stores

SHOE
DEPT.
2nd Floor

PICK OF THE SEASON'S

SPRING BEAUTIES
for Smart Women
Patent · Apricot
Blue · Japonica

\$1.69
AND
\$1.98

36 Exciting Styles

SWEETHEART PUMP
SANDAL
PEEK TOES—OPEN HEELS
SMART DRAPES—PUMPS
SANDALS—TIES, KID OR GLEAMING PATENT
ZUIDER ZEE
MESH CLOTH

Misses—Childs

Easter SLIPPERS

WHITE OR PATENT
With The New Built-Up College Heel



\$1.00
SIZES 8 1/2 to 3

CREPE SOLED OXFORDS

WOMEN'S—GIRLS
Whites, Tans, Two-tones

\$1.69
SIZES 3 to 8



HEAVY CREPE SOLES

BOYS EASTER OXFORDS

HEEL - PLATE OR CREPE - SOLE
STYLES

Black-Brown
Elk-White Uppers

\$1.67
SIZES 1 to 6



EVERY PAIR A VALUE

WINES & LIQUORS

for Easter

NO FINER QUALITY
LIVBRO GIN
100% Grain Neutral Alcohol
\$1.35 Full Quart
COMPARE! \$1.89 VALUE

Made from 100% grain spirits. A fine quality gin at a spectacular low price! Smooth and mellow to suit the finest taste. Try this famous LIVBRO brand and you'll adopt the habit if you are a connoisseur. We claim there is no better gin at any price. Try it and you'll agree with us.

At Prices That Will
Make You
Remember LIVADAS
For A Long Time!

Our Famous LIVBRO Brand
RYE WHISKEY
\$2.00 Full Quart
Special Case Price
COMPARE! \$2.95 VALUE

ANCHOR
DISTILLED—90 PROOF
DRY GIN
\$1.25 Full Quart
Compare! \$1.65 Value

This gin has been made in the United States. The preparation is strictly under the supervision and control of a distillery expert of John De Kuyper & Zoon of Rotterdam, Holland.

Our Famous LIVBRO Brand
RYE WHISKEY
\$2.00 Full Quart
Special Case Price
COMPARE! \$2.95 VALUE

Straight whiskey in this product is 4-yr. old 51% straight whiskey, 49% neutral spirits, distilled from grain. Distilled, blended and bottled by the largest distillers in the world. A very spectacular purchase makes possible this low price... another example of Livadas Bros. policy, selling the best at the lowest possible price, consistent with this high quality.

CITY CLUB
WHISKEY Straight Bourbon
\$1.25 Full Quart
COMPARE! \$1.75 Value

This whiskey is distilled from 100% ripe, full flavored American grain and stored in steam-heated warehouses. It is distilled the old fashioned expeditious way, which accounts for its smoothness and palatability.

BULLOCK & LADE
GOLD LABEL
EXTRA SPECIAL
SCOTCH WHISKEY
Compare! \$1.95 Value! **\$2.49** Fifth
A Blend of Scotch—All 8 Years Old
Yes, one of the Premier Scotches of the world at this exceptional price!
You'll taste the extra mellowness and flavor due to 8 years of aging in sherry casks. 86% PROOF.

Imported French And Italian
VERMOUTH
Compare! \$1.35 Value! **79c**
30 Oz. Large Bottle

SANDY HOLLOW
STRAIGHT RYE
WHISKEY
All 3 Years Old—90 Proof
Compare! \$2.00 Value **\$1.49** Full Quart
This fine quality whiskey is the result of careful distillation and natural aging in charred oak barrels.

CALIFORNIA SWEET
WINES
For the first time we offer wine bottled at the winery in California at such a low price.
\$1.25 Full Gallon
COMPARE! \$1.75 VALUE
Alcohol 20% by Volume—Port, Tokay, Sherry and Muscatel

Our Famous
LIVBRO—Brand
99c Full Gallon
Berbera, Zinfandel, Claret, Burgundy, Chianti and Reisling
CALGRO
CALIFORNIA SWEET
WINES
3 Qts. \$1 For
20% by Volume—Port, Sherry, Tokay, Muscatel, White Port

GLENMORE'S 90 PROOF KENTUCKY
DERBY STRAIGHT BOURBON
WHISKEY
Compare! \$1.95 Value **\$1.59** Full Quart
A fine quality whiskey carefully distilled and matured naturally in charred oak barrels. A smooth pleasant whiskey when used either straight or in mixed drinks.

ROB ROY
Special Reserve Blended
SCOTCH WHISKEY
\$2.09 Fifth
100% Scotch Whiskies
8 Years Old—80 Proof
A choice blend of Highland whiskies from Scotland's finest distillers. Glenaber Distillers Ltd.

MARIN GOLD LABEL
DISTILLED PUERTO RICAN
RUM
85 Proof
An extraordinary fine quality rum for your cocktail arrangements. **\$1.29** Fifth \$1.95 Value

OLD HILTON
STRAIGHT BOURBON
WHISKEY
Compare! \$1.85 Value! **\$1.35** Full Quart
This fine quality whiskey is the result of careful distillation and natural aging in charred oak barrels for a period of 3 years. It is always smooth and pleasant when used either straight or in mixed drinks.

LIVADAS BROS.
FREE DELIVERY
Call **5549** STONE
"A NAME YOU CAN TRUST"
183 MONROE AVE.
N. Y. S. LICENSE L-4229
OPEN 'TIL MIDNITE

FIDLER

(Continued from Page 4)
treme importance, to a star, of just such "little things" that you begin to condone the self-consciousness of our celebrities—their constant battle to use exactly the right gesture and to wear exactly the right clothes.

To continue stars, they must always be super-salesmen, selling one single commodity—theirself. I'm willing to gamble that Don Ameche will find nearly twice as many buyers as he has had in the past—simply by trimming his smile a measly quarter of an inch.

ODD-FORMATION: Claudette Colbert probably would resent being called superstitious—but it would take more than realistic argument to convince her that she has not seen her father's ghost. The average admission fee in America's 18,318 theaters is twenty-two cents. To appreciate the freakishness of studio casting, consider the case of Louis Alberni—he rarely plays anything but musicians and music teachers, yet he cannot read a note of music. Which reminds me that the Garbo, who certainly doesn't look like a jitterbug, has a passion for jazz dance records.

In spite of all those stories about the fabulous salaries paid in Filmville, the usual weekly wage of a youngster contracted by a major studio is about seventy-five dollars. Jimmy Cagney speaks fluent Yiddish. Kate Ellissa Landi the No. 1 gardening expert among cinestars—she's a recognized authority on the grafting of citrus fruits. Strangely enough, "Ben Hur," which ranks third on the list of best-selling books, also ranks third, as a movie, on the all-time list of big box office pictures.

Add odd movie careers: the specialists employed by every big studio to muss up costumes when the scene demands. There's no town which lists a greater number of professional fortune tellers in proportion to its population than Hollywood—almost all stars consult them occasionally and many refuse to make any important decision without first getting advice from a favorite seer. John Barrymore owns Hollywood's largest collection of modern firearms.

Just to appreciate the somewhat screwy way in which Hollywood's wheels go round, consider the case of Robert Cummings—who had some strange experiences trying to crash the studio gates. During his three years with Paramount, he tried vainly to sell the studio the idea of making a picture based on those experiences. Then, with his Paramount contract ended, he scored a smash hit in "Three Smart Girls Grow Up". The morning after the preview of that picture, a Paramount executive telephoned. He said he had a wonderful idea for Bob. How about making a picture based on his own experiences, trying to break into pictures? And the price suggested left Bob gasping.

The other day Jack Haley, after complaining about the lack of exercise in his life, made a good resolution and rushed home from a Brown Derby luncheon to do some "good, hard work" in his orchard. Mrs. Haley tells the rest of the story. Seems that Jack seized a spade and began by digging up the ground around eight orange trees—and wearing a more self-satisfied expression with each jab at Mother Earth. The satisfaction was short-lived.

Next morning the gardener issued an ultimatum. "Mr. Haley," he said firmly, "you've killed two of the best trees. There can't be two gardeners on this small a place, so I guess it will have to be a choice between you and me. You decide." Jack's shopping for a good rowing machine now. (Copyright, 1939, McNaught)

BINGO!—BINGO!
PLYMOUTH CHURCH
SATURDAY and TUESDAY EVENINGS
23 Games 25c at Plymouth and Troup St. 8:30 P. M.

RETREAD SAVE \$\$\$\$
SMOOTH TIRES ARE DANGEROUS
MADE TO LAST
RETREAD your smooth tires with new heavy rubber. Makes old tires wear and look like new. They are built with the highest grade materials by skilled trained retread tire builders. Drive in and see our Large Stock of GUARANTEED Retreads, and let us inspect YOUR tires free.

LONG TIRE CO. 455 STATE ST. GUARANTEED!
Specializing Exclusively in Retreading & Vulcanizing
\$\$\$ SAVE \$\$\$

BLACK MAGIC QUALITY
COAL \$10.65 TON
Egg—Stove—Nut
Buckwheat \$7.75 SEMET-SOLVAY \$9.05
Pea Coal \$8.75 COKE Always Under Cover
Established for Over 25 Years Phone GEN. 586
PAYNE & DUNHAM

FLORIDA ORANGES
Fresh No. 1 Grade—Right from the Groves
39c Per Peck
FRI. and SAT. SPECIAL No. 1 Chippewa POTATOES 23c Reg. 35c per Peck value—Now 15 lb. peck
FRI. and SAT. SPECIAL Large, Juicy SUNKIST LEMONS 19c doz.
Also a Complete Line of Fresh Vegetables
EAST MAIN ORANGE MARKET
783 E. Main St., Opposite Dental Dispensary

BANCROFT'S BETTER ARGAINS

'31 Packard Sedan	\$ 95
'32 Packard Sedan	250
'35 Terraplane Deluxe Coupe	285
'36 Ford Deluxe Coupe	295
'36 Chevrolet Deluxe Master Coupe	325
'36 Terraplane Deluxe Sedan	395
'36 Oldsmobile Sport Coupe	445
'36 Pontiac Deluxe Sedan	445
'37 Terraplane Deluxe Tudor	495
'36 Packard 120 Trunk Sedan	495
'37 Packard Six Coupe	595
'36 Cadillac Coupe	650
'36 Buick Model 90 Eight Pass. Sedan	695
'37 Packard 120 Trunk Sedan	695
'37 La Salle Convertible Coupe	750

39 Buick Model 41 Trunk Sedan Like New at a \$200 Saving. These cars are guaranteed A-1 condition, some have radios, many extras. No Down Payment on cars up to \$300. E-Z terms. OUR REPUTATION YOUR GUARANTEE

BANCROFT MOTORS
33 STILLSON ST.

Easter SPECIALS AT CLARK'S

Many specials for you this week-end. Quality fresh and smoked meats at bargain prices. Note that our ham prices are for whole or shank half—not ham ends.

Large, young and milk fat. For Roasting. Average 5 lbs. **25c lb.**

Cut from U.S. Inspected Young Steers **15c lb.**

Boneless Stuffed Fillets **23c lb.**

Apple, Sweet As A Nut **23c lb.**

Small Average for Fricassee **19c lb.**

CHICKENS Buy What You Want of the Cuts You Prefer
Legs... lb. 35c Livers... lb. 45c Necks... lb. 15c
Breasts... lb. 41c Wings... lb. 23c Giblets... lb. 19c

WE DELIVER ORDERS OF \$1 OR OVER

CLARK'S 906 NO. GOODMAN ST. Near Bay St. Cuiver 4870
1108 MONROE AVE. Monroe 2784

Wilson's Certified Smoked, Skinned **HAMS** Whole or Shank Half **24c lb.** Surplus fat and rind removed.

Swift's Georgia peanut Premium quality skinned. **COOKED HAMS** Whole or Shank Half **27c lb.** Ready to serve. Deliciously different.

SPORTS

By JOHN BURNS

This is the time of year when neither snow nor rain has power to hush the song that rises in the heart of a baseball fan. With the opening game a fortnight away, Mister Fan has no inhibitions as he regards the sky as the limit for his favorite team.

Too, this is the time of year when Mister Fan exudes optimism; past performances and disappointments are wiped off his slate and a championship is the very least he can envision for the home club.

Offhand, your correspondent cannot think of a baseball follower who can match Joe Connor for day-in-and-day-out devotion to the Red Wings. When the Wings win, Joe is happier than the player who drove in the winning run, and when they lose—well, Joe looks and acts as if he would like to slip away and die unnoticed.

But our Joe was in high spirits when we met him the other day. He didn't waste even a second talking about the weather, but began on his favorite topic, the Wings.

"They can't miss," declared Joe. "It's the best-looking club we've had in a long time and Billy Southworth is the man to get the most out of 'em."

It was suggested that some of the players on the Rochester roster might not be ready for double A competition.

"Maybe so," admitted Connor, "but you can't tell for sure until

they get a chance under fire. It just as soon go with the kids, even if I can't pronounce the names of some of them. They can't be worse than the Caesar Lyons and Luke McGlooks I've seen in other years.

"If they can round out the infield with a couple of good men everything will be O. K. For all I know, Faulon and Stopa may be the very guys they need. Those kids certainly have been picking on Grapefruit League pitching.

"Don't forget, my fine friend, that we'll have Harry Davis at first base and that will give us perfection at that spot for the first time in years.

"Then, there's young Beal. He can run, catch and hit, so what more can you ask from a catcher?"

"The outfield is really something, with Crabtree, Gillenwater, Cooke and the kid with the funny name. Believe me, they can't miss."

"So long, perhaps I'll be seeing you when they open in Newark."

Pie Traynor has decided to keep Red Juelich as utility infielder for the Pirates.

SATURDAY ONLY

10 A.M. to 9 P.M.



THIS COUPON and will purchase one of our Siam Gem Rings. **36c** THAT LOOK LIKE DIAMOND RINGS

These Rings Will Not Tarnish or Stones Loosen

Bring this Coupon and 36c to our store and receive a Ladies' or Gentlemen's SIAM GEM RING. You save money. Only two to a customer. None sold to dealers.

SIAM GEMS have fiery brilliancy, similar to blue white rainbow colors... perfect cutting similar to genuine Diamonds costing 100 times as much. SIAM GEMS are not cheap imitations, but represent the utmost skill of modern science. Social leaders, millionaires and many of our finest people keep their genuine diamonds locked up in safety deposit vaults and wear SIAM GEMS. They stand all tests.

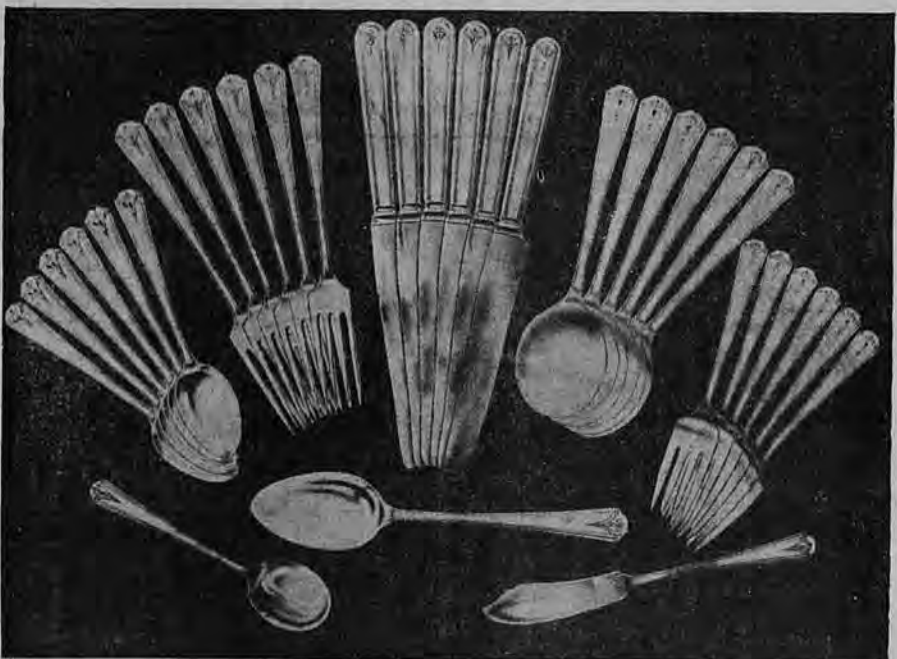
Notice! Ladies! STYLE FOR BOTH Notice! Men! COUPON GOOD ONLY SATURDAY April 8th, from 10 A. M. to 9 P. M.

ACHTER'S BARGAIN ARCADE
387 E. MAIN ST. near GIBBS ST.

Announcing to all
Readers of

THE ROCHESTER SUN

A SPECIAL PRIVILEGE OF OBTAINING



76 PIECE SERVICE FOR 12—THOR DESIGN

This Beautiful Service of
Rogers Silverplate

By ONEIDA LTD. Silversmiths
SIMEON L. & GEORGE H. ROGERS COMPANY
X TRA QUALITY SILVERPLATE

AT LESS THAN **1/2** PRICE

WATCH FOR COMPLETE DETAILS
IN NEXT WEEK'S ISSUE OF

ROCHESTER SUN

April BARGAINS ARE GREATER AT ACHTER'S

SPECIALS FOR FRIDAY & SATURDAY

CIGARETTES All Popular Brands 11c pk.	MACHINE THREAD EASTER PULL TOYS 6 for 5c	Men's Fancy New Spring TIES 7c
PLAYING CARDS Pinocchio or Bridge 25c Value 17c pk.	LADIES' FAST COLOR HOOVERETTES 40c Value 29c	Guaranteed ALARM CLOCKS 63c
St. Dennis COFFEE CUPS 4c	Ladies' Brocaded Rayon PANTIES 10c Value 11c	24"x48" RAG RUGS 30c Value 22c
Children's TRAINING PANTS 2 for 9c	COUPON RINSO Soap Powder Friday and Saturday 7c	42 Inch Pillow TUBING 25c Value 14c YARD
Chocolate Marshmallow EGGS 8 for 5c	Assorted GAMES 10c Value 14c	27 Inch Shoe LACES 6 pr. 5c
Boys' GOLF HOSE 9c pr.	"Congo" MATS 1 Lb. Package 5c	Men's WHITE SOCK With Clock 11c
	SPAGHETTI 8c	

FOR GREATER BARGAINS VISIT ACHTER'S

Specials For MONDAY April 10	Specials For TUESDAY April 11	Specials For WEDNESDAY April 12	Specials For THURSDAY April 13
Men's Sport BRIEFS 25c Value 15c	Men's Paris, Boston or Hickok 25c Value 16c	Men's Jersey GLOVES 15c Value 8c pr.	Box of 50 Book MATCHES 2 for 11c
Men's Sweat SHIRTS 79c Value 42c	Razor BLADES Pkg. of 5 10c Value 2 for 7c	Men's Silk HANDKERCHIEFS 15c Value 7c	Men's Cotton HOSE 10c Value 6 pr. 25c
Men's Rayon and Cotton HOSE 12c Value 2 for 13c	Men's Quality SUSPENDERS 10c Value 12c	Boys' Striped Crew SOCKS 15c Value 7c pr.	Boys' Polo SHIRTS With Collar 19c Value 21c
Shinola SHOE POLISH 10c Value 6c	Assorted Toilet SOAP 5c Value 2c	Shell NOVELTIES 5c Value 3 for 5c	1200 Yds. Hall's Sewing THREAD 10c Value 2 for 13c
Solo Hair CURLERS 5c Value 3 for 8c	Ladies' Bobby COMBS 10c Value 2 for 7c	New Spring BUTTONS 10c Value 2c card	Ladies' Pure Linen Initial HANKIES 2 for 7c
Dr. Ellis Face CREAM 10c Size 4c	Rubber BALLS 15c Value 9c	200 Sheets Cleansing TISSUES 10c Value 6c	Carried SAFETY PINS 5c Value 3 for 5c
J. & P. Coals Machine THREAD 5c Value 2 for 7c	300 Count Common PINS 2c	3 Yds. Rayon Braid ELASTIC 5c Value 3c	Loose Leaf NOTE BOOKS With Filler Paper 15c Value 8c
NEEDLE BOOKS 34 Count—5c Value 2c	TOOTH BRUSHES 6c	30 Count MARBLES 5c Value 2 for 7c	Ball Bearing ROLLER SKATES \$1.19 Value 81c
Close Out Ladies' SHOES Values to \$1.98 15c pr.	Stamped TOWELS 15c Value 7c	Stamped DOILIES 2 1/2 Value 6 for 5c	CHEESE CLOTH 2 yds. 7c
52"x52" TABLE COVERS 39c Value 23c	Curtain MAQUINETTE 12c Value 7c yd.	Tatting THREAD 5c Value 3 for 10c	Six Strand FLOSS 5c Value 3 for 5c
Box of 12 Sanitary NAPKINS 9c	Unbleached MUSLIN 10c Value 2 yds. 11c	42 Inch Pepperell Pillow TUBING 25c Value 16c yd.	Unbleached Pillow CASES \$1.00 Value 75c pr.
Birdseye or Flannel DIAPERS Package of 10 \$1.00 Value 63c	Dawn's Germantown YARN 7 yd. Hank 2 for 3c	Fast Color PERCALE 15c Value 9c yd.	Infants' Long SLEEVE 10c Value 2 for 11c
Ladies' Satin & Bemberg SLIPS 47c	Rayon Table NAPKINS 5c Value 2c	BRILO Pot CLEANERS 10c Value 2 for 13c	70"x90" Plaid BLANKETS \$1.19 Value 67c
Liquid WAX 7c	COTTAGE SETS 69c Value 47c pr.	72"x90" SHEETS 59c Value 33c	ROLLING PINS 25c Value 9c
Household CANDLES 5c doz.	1 Lb. Grass SEED 25c Value 21c	WASH CLOTHS 5c Value 3c	Pl. Size Mazola SALAD OIL 25c Value 18c
New! Lamp SHADES 8-10-12 Inch 45c Value 21c	Argo Glass STARCH 10c Value 2 for 13c	60 oz. Glass Water PITCHERS 19c Value 9c	LAMP SHADES 14 and 18 Inch 69c Value 39c
Lifebuoy SOAP 2 for 9c	Armour Sta. MINCE MEAT 9 oz. can 7c	Soup PLATES 15c Value 8c	HUCK TOWELS 2 for 15c
Educator's Chocolate Marshmallow COOKIES 19c Value 10c box	18"x24" Turkish TOWELS 19c Value 11c	Children's Coverall APRONS 25c Value 14c	

COUPON 2 Lb. Box Domino SUGAR 9c Box	COUPON 1 Lb. Pkg. Seedless RAISINS 6 1/2c	COUPON 24 oz. Sterling SALT 3c	COUPON 1 Lb. Package Educator's GRAHAM CRACKERS 15c Value 10c
--	---	--	--

ACHTER'S BARGAIN ARCADE
387 MAIN ST. E. NEAR GIBBS ST.
PHONE STONE 1880 1881 1882

Right Reserved To Limit Quantities • No Mail or Phone Orders Filled On Daily Specials

OPEN Night Until 9 P. M.
FREE PARKING At The Gibbs St. Station Opposite N. M. A. Bldg.

For Every Living Thing That Grows in the Ground
—SUPER—
G-B-S PLANT FOOD

Introducing Spring SPECIAL! 25 lb. Bag G-B-S SUPER PLANT FOOD 1.25 delivered. Prices Quoted on Larger Quantities.

Over 5,000 Rochesterians have already experienced its benefits in the more luxuriant growth of lawns, shrubs, flowers, trees, etc. Obvious long lasting results . . . by building the soil and feeding the plant.

GORMEL FERTILIZER COMPANY
390 Main St. W. Main 401

Loudly
Acclaimed As
THE FINEST ALE
IN
ROCHESTER

Tam o' Shanter STOCK ALE
More Hops • More Malt • More Age
DRAUGHT • BOTTLES
EVERYWHERE

AMERICAN BREWING CO. • Rochester, N. Y.

Mc CALL Has
A SPRING TONIC for Your Car

Our Special Germ-Free-Ized Process Also Included in the Above Operation.

McCall's 2503 Dewey Ave.
Ford-Mercury-Lincoln-Zephyr Sales and Service
GLENWOOD 1250
REMEMBER—WE HAVE NEVER FAILED TO FIX-EM!

RE-TIRE NOW!

YOUR OLD TIRES ARE WORTH REAL MONEY AT **UNION'S TRADE-IN SALE** LOWEST TERMS IN TOWN

NO MONEY DOWN

YOU DON'T NEED CASH FOR TIRES AT UNION TIRE

Play Safe! Equip your car NOW with new "Rubber" and enjoy a full season of safe, trouble-free motoring. Your choice of Firestone, Goodyear, Goodrich, U. S. Royal and all Standard make tires—Union's gigantic Trade-in Sale, offers you the most liberal terms in town! — No money Down and \$1.00 Weekly!

NO RED TAPE — OPEN A TIRE ACCOUNT TODAY!

UNION TIRE CO.

286 EAST AVE. AT UNION
OPEN EVENINGS TO 10 P. M. — SUNDAYS UNTIL NOON

The Way To A Man's Heart
BY IRENE MUNTZ

The third week in March may officially contain the first day of spring, but for most of us spring starts with Easter. On that day—rain, sun or snow—we blossom out in our new spring outfits and when the family comes home to dinner, we offer them our best in spring fare.

FASTER DINNER
Baked Ham • Candied Sweet Potatoes • Asparagus • Hollandaise Sauce • Pineapple and Cream Cheese Salad • Strawberry Ice Cream Pie

A good deal of this meal may be prepared ahead of time to save you work on Easter Day. The potatoes may be boiled, sliced and covered with their brown sugar and butter sauce and stored away in the refrigerator on Saturday. When the asparagus comes from the grocery store wash it thoroughly, trim off the lower spurs, and break off the woody part of the stem.

About 45 minutes before the ham is done the sweet potatoes may be placed in the oven with it and about 15-20 minutes before serving the asparagus may be cooked. You'll like this easy and delicious recipe for the Hollandaise Sauce. Make it at the last minute and serve at once on your well-drained asparagus to prevent curdling.

HOLLANDAISE SAUCE
Dash cayenne
Dash lemon juice
Dash salt
Dash white pepper
Dash paprika
Dash onion salt
Dash celery salt
Dash Worcestershire
Dash Tabasco
Dash Worcestershire
Dash Tabasco
Dash Worcestershire
Dash Tabasco

MERINGUE PIE SHELL
Temperature: 275 Degrees F
Time: About 15 minutes
2 egg whites
1/2 c. sugar
1/2 t. salt
1/2 t. vanilla

WERNDLE & LEVY
Electrical Contractors
We Specialize In
Home Wiring
FREE ESTIMATE
Lowest Price
All Work Guaranteed.
Phone Monroe 2268

FURNITURE RECONDITIONED
Re-upholstering, Redupholstering, 2-pc. Suits re-covered in fringed cloth, \$25.00. Occasional Chairs, \$25.00. Caneback Chairs, \$25.00. Textile Upholstering Co.
MAIN 4832

"Hand Woven Real Life Stories in Rhyme"
By "AUNT TILLIE"
—an ideal gift book for Aunties—
50c a Copy

FOR EASTER FAIRCHILD'S POPCORN FRITTERS . . . 5c pkg.
All Kinds of Popcorn Specialties
Also Corn For Popping
Made By
R. & A. SHEWMAN
405 MAIN ST. E.
WHOLESALE & RETAIL

WRINGER ROLLS 89c EA.

• Moving • Easy 1-3 Cup
• GRS. • Edm. • Can. • Thor
• Rolaret • Gainaday
• Meadows • Cuffield

THREE DAYS ONLY
BRING YOUR OLD ROLLS FOR PERFECT FIT

MAYTAG
MONROE CORPORATION
36 SOUTH AVE.

FOR REAL HEAT AND LESS TROUBLE TRY A TON OF SCRANTON HARD COAL

EGG STOVE NUT **\$8.95 TON**

COKE \$8.50 TON
PEA COAL . . . \$7.95 TON

CENTRAL COAL CO.
5 LUNDY LANE
STONE 4386

serve, pile ice cream in pie shell and top with sweetened berries. Note: strawberry ice cream may be used in place of vanilla and the berries omitted if desired. And a very Happy Easter to you!

STUDENTS IN PLAY CAST
Gordon Gilbert, son of Mr. and Mrs. Glen H. Gilbert, of Lyell Avenue, a junior at William Jewell College, Liberty, Mo., will take the part of "Salanio" in the presentation of "Merchant of Venice" at the college Tuesday, April 11. He is a member of the William Jewell Players, the college dramatic club.

Stuart W. Barnes, 117 Belmont Street, call at 415 Burke Building for two tickets to the lacrosse game, Main Street Armory, Saturday, April 7.

Nothing Like Wegmans Fine Foods For
EASTER FEASTING

Wegmans "Old Fashioned" **SMALL SMOKED HAM 22c** lb.

Delicious extra tender ham — the favorite ham of most Wegman's customers. Small size 11 to 14 pound average — the biggest ham value in the city.

Whole Ham or Shank Half

FRESH LOUISIANA STRAW-BERRIES 12 1/2c pt.

EXTRA LARGE CALIF. NAVEL ORANGES 29c doz.

FRENCH'S CREAM SALAD MUSTARD 12c Jr.

GEISHA FANCY GRADE CRAB MEAT 21c can

RED LABEL CHICKEN OF SEA TUNA FISH . . . 2 cans for 25c

WIDMER'S DELICIOUS PURE GRAPE JUICE . . . 2 pt. 25c bts.

GENUINE FRESH CRISP SHREDDED WHEAT . . . 2 pkgs. for 21c

USE FOR ALL PURPOSES OCTAGON SOAP . . . 10 bars for 35c

20-OZ. CAN CAMPBELL'S PORK and BEANS . . . ea. 8c

CHICK CHICK OR MAGIC WAND EGG DYES . . . pkg. 10c

LARGE SIZE JAR HEINZ CUCUMBER PICKLES . . . ea. 18c

MOST VARIETIES DELICIOUS HEINZ SOUPS . . . can 12c

2-LB PACKAGE ONTARIO SODA CRACKERS . . 10c

HIGHEST GRADE BUTTER
U. S. CERTIFICATE OF QUALITY IN EVERY PACKAGE
It's 93 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. Unquestionably America's finest butter for table and cooking.

1-LB. ROLL 26c

Land O' Lakes BUTTER

Wegmans HOME OWNED FOOD MARKETS
Famous For Fine Foods

Open
Friday
and
Saturday
Nights
Until
9 P. M.

THE MIRACLE MARKET

694 LAKE AVENUE

Check Up and See If You're Saving on Your Food Bill — Clip This Ad When You Shop!



BEER and ALE
2 for 11¢
Plus Deposit On Bottles

TEA
Tenderleaf
Orange Pekoe
Large 7 1/2 Oz. Package
27¢

HECKERS FLOUR
Large 24 1/2 Lb. Bag
75¢

2 Reg. Boxes Post Toasties
And One 12c Box of Huskies a 25c Value All For
13¢

DEL MONTE SPINACH Large 2 1/2 Can **2 for 25¢**

SMARTY DOG FOOD 6 for 25¢

MACARONI DINNER 10¢

PURE "VAL-VITA" CALIF. ORANGE JUICE 2 Tall No. 1 Cans **9¢**

SALAD DRESSING MIRACLE WHIP Quart **37¢**

SPRY or CRISCO
47¢ 3 Lb. Can

DEL MONTE PEAS
2 Lg. No. 2 Cans **23¢**

COUPON
GENESEE VALLEY OR VAN CAMP'S EVAPORATED
MILK 4 Tall Cans 19¢
WITH THIS COUPON

SUNSHINE Martini CRACKERS 2 Large Boxes **25¢**

RURAL GOLD FRUIT COCKTAIL Tall No. 1 Cans **10¢**

With Purchase of 1-lb. Miracle Coffee at 19¢
SUGAR 10 lbs. 42¢

PROCTOR AND GAMBLE SALE

OXYDOL 2 Lg. Pkg. 33¢

SELOX Large Box 10¢

CAMAY Soap Bar 5¢
We Redeem All Proctor and Gamble Coupons

Large Size CHERRY OR APPLE PIES 2 for 25¢	Delicious FRUIT BAR CAKES 2 for 25¢	Honey Dipped PECAN BLOCKS 2 for 25¢
--	--	--

LARGE SEEDLESS Grapefruit 3 for 10¢

FRESH LARGE Asparagus 2 lbs. 25¢

FLORIDA Oranges 2 Doz. 25¢

FANCY NO. 1 Onions 3 lbs. 10¢

FRESH Strawberries 2 Pints 25¢

WE WILL MEET OR BEAT ANY ADVERTISED PRICES IN THE CITY.

Free Delivery on Any Purchase of \$3.00 or Over
OPEN FRIDAY AND SATURDAY EVENINGS TILL 9 P. M.

EASTER HAM
Wilson's Certified Smoked skinned hams. Whole or shank end. Surplus fat and rind removed.
24¢ lb.

Swift's Georgia Peanut Premium Quality
COOKED HAM Lb. **27¢**
While or shank end. Skinned and ready to serve. Deliciously different.

BEEF ROASTS Lb. **15¢**
Cut From U. S. Inspected Young Steers

LARGE MILK FATTED YOUNG Roasting Chickens Lb. **25¢**

SWEET AS NUT, ARPEAKO RINDLESS Sliced BACON Lb. **23¢**

BONELESS ROLLED FILLET VEAL ROASTS Lb. **23¢**

FRESH FROM THE LAND OF CORN Pork Loins Rib End Lb. **17¢**

BONELESS ROLLED FILLET LAMB ROASTS Lb. **21¢**

ALL YOU WANT OF FRESH CHICKEN CUTS

Chicken LEGS lb. 35¢	Chicken WINGS lb. 23¢
Chicken BREASTS lb. 41¢	Chicken NECKS lb. 15¢
Chicken LIVERS lb. 45¢	Chicken GIBLETS lb. 19¢

LARGE GRADE "A" EGGS 2 Doz. 45¢

CREAM CHEESE lb. **21¢**

KRAFT'S BRICK CHEESE 2 lb. cut 31¢

FANCY #2 SCORE BUTTER lb. **25¢**

KRAFT (IN FANCY TULIP GLASSES) CREAM SPREADS 2 for 25¢

WANT ADS

APARTMENTS FURNISHED

ATTRACTIVE three room lower, lovely location, 913 Winton Rd. North.

PLEASANT furnished 2 room apartment, house and kitchen privileges, lady or gentleman. Reasonable. 19 Berry Street, off Main East.

PRINCE 53, near Main, 2 first floor front housekeeping rooms, everything furnished, also single parking.

1934 Oldsmobile Convertible. Choice buy for a quick sale. In good mechanical condition. Heater and radio. \$15 cash only. No dealers. A real buy. Box 479, Rochester Sun.

AUTOS FOR SALE

1928 Oldsmobile Coach, good condition, \$35 cash only. No dealers. Must be seen to be appreciated. A real buy. Box 479, Rochester Sun.

FOR SALE

BOYS' topcoat for sale, size 8. Perfect condition \$2. 219 Edinburg St., Main 208-R.

COMBINATION range, GE washer, trunk phonograph, gas plate, oil stove, dresser, large saw, six year boy's trousers, blouse, coat, wagon, bicycle, doll, piggy, child's auto-toilet, vacuum bottle, toys, scooter, large clock, 163 Cady Street.

FURNITURE FOR SALE

REDS! Four-poster, \$4.50, Nolan's 420 State Street, Evening.

REDS! Sturdy steel, \$2.25, all sizes, Nolan's, 420 State Street, Evening.

LOUNGE chairs, Moderne, custom built. Choice, exclusive covers, regular value \$35, at \$19.95, Nolan's, 420 State Street, Evening.

MATTRESSES! Cottons, odd sizes, \$1.25 and up, Nolan's, 420 State Street, Evening.

MATTRESSES! Innersprings, guaranteed, choice, \$5.50 Nolan's, 420 State Street, Evening.

MATTRESSES! Genuine, cotton, felt, full length, full edge, handles, ventilators, \$5.25, Nolan's, 420 State Street, Evening.

NINE piece dining room suite. Dark finished oak. 208 Park Ave.

OCCASIONAL chairs, moderne. Choice of many covers, \$3.50, Nolan's, 420 State Street, Evening.

PIEOWS! Genuine curled feathers, full size, A. C. A. \$1.25 pr. Nolan's, 420 State Street, Evening.

REDS! Full base, special at \$1.50, 1.00 at \$1.25, all colors, Nolan's, 420 State Street, Evening.

SPRING! New seashore construction, \$2.25, Nolan's, 420 State Street, Evening.

SPRING! Oil tempered, roll construction, aluminum, \$1.75, Nolan's, 420 State Street, Evening.

RECONDITIONED furniture, porcelain top table breakfast sets, \$10, cost \$20. 3-piece walnut bedroom suite, bed, vanity, dresser, \$12; 2-piece moderne English suite, covered in chocolate plush, \$25; glass top study desk and chair, \$17.50; bed, spring and mattress, \$5. Nolan's, 420 State Street, Evening.

UPHOLSTERED furniture. Save one-half. 2-piece sofa, recovered in fireproof cloth, \$28.50; coverlet, \$5; occasional chair, \$2. Written guarantee. Teatle Upholstering, Main 402.

HELP WANTED

CARRIER boys Pleasant profitable part time work. Salary. Apply 419 Burke Building, See J. G. Rowan.

JEWELRY

YOUR watch repaired. Fully guaranteed. \$1.25. Rosenberg, 29 Main St.

MOVING

MOVING? For a moderate priced moving service call Elmer H. Derleth, Main 4604.

REAL ESTATE FOR SALE

COLEBOURNE RD. 50,180 beautiful lot. Burgin. 913 Winton Rd. North.

ROOMING house and property for sale, well furnished and good income. Immediate possession, leaving city. High school approved. \$2 price near Main. Stone 2021-J.

REPAIRING

UMBRELLAS Repaired. Recovered. All work guaranteed. \$1 East Main, upstairs.

ROOFING

REEROOF now and save. "Spring is here." Special winter prices on highest quality famous Bird roofing still in effect. Protect your property against spring rains. Phone for free estimate. Easy terms, \$3 monthly, no down payment. Kemp Roofing, 331 W. Main, Main 1786.

ROOMS FOR RENT

OXFORD STREET — Room in private home. Garage available. Monroe 4360.

PLEASANT Room, meals optional. Private home privileges. \$51 Bryan St.

SITUATIONS WANTED

MAN with family wants work — cleaning yards, cellar, rugs, windows. Call Urease 257.

MIDDLE aged widow, experienced cook, ironer, housekeeper. Daily 3-5 hours. Reasonable. Mrs. M. E. Hair, 273 Jefferson Terrace, Genesee 1168-J after 4 p. m.

YOUNG Lady desires typing to do at home. Letters, manuscripts, documents, etc. Reasonable. Glenwood 791.

TO PLACE

SUN

WANT ADS

USE HANDY

FORM ON

PAGE 5

BERGHASH

"Rochester's Largest Liquor Store"
Famous for Fine Wines and Liquors

124 CLINTON AVE. SO.

FREE PARKING

Phone MAIN 786



EASTER WINE AND LIQUOR SALE



We Search the Markets and Bring You the Best Wines and Liquors AT LOW CUT PRICES!

Cream-o-Grain is now 2 1/2 Years Old—
We offer this Fine Bourbon at the Same
Low Price \$1.39 Quart

2 1/2 YEARS OLD CREAM-O-GRAIN Straight BOURBON WHISKEY



FULL QUART \$1.39

3 QUARTS CASE of 12 \$4.00 \$15.50

Worth \$1.79! A Smooth, Aged Bourbon of Excellent Quality! Use Straight or Highball!

Compare! \$2.69 Value

\$1.99 Full Qt.

THIS IS THE ONLY 4 Year Old Whiskey

Silver Rose BOURBON

90 PROOF STRAIGHT

4 Quarts for \$7.60

EXTRA CHATEAU BRISAC SPECIAL!
100% Pure Calif. Wine
LOWEST PRICE EVER



Choice of SHERRY, PORT, TOKAY, MUSCAT, ANGELICA, BURGUNDY, MADEIRA, CLARET

\$1.19 GALLON

Half Gallon 79¢

Compare! \$1.89 Value

CALIFORNIA BRANDY

\$1.38 25 oz. Bottle

3 for \$4.00

Compare! To Any \$1.75 Value

"HIGH RANK" BLENDED WHISKEY
3 Quarts for \$4.00
Single Qt. \$1.39

LOWEST PRICE EVER!
GOLD-CROSS
PINT SLOE GIN **83¢**
2 PINTS FOR \$1.60

OLD MILL APPLE BRANDY
Famous for its mellow flavor—a great Applejack

HALF PINT 48¢
QUART \$1.89

Compare! To Any \$1.69 Value

Le Jour Apricot Liqueur
Large 25 oz. Bottle **\$1.68**
Reg. \$2.35 Value

FARMBROOK 4 1/2 YEARS OLD BOTTLED IN BOND STRAIGHT BOURBON WHISKEY—100 PROOF
COMPARE \$3.39 VALUE! **\$2.29** QUART

FOUR YEARS OLD Rye Whiskey
BOTTLED IN BOND 100 PROOF

\$2.29

9 YEARS OLD Canadian Whiskey
\$3.50 Value Full Quart **\$2.98**

40 YEAR OLD SPANISH BRANDY
Regular Price \$3.50 Imported from Spain FIFTH **\$3.50**

RENAULT WINES!
Regular 70c Value!
3 BOTTLES FOR CASE \$1.00
Sherry, Port, Tokay, Marsala

ROCK-N-RYE
FULL QUART **\$1.65**
Compare to Any \$2.25

GIN \$1.00
90 Proof, Reg. Value \$1.39, 25.6 Oz. Bottle

READY TO SERVE COCKTAILS
FULL QUART **\$1.87**

EXTRA! 100 PROOF OLD BROMLEY LONDON DRY DISTILLED GIN \$1.45
Regular \$2.00 Value

Since 1870 Established! RENAULT WINES \$1.00
Half Gal. \$1.75
Choice of Sherry, Marsala, Port, Tokay

Imported **Ravasini Chianti Wine** Reg. Price 79c SPECIAL **49c**

Imported **FRENCH WINE** Claret! Sauterne! Spanish Sherry! **89c**

CHATEAU GAY Domestic AMERICAN CHAMPAGNE Reg. \$2.25 Value Special, Fifth **\$1.89** SPECIAL Splita 35c

BERGHASH 124 Clinton Ave. So. MAIN 786
Next to Loew's Theater

Shirred back

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. 34

THE ROCHESTER SUN, THURSDAY, APRIL 13, 1939

74,300 COPIES DELIVERED

DETECTIVE CHANGES DUE THIS WEEK

Here, There and Yonder

By CRAY REMINGTON

King Zog, in headlines today, might have, with the average man, stepped out the pages of a fairy story book in a tale beginning: "In the days when Good King Zog ruled in Albania, etc., etc. Mr. Average Reader knows little or nothing concerning Zog, and cares less. . . Mike Conroy, intrepid Bull of Ridge Road, running for physical conditioning, every early morning through snow sprinkled lanes of Greece. . . Sam (Samuel) Weldrick, only man to operate simultaneously International League ball and fight clubs in Rochester, back from winter stay in New Orleans. . . His brother, Elmer, is prize winning motor car salesman in Detroit. . . Frank Jordan, town's new three-cushion billiard champion, never misses Saratoga's August race meet. Always he rooms in Glens Falls and commutes daily to Spa. . . Salt water taffy, on sale everywhere in Atlantic City, on beach of the bounding main, and which seems to have real tang of the salt ocean, is made in neighboring Le Roy.

Extra state tax on alcohol, meaning whiskey, rum and gin to you, will be legalized by Albany solons and, for first time in New York, half-pints of whiskey, other than bonded stocks, will be retailed over counters of package stores. Liquor, it seems, isn't good for anything except to support federal and state govern-

ments. . . Real low down on freedom of press, by William Allen White, veteran publisher, appearing recently in Collier's. Judged both Frank E. Gannett and Harold Ickes sparring over definition, right and wrong. Big advertisers, Mr. White stated, favored fewer newspapers to curtail advertising costs. . . Warning to young men, who would enter newspaper field because it gives them opportunity to meet interesting people, DON'T.

Harold A. Tassell, M. D., termed by his friends the Magic Doctor, has moved his office from Parsells Avenue to 221 South Goodman Street. Dr. Tassell, who emphasized nutritional studies and physical therapeutics, cures with diets and not medicines. Fruit and vegetables, which furnish the correct proportions of vitamins, make long suffering chronic patients emerge, apparently, into new beings. A friend, a printer, was sentenced to death in six months from dreaded angina pectoris by learned clinic at hospital, and, with sinking spirits, he consulted Dr. Tassell. Today, four years later, he's working daily at his trade and, he insists, enjoying good health. The right food, in correct proportions, and not medicine, performed, for him, a miracle. And this is something that none of we smarties can laugh off.

LAW FIRM FORMED

Albert E. Goldman, attorney who has been associated with the firm Gano, Gerger & Solomon for the past four years, has opened a new office with Samuel Berger in the Wilder Building.

Officials Confiscate Tabloid

Monroe County will not tolerate "salacious and pornographic" publications, warned District Attorney Daniel J. O'Mara in ordering the confiscation of a tabloid which appeared on Rochester newstands this week.

Strong condemnation of the confiscated publication was voiced by the Rev. Hugh Chamberlain Burr, executive secretary of the Federation of Churches, and the Rev. F. William Stauffer, spiritual director of the Rochester Diocesan Holy Name Union.

"Such salacious trash must be banned from our city," said the Rev. Mr. Burr. "Protestants and Catholics alike are vitally interested in seeing that such illegal, harmful and disgusting literature is not flaunted for sale."

Death rode with Joseph P. Rowan and Burgess E. Smith, circulation manager and copy reader, respectively, for the Sun on Wednesday night, April 5, as they were returning to Rochester from Buffalo. Both died from injuries received when the car in which they were riding collided with a truck at Crittenden.

The Sun extends its heartfelt sympathy to the bereaved families and thanks the many friends of Messrs. Rowan and Smith for their messages of condolence in the loss of two valued associates.

Rochester on Parade ★ ★ ★ By W. L. James



Rochester Man Elected To Phi Beta Kappa

Arthur P. Bartholomew, Jr., of 322 Mulberry St., a student of business administration at the

University of Michigan, has been elected to Phi Beta Kappa, honorary scholastic fraternity. A graduate and former standard bearer of Monroe High School, Bartholomew is in his fourth year at Michigan.

TO PRESENT PLAY

Concordia Luther League will present "Oh! Aunt Jerusha," by Jay Tobias on April 26 and 27, at 8:00 p. m. in Concordia Hall, Helena and Putnam Streets.

Pull Up a Chair

By Neal O'Hara

There have been few better sports in American political history than Chief Justice Charles Evans Hughes. In losing California's electoral vote to Woodrow Wilson in the 1916 campaign by less than 3000 votes, he was thwarted for the Presidency, yet steadfastly refused to ask for a recount when a change in 1-4th of 1 per cent of the state's vote would have put NEAL O'HARA him in the White House. . . Only God can make a tree, but such are the wonders of science that the uniforms of Japanese soldiers in the China campaign are made of a mixture of 80 per cent chemically converted wood-pulp and 20 per cent cotton.

Vincent van Gogh, the Dutch painter, whose existing works today are valued at upwards of \$3,000,000, made a total of approximately \$110 from art during his lifetime. The records show. . . Following through for nine years, the University of California's child welfare institute periodically checked the development of 31 newly born boys and 31 girls for intelligence, health, growth, etc., and arrived at this conclusion: The children's physical development seemed to have no relation to their mentality. The only apparent influential factor was their parents' education—either

Collins To Head Division

Reorganization of the Detective Bureau in accordance with what is known as the "Buffalo plan" will be completed this week-end with the appointment of a captain and three supervising detectives.

Lieutenant Edward W. Collins will be advanced to captain, succeeding the veteran Anthony Andrews, whose long term of service will expire on Saturday, when Andrews' resignation becomes effective.

While there is no doubt about the promotion of Collins to the top job in the Detective Bureau, there is considerable speculation concerning the three supervisory positions.

The consensus of opinion favors Emil Lambiase, Charles Austin and Joseph Clancy, all grade A detectives, for the new jobs, which are to carry a salary of \$2,750.

Under the new setup, one of the supervising detectives will have command of each platoon.

Republican Women To Meet Friday Night

A report on the membership drive of the Women's Republican Club of the Eleventh Ward will be given by Mrs. Marian Marsden at the meeting Friday evening at 8:04 West Main Street. Mrs. Earl O. Brown will be in charge of the meeting, while the social hour will find the following as hostesses: Mrs. Anna Marsden, Mrs. Betty Vois, Mrs. Sarah Swanton and Mrs. Julia Merritt.

SLEEP ON A SIMMONS BEAUTYREST



PAY LAUER'S 5¢ A DAY

5c a Day—That's The Most Dramatic Way Lauer's Have of Telling You—How Easy It Is For You To Own The One Mattress Above All Others That Is Guaranteed 10 Years In Its Structural Parts. . . But What Is More Important To You Is Actually Guaranteed To Give You Better Sleep Or You Don't Pay Anything At All. . .

The new improved Beautyrest with its 837 deeper coils, each separately pocketed in a noiseless muslin sack, is yours for only 5c a day. Improve your sleep—don't toss and worry all night. Remember, better sleep—Beautyrest sleep—brings better health. And better health can be yours easily. Come in to Lauer's or just call Lauer's (Main 3268). Pay our driver \$1 when he delivers your Beautyrest, and then start paying 5c a day or 35c a week until your mattress is paid for. We've sold thousands on this plan. You can't help but notice the many happy faces of people who sleep on Lauer's Beautyrests. Get your happy face today!

50 STATE ST LAUER'S 50 STATE ST

PAGE TWO

TRUTHFUL NEWS

THE ROCHESTER SUN, THURSDAY, APRIL 13, 1939

TRUTHFUL ADVERTISING

MANUFACTURERS SINCE 1885

HEY FELLOWS!

SIZES 36 TO 46



(EXACTLY AS SKETCHED ABOVE)

BASEBALL JACKET

• SCARLET and Black • BLACK and ORANGE • MAROON and SILVER • ROYAL and GOLD

\$1.95

Complete With Baseball Emblem
Commemorating 100th Anniversary of
Baseball—Special

WILSON FIELDER'S GLOVE
A large size glove made of selected tan cowhide with full leather lining. Hand formed green set pocket.
SPECIAL \$2.49

FINE QUALITY Professional Style
BASEBALL CAP
ALL SIZES 29c ALL COLORS

SEE US FOR LOWEST PRICES ON ALL BASEBALL EQUIPMENT AND UNIFORMS

Champion

KNITWEAR CO. 71 ST. PAUL ST.

30 Minutes Free Parking at 3 Stations, Biltz, Strand and Spark

O'HARA

(Continued from Page 1)

because educated parents usually give their children better training or because their intelligence is inherited.

Today's favorite gag: MUSBAND—"What do you mean, I've been deceiving you for years?" WIFE—"I just found out the government allows you \$2800 a year on your income tax for being married and you only allow me a miserable \$10 a month."

Competition is so fierce among major distillers that one of them (in states where it's permitted) is packing 13 bottles in a case of whiskey selling for the price of 12 and another is giving two free bottles with every dozen purchased by the retailers. . . . A check-up of the can mail received by Lanny Ross, thrush of the screen and air waves, showed 95% of it was from females; 3% from men and 2% from children.

Nice going, Adolf! It's estimated Hitler's world wide royalties from his book, "Mein Kampf," return him from \$650,000 to \$900,000 a year. . . . Try and get it: Science has determined there's about \$200 worth of argon, \$50 worth of neon and slight snatches of other rare gases floating unseen in the atmosphere of the average eight-room house. . . . The human touch: In the Michigan City (Ind.) Dispatch the other evening appeared this headline: "Don't Blame Frid If Papir Appear Odd This Evening." And under it was this explanatory story: "If in tonight's News-Dispatch you find stores looking like this, do not criticize too harshly. Linotype Operator Fred Arnd and Mrs. Arnd became parents of a son this morning. . . . The phrase, 'Nuts to you,' may be derived from a mediaeval custom of a suitor dropping in for supper with the girl he wants to marry. If, at the end of the meal, she brought on a plate of nuts, it signified politely that he was rejected.

SEMET SOLVAY COKE

THE NUMBER TO CALL
GEN. 586
FOR THAT BETTER COKE
ALWAYS KEPT UNDER COVER

9.05

Cash Shoveled Off

PAYNE & DUNHAM

Established For Over 25 Years

SAVE \$\$\$\$

on these Guaranteed
STANDARD USED CARS

33 Ford Tudor.....\$ 98	39 Pontiac Sedan, SAVE \$300
34 Pontiac Sedan.....148	36 Oldsmobile Trunk
34 Ford Tudor.....148	37 Chevrolet Trunk Tudor
34 Ford Tudor.....148	12,000 actual miles.....398
34 Chrysler "W" 4-Dr. Sedan.....148	36 Dodge Trunk Fordor
35 Ford Sedan.....198	Sedan, extras.....388
34 Pontiac 4-Door Sedan 238	38 Ford Trunk Tudor.....478
34 Chrysler 6 De Luxe Coupe.....238	37 Hudson Opera Coupe.....498
36 Ford De Luxe Coupe 298	37 Pontiac Tudor, extras.....498
36 Ford Trunk Tudor.....298	38 Chevrolet Tudor.....498
36 Lafayette Sport Coupe 298	37 Dodge Fordor Trunk Sedan, Radio.....538
35 Oldsmobile 6 Trunk Tudor.....298	37 Pontiac Opera Coupe, Radio, Extras.....548
36 Pontiac Sport Coupe.....298	37 Oldsmobile 4 Door Trunk Sedan, Radio & Heater 578
37 Ford Fordor Sedan.....368	38 Chevrolet Trunk Tudor, extras.....638
36 Pontiac Trunk Sedan 398	36 Pontiac 4 Door Sedan, Radio.....698

\$3.00 Down On Cars Under \$300.

STANDARD MOTOR SALES

PONTIAC DEALERS
626 W. Main at Jefferson Ave.

Personal Mention

Miss Bette Jane Smith, daughter of Mr. and Mrs. Frank D. Smith, Jr., of Sagamore Drive, has returned to St. Lawrence University after spending the Easter holidays with her parents.

Mrs. James T. Dickinson of Berkeley Street, has returned from a visit to Atlantic City and Yonkers, where she was the guest of her daughter, Mrs. William Lippard, and Mr. Lippard.

Mrs. Clifford E. Moll of East Avenue, entertained the Monday Literary Group for luncheon on Monday. Miss Mary MacCarthy gave the review.

Mrs. Clarence Steele of Buckingham Street, passed Easter in New York with her son, Clarence Steele.

Miss Margaret Withington, librarian of the University of Rochester, Women's college, reviewed "Wickford Point," at the Chatterbox Club on Wednesday before the buffet luncheon for members and guests.

Mrs. George H. Clark of Plymouth Avenue, has returned from a visit to Washington.

Mrs. Howard F. Wells of East Avenue, has taken an apartment at the Roosevelt and will occupy it on Saturday.

Mr. and Mrs. Charles W. Wells, Jr., of Buckingham Street, will entertain their bridge club for dinner on Monday in their home.

Mrs. Leon Stern of East Avenue, will entertain the Magnolia Twigs for luncheon on Friday, April 21, in her home.

Doctor and Mrs. W. A. MacVay of Oakdale Drive, entertained at a week-end house party in their summer home at Canadice Lake for their daughter Graham, who returned from Wellesley to spend the Easter vacation with her parents.

Dr. and Mrs. J. Arnold Donovan of Beckwith Terrace, are spending a week in New York.

Mrs. B. E. Reeves of Oxford Street, entertained at luncheon and bridge today at the Century Club.

Mrs. Victor W. Hurst of Sandringham Road, spent several days in New York this week.

Mrs. Roy McAllister, formerly of Rochester, now of East Bloomfield, will entertain the Pine Needle Twigs for luncheon on Friday in her home.

Mrs. Grace G. Harrison of Vick Park A., is spending some time in New York as the guest of commander and Mrs. Andrew Sheppard.

Miss Dorothy Dengler, daughter of Mr. and Mrs. G. Charles Dengler of Quentin Road, returned from Kenka College to spend the Easter vacation with her parents.

Mrs. Schuyler C. Wells of Commonwealth Avenue, will entertain the Yellow Twigs for luncheon on Friday in her home.

Harry Webster of Springfield, Mass., was the week-end guest of Benjamin K. Steele of Buckingham Street.

Dr. and Mrs. J. F. Lersch and their son, Peter, of Arnold Park, spent the week-end in Wilkes-Barre, Pa., as guests of Dr. Lersch's parents.

Mr. and Mrs. Howard T. Case of Trevor Court Road, and their sons, Billy and David, have returned from an extended stay at Delray Beach, Fla.

LECTURE SCHEDULED

Prints Kuntz, world traveler and authority on Hindu systems of philosophy, will lecture on "The Adept Brotherhood—Their Origin, Character and Teachings," Friday at 8 p. m. in Room 807, Temple Building.

FURNITURE RECONDITIONED

Re-upholstering, Refinishing, 3-pc. suites re-covered in fringed cloth, \$25.00. Occasional Chairs, \$25.00. Couches, \$75.00. TEXTILE Upholstering Co. MAIN 4633

After EASTER SALE

OF HUNDREDS OF OUR BRAND NEW SPRING HATS—Formerly \$1.98

\$1.00

Now

TODAY, FRIDAY and SATURDAY at Thrift Dept. 2d Floor

Vanity

MILLINERY
48 E. MAIN 2d Floor St.

AT BRAUN'S ONLY!

ELECTRIC REFRIGERATORS

Brand New 1938 Deluxe Models
IN ORIGINAL FACTORY CRATES
5 YEAR GUARANTEE
LOW AS \$3 MONTH \$89⁵ Cu. Ft.
SAVE FROM \$50 TO \$90

BRAUN'S

900 PORTLAND—OPEN EVENINGS

HAPPY

Because of a
GENESEE VALLEY
PERSONAL
LOAN

Why Not
You, Too?

Every week we are helping those who need money. If you are steadily employed don't hesitate to ask us for a Personal Loan. No red tape! No collateral or co-maker required. You repay us on a convenient monthly basis.

Member of F. D. I. C.

GENESEE VALLEY TRUST COMPANY

Exchange and Broad
THE BANK OF PERSONAL SERVICE

DOLAN'S

Formerly Clark's Market
600 JEFFERSON AVE.
We Deliver Phone Genesee 1417

You're MONEY AHEAD When You Shop Here!

BEEF ROASTS Cut From U. S. Inspected Young Steers 17c lb.	FRESH PICNICS 15c lb. SAUER KRAUT 3 lbs. 10c	ROASTING CHICKENS 3 to 4 lb. Ave. 22c lb.
---	--	---

Leg of Spring LAMB lb. 23c
FOWL 3 lb. Ave. lb. 19c

Buy the Cuts of Fresh CHICKEN You Prefer
Legs lb. 35c Necks lb. 15c
Giblets lb. 19c Breasts lb. 41c
Livers lb. 45c Wings lb. 23c

A Large Selection of Fresh Vegetables
Celery, Large Iceberg Lettuce, Fresh Tomatoes, Wax Beans, Fresh Peas, Cauliflower, Spinach, Broccoli, etc.

MIRACLE WHIP **SALAD DRESSING** QT. 37c

Paul Revere wasn't in such a terrific hurry on that fabled midnight ride. According to his own notes of the adventure, at Lexington he went to the Rev. Mr. Clarke's house and decided to wait there for William Dawes, who had taken a different route on horseback. Relates Revere, "After I had been there about half an hour, Mr. Dawes came. We refreshed ourselves and set out for Concord." (But he doesn't say with what he refreshed himself). . . . The world's largest buyer of granulated sugar is the Coca-Cola Company.

Despite the Maine publicity bureau's drive to boost tuna fish off its coast, an old salt snorted as follows the other day: "We ain't got yer. What we've got is horse mackerel. But, of course, if some of them wise guys from Boston and New York come here and insist on paying me \$15 a day for going out tuna fishing, well, then there fish is 'TUNA!' (Copyright, 1939, McNaught Syndicate)

Gladys M. Haywood, 88 Hobart Street, call at 419 Burke Building for two tickets to the Army lacrosse game, Friday, April 14.

Spring SALE!

SLIPCOVERS

Custom Made

Sun and Tub Fast Fabrics

DAVENPORT and CHAIR

A wide variety of Spring's most favored patterns, including serge-cloth, florals and stripes. Our expert workmen will cut and fit materials in your own home!

Labor And Materials Everything Complete!

—SPRING FABRIC SPECIALS!

Striped, Colored 36-In. Wide NET Reg. 19c yd. 9c yd.	Waterproof Material for Outdoor Furniture Awning Reg. 35c yd. 19c yd.
Hand Blocked 50" Wide LINENS Reg. \$1.19 yd. 69c yd.	50-In. Yarn Dyed HOME SPUN Reg. 85c yd. 49c yd.
58" Fast Color DUSTIE CLOTH Reg. 95c yd. 48c yd.	50" Wide Linenized CRASH Reg. 50c yd. 39c yd.

MILL END SHOPS

71 CLINTON AVE., SO.
PHONE STONE 4787 Opp. J. E. Thompson

He Joins the Heroes of the West

NELSON EDDY

AS A SWAGGERING, SINGING, ROLLICKING WESTERNER—A MENACE TO THE "BAD-MEN" AND A ROMANTIC FIGURE TO ITS LOVELY PIONEER WOMEN!

WIN MOVIE TICKETS!

You can enjoy Nelson Eddy's latest big music and heart thrill picture merely by answering the following questions correctly. Neatness and accuracy will count most in determining winners of the 25 pairs of Guest Tickets.

1. Who was Wild Bill Hickok?
2. What was the Pony Express?
3. Who was Fremont?
4. What famous scout was a hero at the Battle of the Alamo?
5. What railroad first spanned the West?
6. Where was Custer's last fight?
7. Who was Sitting Bull?
8. Who were three of the West's most feared desperadoes?
9. What was meant by "Crossing the Great Divide?"
10. Who was Buffalo Bill?

"LET FREEDOM RING"

STARRING NELSON EDDY, VIRGINIA BRUCE, VICTOR McLAGLEN, LIONEL BARRYMORE, EDWARD ARNOLD, GUY KIBREE, CHARLES BUTTERWORTH, A Metro-Goldwyn-Mayer Picture with all the exciting action of the old, glamorous West. See the fight between Eddy and McLaglen—one of the screen's big thrills!

OPENS FRIDAY, APRIL 21st

LOEW'S THEATRE

Hurry! Adress All Replies to:
CONTEST EDITOR—ROCHESTER SUN

JIMMY WHITLEY

and his
Southern Style
Society Swing
BAND

Dinner Dancing 7 to 9
Supper Dancing 10 to 1

Every Night But Mondays

on the
STARLIGHT ROOF

atop the
SAGAMORE HOTEL

Stone 3428 for Reservations

MOTHER! KEEP FOOD FRESHER, MORE NOURISHING

-In the World's First "Cold-Wall" Refrigerator



FRIGIDAIRE WITH THE METER-MISER

Built on an entirely new principle, Food's vital juices are not dried out by moisture-robbing air currents. This prolongs original freshness amazingly. Don't buy until you see the revolutionary "Cold-Wall" principle demonstrated. Take 5 minutes now and protect your refrigerator investment for years to come! Do it today! Call for service at 25c a day.

See Frigidaire's other advanced new models, too. For every need and budget. New low prices for 1939.

Rochester Gas & Elec. Corp.

89 EAST AVE. MAIN 3960

Movie Fans Win Tickets

Movie fans are finding both entertainment and profit through participation in the movie quiz published each week in The Rochester Sun. Several hundred submitted answers to the Merle Oberon quiz and an even larger number is expected to take part in this week's quiz, which offers questions concerning persons and places mentioned in Nelson Eddy's new picture, "Let Freedom Ring," opening at Loew's Theater on Friday, April 21.

Each of the first twenty-five to send in correct answers to today's quiz will receive a pair of guest tickets to Loew's Theater.

Each person on the following list will receive a pair of guest tickets to "Wuthering Heights," starring Merle Oberon and David Niven, which opens Friday at Loew's, by calling at The Rochester Sun office, 419 Burke Building:

Albert D. Ellis, 216 Rugby Ave.
Sylvia Goldberg, 71 St. Paul St.
W. E. Shay, 39 Chestnut St.
Mary Jean Verchie, 211 Jay Street
Harry J. Van Allen, 484 Child Street
Gerard Hurley, 174 Pinnacle Rd.
James Topis, 12 Turpin Street
Gloria Ochs, 24 Gardiner Ave.
Mrs. S. G. Benham, 381 Grand Ave.
Jeanette Thompson, 71 Landis St.
Elizabeth Smith, 22 Chestnut St.
Helen Christoff, 484 Lexington Ave.
Connie Cooper, 17 Alvin Place
Helen Norris, 137 Sanford St.
Mary Doyle, 39 Gardiner Ave.
Leo Outmann, 387 Lake Ave.
Joe Brennan, 140 Clinton Ave., No. 1
John Bondi, 414 Bricker St.
Kathleen Gier, 406 Garden Ave.
Henry Slager, Jr., 20 Eiffel Place
Caroline Cheston, 65 Morningdale Pk.
Mrs. Charles Young, 119 Wetmore Pk.
Mrs. Ralph Serrati, 130 Lewis St.
Dean Martin, 16 Wendell Ave.
Jean McPherson, 276 Humboldt St.

DELTA ZETA MEETING
Mrs. Lester H. Barnes of Dewey Avenue will be hostess to members of Rochester Delta Zeta Alumnae Club Thursday at 8 p. m. A feature of the meeting will be a round table discussion of "Peace," with Mrs. Waldo Williams as leader.

FINE LINENS

— AT —

AUCTION

ENTIRE STOCK OF NATIONAL LINEN SHOP
98 MAIN STREET EAST
Selling At Your Prices

LUNCHEON SETS BANQUET SETS HANDKERCHIEFS BED SPREADS TAPESTRIES—LACES	BRIDGE SETS INFANTS' WEAR TOWELING PILLOW CASES RUGS—SHEETS
---	---

Everything must go to the highest bidder. No limit—No reserve. We will gladly auction any item upon request.

JOE APPEL — Auctioneer — SAM BETHEN

AUCTION STARTS DAILY 10 A. M.

NATIONAL LINEN SHOP

98 EAST MAIN ST., near WATER
SOUVENIRS GIVEN DAILY

PHOTODUPLICATION
OF OUR
SPRING
\$1.98
00
FRIDAY at
City
LINERY
Front St.

SALE
OF OUR
SPRING
\$1.98
00
FRIDAY at
City
LINERY
Front St.

SALE
OF OUR
SPRING
\$1.98
00
FRIDAY at
City
LINERY
Front St.

SALE
OF OUR
SPRING
\$1.98
00
FRIDAY at
City
LINERY
Front St.

SALE
OF OUR
SPRING
\$1.98
00
FRIDAY at
City
LINERY
Front St.

SALE
OF OUR
SPRING
\$1.98
00
FRIDAY at
City
LINERY
Front St.

SALE
OF OUR
SPRING
\$1.98
00
FRIDAY at
City
LINERY
Front St.

SALE
OF OUR
SPRING
\$1.98
00
FRIDAY at
City
LINERY
Front St.

SALE
OF OUR
SPRING
\$1.98
00
FRIDAY at
City
LINERY
Front St.

SALE
OF OUR
SPRING
\$1.98
00
FRIDAY at
City
LINERY
Front St.

SALE
OF OUR
SPRING
\$1.98
00
FRIDAY at
City
LINERY
Front St.

SALE
OF OUR
SPRING
\$1.98
00
FRIDAY at
City
LINERY
Front St.

3RD WARD SMOKER
Ninth annual smoker and up-
town rally of the Twenty-third
Ward Republican Club will take
place at the Elks Club gymna-
sium Friday at 8 p. m.

STAG PARTY
Entertainment and refresh-
ments will feature a stag party
to be held by the Turn Verein
Friday evening at the club hall,
1550 Clinton Avenue North.

**FINE QUALITY OAK LEATHER
HALF SOLES**
attached
75c
All work done by expert
shoe rebuilders. We use
only the finest mate-
rials! All soles sewed
on — no nails used!
Compare the workman-
ship!
**SERVICE
WHILE
U-WAIT**
Shoe Repair Dept.
In Basement
LINCOLN'S
118 Main St. East
Corner St. Paul

Prospective Mothers!
**ITKIN'S WILL GIVE YOU
FREE TWIN
Insurance**
Buy your baby layette at ITKIN'S...
and if the store surprises you with
twins, WE'LL DUPLICATE EVERY
ITEM FREE OF CHARGE

Complete Infants Dep.
BIRDSEYE DIAPERS Red Star, 7x7 1/2 inches
This Week Only **\$1.19**
ROBE & BOOTEES SETS Flannel and Silk
Pink, Blue and White **49c**
DIAPER LININGS Dennison's Sanitary for
Baby Pads **50 19c**
INFANTS' SLIPS, DRESSES, SUIT from **19c**
RUBBER PANTS **4c**
TURKISH TOWEL BIBS **4c**
Mother Rose INFANTS' HOSE pair **9c**
Infants' COAT & HAT SETS from **\$1.79**
KLEINERT'S Baby Pans, Crib Sheets, Softex and Latex
Baby Pans.
VANTA GARMENTS Complete Assortments...
Everything Baby Will Need!

Close-Out!
GIRLS' COATS
\$4.95
Have 20-1/2" brand new
coat fashions, sizes 2
to 16, Slips 1 to 4, —
\$1.95 up.
Men's Special!
**Superba Cravat
NECKTIES**
29c
\$1.00 Value
Newest patterns
stripes, plaids, etc.
colored! Regularly \$1.00!
Chenille Bedspreads
Sun-fast, tub-fast
applied, full
and single sizes,
solid colors and
white backgrounds! **\$2.95**
New Fiesta Curtains
Clay curtains in
bright new colors
to add charm to
your windows.
Brand new fashions
at saving prices! **\$1.19**
Capes & Umbrellas
Newest rain-wear
for girl! Cape with
matching umbrella.
Ideal gifts, at
typical ITKIN's set-
tings. **\$1.00**
Reversible Raincoats
A smart topcoat on
one side, and a
practical waterproof
raincoat on the
other. Special at **\$3.49**

L. ITKIN DRY GOODS
Outfitters for the Entire Family
MAIN 482 365 Joseph Av. **CORNER BUCHAN PARK**
Open Every Day & Evening

**Dozens of New Spring Patterns
Included In This
CLEAN-UP
SALE
Of Woolen Yard Goods**
The "buys of your life" in rich wools...
including fine fabrics from some of the world's
foremost mills here and abroad!
**Luxurious
IMPORTED TWEEDS**
Plaids, checks, finest shet-
lands, fancy coatings and
suitings... latest weaves
and patterns. All 54-in. wide
and more! From **\$1.19**
SELECT SILKS
Rochester's most complete assort-
ment of fine Spring prints! **33c**
PURE DYE SILK PRINTS
Beautiful, hand-screened patterns.
Values to \$2.50. **69c**
Shantung, 33c yd. Washable, pure-
dye, pure-silk triple sheers, 59c yd.
REMNANTS 11c-17c-25c per Yd.
**MANHATTAN
SILK STORES**
350 E. MAIN ST. **FREE Parking on Stillson St.**
OPEN EVENINGS UNTIL 9 P. M.

Radio Plans To Televis President

President Roosevelt, delivering
the opening address at the New
York World's Fair of 1939 on
April 30, will be the subject of
the first program of the first
regular high-definition television
service in the United States, it
was announced at Radio City by
Lenox R. Lohr, president of the
National Broadcasting Company.
The World's Fair opening,
which also will signal the
launching of the new television
industry in the United States,
will be relayed from the fair
grounds at Flushing Meadows by
the NBC mobile television sta-
tion. Both pictures and their as-
sociated sounds will be broadcast
from the main NBC transmitter
in the Empire State tower.

The televised image of the
President will be visible on re-
ceivers in the Metropolitan area
within a radius of about fifty-
five miles in all directions from
the Empire State tower trans-
mitter, according to NBC tele-
vision officials.
Visitors to the fair who are
unable to approach near enough
to obtain a good view of the
President, it was pointed out by
NBC, may get an excellent close-
up of the ceremonies from re-
ceivers at the RCA exhibits at
the fair. These, and home re-
ceivers in the Metropolitan area,
however, must be tuned to the
Empire State tower transmitter
for the program.
The mobile television units
operate on a relay frequency of
177 megacycles, beyond the tun-
ing range of commercial re-
ceivers.

**Knights To Hear
Talks On War Problems**
"The Modern War Problem"
will be discussed by Bert McFar-
land at the Thursday night
council meeting of the Knights
of Columbus.
More than 100 Knights will
meet Friday to plan arrange-
ments for a public rally April
27 at Columbus Civic Center.
Promotion of Christian justice
as "a bulwark against 'isms'"
will be the theme of the rally.

VACATIONISTS RETURN
Mr. and Mrs. Calvin Bornkes-
el of Hillside, have returned
home after spending the four
weeks in Florida.

Louise Fleischauer, 408 Alphonse
Street, call at 419 Burke Building for
two tickets to the Army Air Corps
game, Friday, April 14, 8:30 p. m.

**TO PLACE
SUN
WANT ADS**
At 2 Cents a Word
Send Your Ad With Cash
Or Stamps To
THE SUN
419 Burke Building

**SUPPLEMENT
YOUR SPRING
WARDROBE**
... in dozens of clever
ways with expensive-look-
ing creations that cost but
a few cents when you
make them yourself!
Every Yard of
Goods Guaranteed

WHAM
STATION
MEMBER BLUE SILVER AIRMAIL
1150 K.C.
**BASEBALL RETURNS
ROCHESTER VERSUS NEW-
ARK** — Thursday, April 20,
3 p. m.
The opening game of the
1939 season finds Billy
Southworth at the helm of
the Rochester Red Wings.
Harry McGuire of the Mike
to bring you a play-by-play
account of the opening
game and WHAM facilities
all set for another season
of baseball.

**SPECIAL EVENTS
STAND BY AMERICA** — Sun-
days, 8:15 p. m.
This series of Inter-Faith
rallies brings together reli-
gious groups to discuss
for a discussion of subjects
vital to America and Amer-
icanism.

MUSIC
SUNDAY MUSICAL — Sun-
days, 12:30 p. m.
ON WINGS OF MELODY —
Sundays, 1 p. m.
ARMCO BAND — Sundays, 8
p. m.
NBC SYMPHONY — Satur-
days, 10 p. m.
**ROCHESTER CIVIC ORCHE-
STRA** — Thursday, April 18,
1:30 p. m.
THE GERMAN HOUR — Fri-
days, 7:15 p. m.

VARIETY
CAMERA CLUB — Fridays,
6:15 p. m.
PLANTATION PARTY — Fri-
days, 9 p. m.
HANK AND HERB — Satur-
days, 7 p. m.
RED FOLEY — Saturdays,
8:30 p. m.
BARN DANCE — Saturdays, 9
p. m.
THE STUDEBAKER SHOW —
Tuesdays, 7:45 p. m.; Wed-
nesdays, 9 p. m.; Fridays,
8:30 p. m.
VOCAL VARIETIES — Fri-
day, 7 p. m.
DIAMOND WALNUT SHOW —
Sundays, 10 a. m.
MAGIC KEY — Sundays, 2
p. m.
JACK BENNY — Sundays, 7
p. m.
SETH PARKER — Sundays,
7:30 p. m.
CHARLIE MCCARTHY — Sun-
days, 8 p. m.
THE CIRCLE — Sundays, 10
p. m.
EDDIE DUCHIN — Mondays,
9:30 p. m.
TRUE OR FALSE — Mondays,
10 p. m.
INSIDE STORY — Tuesdays,
8 p. m.
INFORMATION PLEASE —
Tuesdays, 8:30 p. m.
FIBBER MCGEE — Tuesdays,
9:30 p. m.
BOB HOPE — Tuesdays, 10
p. m.
HOBBY LOBBY — Wednes-
days, 8:30 p. m.
KAY KYSER — Wednesdays,
9 p. m.
SMILE PARADE — Thursdays,
4 p. m.
GOOD NEWS — Thursdays,
9 p. m.
BING CROSBY — Thursdays,
10 p. m.

DRAMA
HOLLYWOOD PLAYHOUSE —
Sundays, 9 p. m.
ORPHANS OF DIVORCE —
Mondays, 7 p. m.
YOU, THE UNSEEN JURY —
Sundays, 7:30 p. m.
MARY AND BOB — Tuesdays,
9 p. m.
ONE MAN'S FAMILY — Wed-
nesdays, 8 p. m.
TROOPERS' DRAMA — Thurs-
days, 7:30 p. m.
TRUE CASE HISTORIES —
Fridays, 8 p. m.

NEWS
PETER GRANT — Sundays,
6:45 p. m.
FARM NEWS — Mondays thru
Fridays, 1:15 p. m.
COURIER NEWS — Satur-
days, 11:15 a. m.
YOUR ESSO REPORTER —
Four times a day — seven
days a week.
MARCH OF TIME — Fridays,
9:30 p. m.
COMMENTARY
FATHER COUGHLIN — Sun-
days, 4 p. m.
WALTER WINCHELL — Sun-
days, 9:30 p. m.
FRITZ BROWNELL — Wed-
nesdays, 9 p. m. and Fri-
days, 9:15 p. m.
LOWELL THOMAS — Mon-
day thru Friday, 6:45 p. m.
HARRY McTIGUE — Mondays
thru Saturdays, 6:30 p. m.
AL SIGL — Tuesdays, Wed-
nesdays and Thursdays, 3
p. m.
RADIO FORUM — Mondays,
10:30 p. m.
TOWN HALL MEETING —
Saturdays, 7:30 p. m.

JIMMIE FIDLER
in Hollywood

If you still doubt the fact that Lady Luck rules Hollywood,
consider the contrasting success stories of two young singers—
Mary Healy and Mary Martin. Both seem well on the way to
stardom and fame, but what a difference in their manner of
starting.

Mary Healy, under long-term
contract to Twentieth Century-
Fox, is playing the second lead
in the new Sonja Henie-Tyrone
Power picture, "Second Fiddle."
A year ago, she was a secretary
in a New Orleans film exchange.
She had no active screen ambi-
tions, sang only because it
pleased her to sing and, despite
her remote connection with
"show business," knew no one
who could give her a break.
In other words, she was just
a very pretty, very vivacious
secretary. And then she went
dancing one night—in a white
gown with a big magnolia Bos-
som in her hair. Ivan Kahn, in
New Orleans on business, hap-
pened to see her and—presto!—
Mary had a contract.

Mary Martin, on the other
hand, dreamed of nothing but
screen success—worked for it like
a Trojan. She fought her way
up in the entertainment field
until, eventually, she won the op-
portunity to sing in the Troca-
déro—the one spot on earth
where she was sure to be heard
by every producer in Hollywood.
And not one of them gave her
a tumble.

Mary Martin had to go to New
York and become an absolute
Henie whirl through her newest
skating routine, and was am-
azed to see Tyrone Power stalk-
ing about on a pair of skates.
"Didn't know you skated in the
picture—or that you could
skate," I observed. Ty grinned.
"I don't—and I can't," he retort-
ed. "These things just act as
stills and keep my feet warm."
(Copyright, 1939, McNaught Syndicate)

**MEMORIES THAT BLESS AND
BURN:** When Richard Dix, with
fire in his eye, went to collect
some money he had loaned to
one of Hollywood's dead-beats,
listened to the guy's tale of woe
—and loaned him another \$500.
When Hoot Gibson and Sally
Ellers staged one of Filmlife's
most colorful spats because they
disagreed about the cut of the
dress she had bought for a party.
When Lon Chaney, decked out
in a battered suit, used to spend
his idle evenings wandering
through the Los Angeles slums,
pumping down-and-outers for
their life stories.
When Opera-star Mary Lewis
burst into song, while sitting
aboard a Hollywood cow-pony—
and the unappreciative nag
pitched her into a mesquite bush.
When John Barrymore, pursued
by a mob of hysterical feminine
fans, abandoned his overcoat
and sprinted two blocks to the
parking lot where he'd left his
car. When Alec B. Francis, the
most inveterate pipe smoker of
them all, discovered that he'd
left his pet briar at home—and
held up production for an hour
while he drove back to get it.
When Marilyn Miller's corn-
popping parties were best-bets
for an entertaining evening.
When gagsters delivered a
phony divorce summons to one
of our highest producers as he
sat in the Coconut Grove, din-
ing with his blonde girl friend.
When Al Capone tried to crash
Hollywood society. When Winnie
Lightner started a frenzied re-
ducing vogue by announcing
that she had lost twenty-eight
pounds on a straight diet of bean
soup and buttermilk. When
Leslie Howard told me, ten years
ago, that he would not grant any
interviews in Hollywood because
he "hated pictures and would
never work in another one."

The other day I told you how

More Women Get Security Numbers

Thirty-six out of every hun-
dred persons applying for social
security account numbers in 1938
were women, according to an
analysis of old-age insurance
records made public by Walter
Kruess, manager of the Social
Security Board's field office at
Rochester.

"Women," he said, "accounted
for some 2,100,000 of the 5,700,000
applications received last year,
according to a study recently
made by the Board's Bureau of
Old-Age Insurance. Comparative
figures for 1937, the first year
in which the program was in
operation, show that only 274
percent of all applicants in that
year were women.

"The increase to 36 per cent
during the past year," he point-
ed out, "is due to the fact that
registration by men must be
nearly complete and to higher
turn-over among women in the
labor market. Many women take
jobs when they are young and
later leave them to assume re-
sponsibilities as homemakers."

Twentieth Season For Girl Scout Camp

Supplying recreation and in-
struction to more than 500 Girl
Scouts each summer, Camp
Beech-Wood has announced its
twentieth season July 2—Aug.
26.
To enable parents to discuss
camp questions and meet staff
members, a meeting will be held
at 8 p. m. Monday, May 1, in the
Girl Scout Headquarters, 76
North Water Street.

**"B-ettes give me
complete mental
and physical
comfort"**

Internal Sanitary Protection... No Odor, No Belts, Pads or Pins

Thousands of women in this
community are now enthusi-
astic about B-ettes after one
trial. The comfort, convenience
and peace of mind are almost
unbelievable until you have ac-
tually used B-ettes—no pads,
belts or pins—no bulge or chaf-
ing—no worry about odor
(internal absorption prevents
it). Try this modern method
for one month and you'll never
go back to older ways! A
month's supply of 12 costs
only 25c, a trial size of 4 only
10c at drug and department
stores. Say "Bee-etts."



Ready Friday Morning at 9
LINCOLN'S
**CHOICE
OF THE
HOUSE
SALE
WALLPAPER**
Your unrestricted choice of our entire display -- hundreds
of designs -- many sunfast -- many washable -- many 30
inch -- patterns for all rooms.
Usually **9c** Usually **19c**
19c to 29c 29c to 49c
Home Owners... Landlords... Hotels... Institutions
Lowest price ever offered on the famous
EZY-FLOW PAINT
SATIN FINISH
• Easily washed -- easily applied
• Six pastel shades and white
• Regularly \$1.79 -- NOW **\$1.29** HALF GALLON
Our Regular 56c SCREEN ENAMEL BLACK 39c qt. Our \$1.25 Floor or DECK ENAMEL 98c qt.
MAIN ST. EAST corner ST. PAUL

SEE NEXT WEEK'S SUN...
for Full Details of How to Get a Beautiful
78-PIECE SERVICE FOR 12 OF
Rogers Silverplate
AT LESS THAN
1/2 PRICE
You've seen many a silverware offer, but
never one like this! Roger Bros. quality
silverplate... by Oneida Ltd., Silversmiths
... the beautiful new THOR design...
and you can get it for LESS THAN HALF
PRICE! Look in next week's Rochester
SUN for complete details!

A BETTER DEAL!

All the Way, at
SENECA STORES

★ A BETTER REFRIGERATOR
the Big, Economical NORGE Thirty-Niner!

★ A BETTER WAY TO BUY
Seneca's 2 NICKELS a Day Plan!

PAY ONLY

2

★ **ONE FIFTH MORE SPACE** ★
-yet lower in price than in 1938!

\$9.50
Allowance
On Your Old Ice Box

BIG 6 1/4 CU. FT. CAPACITY

NORGE

Thirty Niner REFRIGERATOR

\$149.95

★
"MIGHTY MIDGET MECHANISM"

Do not fail to see this remarkable Refrigerator! All the Norge dependability and important features... at astonishingly low cost. Equipped with the famous Mighty Midget Rolator Compressor. Beautifully designed in modern style. Exceptionally high quality at low price.

Your First Payment Is A Month Away!

SENECA STORES

149 MONROE AVENUE
OPEN EVENINGS UNTIL 9:30 P. M.

WE SAY WHAT WE MEAN

WE MEAN WHAT WE SAY

OPENING SPECIAL EXTRAORDINARY!

Solid Gold

Bridal Set

- 3-DIAMOND WEDDING BAND
- DIAMOND SOLITAIRE

\$9.95



You've never seen a jewelry value like this! Beautifully carved, solid gold wedding ring set with THREE diamonds, and magnificent diamond solitaire engagement ring BOTH FOR ONLY \$9.95 during this opening!



Nationally Famous **WATCHES**

Men's From **\$7.95**

Ladies From **\$9.95**

From 1 to 21 Jewels

From 1 to 15 Jewels

Rogers And Community Silver Plate

10-Carat Yellow Gold DIAMOND CROSS



A genuine diamond sparkles in the center of this 10-Carat yellow gold cross! In a variety of different sizes.

\$4.95 Up

TIGERITE CAMEO for MEN

\$8.95



FREE GIFT

... to every gentleman or lady visitor to our new jewelry department during this week-end opening! Come in for yours... day or night!

NICKELS A DAY!

40,000 MILE NORWALK
Custom - Craft

TIRES

SPECIAL
6.00 x 16 \$8.95
5.50 x 17 \$7.95

WE ALSO CARRY GOODYEAR AND MOHAWK TIRES

NO DOWN PAYMENT



GIVEN HANDY BANK
To Make It Easy
To Save Your
2-NICKELS a DAY

Nurse
Spring

Plans in the spring the Genesee Association of Nurses for the education of registered nurses. No. 2 of the Association kept information methods include demonstration nursing April 18 "Nursing Clinic," Dr. McKeivitt, Care of Child," Dr. Miss Thel April 1 Hospital, Infant," Miss Hele "Brain Surgery," Miss Beat April 2 "Prevention Nursing Clinic," Dr. Frank Schoonern Strong "Plastic Surgery," Forest Youngberg, 8-10

Nurses To Hold Spring Institute

Plans have been completed for the spring institute sponsored by the Genesee Valley Nurses' Association and New York State League of Nursing Education. These institutes are conducted for the educational advancement of registered nurses of District No. 2 of New York State Nurses' Association that nurses may be kept informed of the newest methods of treatments and include demonstrations in the latest nursing technique.

April 18—St. Mary's Hospital, "Nursing Care of Acutely Ill Cardiac," Dr. Leo La Palm, Miss Ann McKevitt, 10-12 a. m.; "Nursing Care of Convalescent Cardiac Child," Dr. William Liberson, Miss Thelma Yochem, 8-10 p. m. April 19—Rochester General Hospital, "Care of the Premature Infant," Dr. B. B. Brees, Jr., Miss Helen Smith, 10-12 a. m.; "Brain Surgery," Dr. Fred Geib, Miss Beatrice Palen, 8-10 p. m. April 20—Genesee Hospital, "Prevention of Blindness and Nursing Care of Eye Conditions," Dr. Frank Barber, Miss Inez Schoonerman, 10-12 a. m. Strong Memorial Hospital, "Plastic Surgery, Treatment and Nursing Care of Burns," Dr. Forest Young, Miss Lillie Kreisberg, 8-10 p. m.

Ukrainian Civic Choir To Appear In Concert

The second annual concert and dance to be given by the Ukrainian Civic Choir at the Ukrainian Civic Center, 831 Joseph Avenue, is scheduled for Saturday, at 8 p. m. The choir, under the direction of Sophie Doroff, will be attired in colorful native costumes. This event is the first of many planned to raise funds to send the choir to the Ukrainian Youth League of North America convention to be held in Newark, N. J., next fall.

Parent-Teacher Group Plans Benefit Party

Parent-Teacher Association of George H. Thomas School No. 49 will sponsor a benefit card party Wednesday, April 19, at 8 p. m. The affair will be held in the recreation room of the nurses' home at the Monroe County Hospital. Door and table prizes will be awarded. Mrs. Charles Mandia is general chairman and will be aided by these committees: tickets, Mrs. Rudy Haelele, Mrs. Harry Holcomb, Mrs. Charles Wright, Mrs. Perry Bly, Mrs. Homer Bly, Mrs. John Moore; refreshments, Mrs. George Fein.

Robert Esterman, 416 Cedarwood Terrace, call at 419 Burke Building for two tickets to the Armory lacrosse game, Friday, April 14.

ACW Outlines May Day Program

May Day, the traditional labor holiday, will be observed locally May 1 by members of the Amalgamated Clothing Workers.

The occasion will also mark the first "commencement" of the cultural activities program organized last fall and winter. All indoor activities included in the cultural group, except certain educational courses, will be given places in the program, union officials announced.

The observance will be featured by an original stage production summarizing various activities of the workers. It will be a combination musical and dramatic production.

The Amalgamated chorus, directed by Santina Leone, will make its commencement bow. Dancers trained by Sylvia Applebaum will complete the cultural phase of the program.

Union officials will bring a nationally prominent labor figure to Rochester to speak at the meeting.

Elizabeth M. Dean, 31 Pembroke Street, call at 419 Burke Building for two tickets to the Armory lacrosse game, Friday April 14. James W. Cady, 264 Earl Street, call at 419 Burke Building for two tickets to the Armory lacrosse game, Friday, April 14.

Christian Science Broadcast Sunday

Through the courtesy of the Canadian Broadcasting Corporation, a Christian Science participation in the "Devotional Period" services will be broadcast by Fred Clark, former first reader in Toronto, over the network Sunday from 2:30 to 3 p. m.

The program will be presented under the auspices of the Christian Science Committee on Publication for the Province of Ontario and will be broadcast from Station CBL, Toronto, on 840 kilocycles.

Lanni Heads G.O.P. Unit To Fight Sales Tax

Counter agitation to offset a drive for sales tax support, sanctioned by some Republican leaders, was started by Clement Lanni, printer and publisher.

Named Monroe County leader of a drive against a proposed sales tax by the Emergency Budget Committee, a taxpayers league organization, Lanni said petitions will be circulated in city and county urging the Legislature not to approve any new taxes.

William L. Barrett, 348 Burr Street, call at 419 Burke Building for two tickets to the lacrosse game at the Armory, Friday, April 14.

Study Classes At Home Bureau

The Rochester Home Bureau will start several new classes during the coming week, in addition to the program of study conducted in the unit clubs which meet in various neighborhoods. All city-wide working classes are held at headquarters, 150 North Plymouth Avenue.

The restyling of old straw and felt hats into this season's fashion will be taught by Miss Marian McMichael on Friday, April 14, from 9 until 4 o'clock.

Two classes in effective speech will be given for those who have already studied the beginner's series. An advanced class will begin on Tuesday, April 18, at 7:30 p. m.; the second advanced class will begin on Thursday, April 20, at 1:30 p. m. Both series include six lessons and are under the instruction of Mrs. Betty Nevins.

Lessons on the making of lamp shades from paper and parchment will begin on Friday, April 21, at 1:30 p. m. with a lecture on "Home Lighting for Health," by Mrs. Marietta Z. Dickerson, of the staff. At this time plans will be made for the size, color, and material to be used in making the shades on the following Friday at an all-day meeting.

KC Choral Group To Give Concert

Singing with renewed vigor interest, members of Rochester Knights of Columbus Choral Society are pointing to their annual concert, scheduled for Monday evening, May 1, which promises to be one of the outstanding musical events of the season. The concert will be given in Columbus Auditorium.

Under the management of President Leonard Hahn and the direction of John Paul Bonn, the choristers are rehearsing faithfully for the concert.

Holy Rosary Club Plans Supper Party

A baked Virginia ham supper will be served to members of the Holy Rosary Social Club Tuesday evening in the school hall at 6:30. This will be the third meeting of this club, which now has 150 members, young men and women between 21 and 35.

Dancing and cards will follow supper and a short business session. Members who do not have tickets and new members wishing to attend the supper may make reservations by calling Margaret Noll, Glenwood 2058-W.

No. 36 School PTA To Install Officers

Installation of officers will take place at the meeting of PTA of Henry Longfellow School No. 36 on Wednesday at 2 p. m. in the school. Mrs. Herman Greydonas, retiring president, will preside at the business meeting. Theodore Zornow, assistant superintendent of schools, will be the guest speaker.

Robert Ingersoll, 305 Garfield Street, call at 419 Burke Building for two tickets to the Armory lacrosse game, Friday, April 14.

BINGO

Monday, Wednesday, Friday

CASH PRIZES

8:30 P.M. Admission 35c

FREE DANCING

Friday Night, April 14

Music by Burrell's Orchestra

WEGMAN'S HALL

375 EAST MAIN ST.

"DINTY MOORE" DINNER
The Open Door Spiritualist Church will hold a "Dinty Moore" dinner and masquerade dance Friday evening, in charge of the affair are Mr. and Mrs. William Hunnewell, Dorothy Maxwell, Eva Robinson and James McNeil.

FOR REAL HEAT
AND LESS TROUBLE
TRY A TON
OF SCRANTON
HARD

COAL

EGG
STOVE \$8.95
NUT TON

COKE \$8.50
PEA COAL - - - \$7.95
CENTRAL

COAL CO.

5 LUNDYS LANE
STONE 4886

HOWE & ROGERS CO. OUT OF BUSINESS

—AFTER 83 YEARS—

SELLING OUT TO THE BARE WALLS
CASH or TERMS EASILY ARRANGED
BUY WITH CONFIDENCE

SALE NOW IN FULL SWING

COST and FORMER
SELLING PRICE
HAVE BEEN
COMPLETELY
DISREGARDED
ALL SALES FINAL

\$200,000 WORTH OF
QUALITY FURNITURE
AT AMAZINGLY LOW
PRICES

HOWE & ROGERS—A SYNONYM FOR QUALITY
FURNITURE FOR TWO GENERATIONS ARE
LEAVING THE FURNITURE BUSINESS FOREVER
SALE CONDUCTED BY

A GIGANTIC
STOCK of QUALITY
FURNITURE, RUGS,
DRAPERIES ETC.
ASSEMBLED
UNDER ONE ROOF

"H & R FURNITURE" CO. 89 CLINTON AVE. S.

Indians To Face St. Kitts Team

Lacrosse will return to its regular Friday night spot this week at the Armory. The opposition will be furnished by the St. Kitts Bulldogs, and they are real opposition. In a game here a couple of weeks ago they ran rough shod over the local Redskins.

This will be the first game in the finals, best two out of three, series for the Zelter Trophy. Last season St. Kitts beat the Indians in the finals, two straight games, and copped the mug.

The Trojans polished off the Geveva Raiders, 32-13, Saturday night and eliminated them.

ALUMNI DANCE LISTED

Edison Tech High School Alumni Association will have its fourth annual spring dance at the Masonic Temple ballroom, April 21 at 9:30 p. m.

The Way To A Man's Heart

BY IRENE MUNTZ

Our first hint of warm weather and spring days each year starts the fresh sap running in the trees and we see farmers out along the country roads loaded with buckets and pails for tapping their sugar maples.

Such heartening signs of bright days and good eating to come make us turn to our recipe files for our favorite spring recipes using fresh maple syrup. Perhaps you hurry right home to make pancakes or waffles for supper or serve some of the golden syrup on your vanilla ice cream for Sunday dinner.

Today we are using three suggestions for delicious desserts with maple syrup that will go over big with either family or guests. That sweet, delicate flavor of the real maple syrup carries over especially well in this recipe for maple cake.

MAPLE CAKE
Temperature: 375 Degrees F
Time: 25 Minutes
1/4 c shortening
1/4 c sugar
2 eggs
2 1/2 c cake flour
1/4 c maple syrup

Cream shortening, add sugar gradually and beat well. Add eggs one at a time and beat after each for 1 minute. Sift flour, measure and shift with baking powder and soda. Add vanilla to milk. Add dry ingredients alternately with the maple syrup and the milk. Blend well. Pour into two well-oiled layer cake pans and bake in a preheated oven.

One-half cup of chopped nuts may be added to this cake batter, or whole ones sprinkled on top of the frosting. Frost with a brown sugar icing and listen to the family rave!

This maple pecan pie gets its flavor partly from the dark brown sugar and partly from the

maple syrup. It is quick, easy to prepare and delicious to eat. A good dessert to top off a light meal.

MAPLE PECAN CHESS PIE
Temperature: 350 Degrees F
Time: 40-45 Minutes
1/2 c butter
1 c dark brown sugar
2 eggs
2 T flour
1/2 c maple syrup
1/4 c maple syrup
1/4 c pecans, coarsely chopped
1/4 c vanilla
1/4 c cream

Beat butter, add sugar and blend well. Push on one side of bowl. Break eggs into bowl, beat well and blend into sugar mixture. Beat in flour, salt, syrup and flavoring. Add nuts, mix well and pour into an unbaked pie shell. Bake in a preheated oven.

Try this maple parfait next time you are entertaining. It's grand with nuts added or sprinkled over the top, too.

MAPLE PARFAIT
1/4 c maple syrup
1/4 c whipping cream
1/4 c vanilla
Heat syrup in the top section of a double boiler. Beat egg yolks

until thick and lemon-colored. Pour hot syrup over them and add salt. Return mixture to double boiler and cook over hot water until thick and light (about 5 minutes), stirring or beating occasionally. Pour over stiffly-beaten egg whites and beat until cool. Add vanilla and fold in whipped cream. Pour into freezing tray of an automatic refrigerator and freeze without stirring until the mixture is firm. Have control set at coldest point. You'll find this dessert will turn out as smooth as velvet and it has a richness and flavor that you cannot buy. Let's take full advantage of the good things each season offers and serve your favorite foods while they are at their best.

CHAUFFEUR'S DINNER

A tribute to outgoing officers, the annual dinner of the Rochester Private Chauffeur's Social Club will be held Saturday, Paul L. Scottiebo is the new president.

SCIENTIST TO SPEAK

J. A. Bonsteel, soil scientist of the Conservation Survey Report Unit of the U. S. Department of Agriculture, will speak on "The Importance of Soil" before a meeting of the Burroughs-Audubon Nature Club Friday at 8 p. m. at the Rochester Museum of Art and Sciences, Edgerton Park.

Vera B. Janson, 102 Cypress Street, call at 419 Burke Building for two tickets to the Armory lacrosse game, Friday, April 14.

Jamo'Shanter STOCK ALE

ROCHESTER'S FINEST
and Largest Selling STOCK ALE

DRAUGHT • BOTTLES • EVERYWHERE

More Hops • More Malt • More Age
AMERICAN BREWING CO. • Rochester, N. Y.



ANNUAL SPRING FOOD SALE

LAST DAYS FRIDAY AND SATURDAY

NO. 2 CAN SLICED

PINE-APPLE
10c can

10 POUND SACK
GRAN SUGAR
45c can

BLUE PLATE FANCY

LARGE SHRIMP
10c ea.

14-OUNCE BOTTLE
HEINZ KETCHUP
17c can

2 1/2 POUND SACK

DAISY FLOUR
45c

FIVE POUND SACK

Gold Medal FLOUR
19c ea.

2 Lb. Pkg. SUNSWEET

MEDIUM PRUNES
12c ea.

Wegman Quality

PRIME TENDER GRAIN FED

SHOULDER ROAST
BEEF
17c lb.

Here's a value that should put a Wegman beef roast on every table in Rochester! Tender, juicy Government-inspected beef... dozens of cuts to choose from in every Wegman store!

Lowest Price Ever!

OLYMPIA LIMA BEANS
Refugee Beans
FANCY SAUERKRAUT
GOLDEN BANTAM CORN
Cream Style, No. 2 Can
MIXED VEGETABLES
Phillips No. 2 Can
GRAPE FRUIT JUICE
Royal Rio, No. 2
ORANGE JUICE
Val Vita 12 1/2 oz. Can

YOUR CHOICE FOR
5c Can

PHILLIP'S DELICIOUS
TOMATOES
Texas Broken Segments
GRAPEFRUIT

NO. 2 CANS FOR
4 25c

COUPON
LARGE SIZE VAN CAMP'S

EVAP. MILK 4 cans for
19c
Limit of 4 With Each Coupon

NORTHERN TISSUE
now offered at

2 rolls for
11c

GAUZE TISSUE - 3 rolls for 13c



EVERY PACKAGE OF LAND O' LAKES BUTTER CONTAINS U.S. GOVT. CERTIFICATE OF QUALITY!

POUND ROLL
26c



Famous For Fine Foods

WE'RE PUTTING ON A **VALUE SHOW**
WITH HUNDREDS OF CUT RATE SPECIALS FOR Thursday, Friday, Saturday & Sunday

KEY DRUG STORES
470 N. GOODMAN
92 E. MAIN
546 MONROE
THREE STORES CUT RATE

With This Coupon
LUX FLAKES
Reg. 10c
2 for 13c
(Limit 2)

With Key Coupon
DOG FOOD
Reg. 10c
3 for 10c
(Limit 3)

With This Coupon
Dr. Lyon's Tooth Powder
Reg. 25c
11c
(Limit 1)

With Key Coupon
25c MILK OF MAGNESIA TABLETS
Reg. 25c
7c
(Limit 1)

FILMS
DEVELOPED & PRINTED
25c A Roll
24 HOUR SERVICE
OUR EVERY DAY PRICE

PALMOLIVE SOAP
3 for 14c

WATERMAN'S INK
Reg. 10c
6c

McKESSONS COD LIVER OIL
Reg. 75c
2 for 76c

McKESSONS ASPIRIN TABLETS
Bottle of 100
2 for 49c

MASON 49 COUGH MIXTURE
Reg. 49c
26c

Alka-Seltzer
For Quick Relief Of HEADACHES, COLDS, SOUR STOMACH, ACID INDIGESTION and MORNING MISERY
Large Siz
49c

Double Edge BLADES
Pkg. of 30
10c

AYER BEAUTY CADDY OF 1939
Repeated by popular request! A New Ayer Beauty Caddy has just arrived from Harriet Hubbard Ayer. Contains Luxuria, Skin and Tissue Cream, Face Powder, Skin Tonic, Pink Clover Perfume. Priced at only... 1.00

Eastman Baby Brownies
Reg. \$1.00
59c

Linen Stationery
24 Sheets
24 Envelopes
Reg. 35c
17c

Electric Ironing CORDS
Reg. 25c
11c

ZIPPER BAGS
Rubber Lined Sturdy Double Stitched Construction
47c
Regularly Sold for 95c

STAZE
Holds False TEETH FIRM
A single application in place of cement... brings old dentures back to life... makes them comfortable... and keeps them in place...
LARGE SIZE 49c

WILDROOT HAIR TONIC with OIL
60c SIZE
29c

UNTRIMMED CHAMOIS
Whole Skin
\$1.25 Value
59c

SULPHUR & CREAM OF TARTAR LOZENGES
Reg. 25c
Box of 48
13c

SEIDLITZ POWDERS
Reg. 25c
9c

"A LIGHT SMOKE"
LUCKY STRIKE CIGARETTES
17c

EXTRA HEAVY WATER BOTTLE or SYRINGE
Values Up to \$1.50
47c
Every Piece Guaranteed For Two Years

Senna Leaves Reg. 10c 3c
Roger & Gallett Lip Pomade 14c
Nail Clips Sturdily Made 9c
Upjohn's CITRACARBONATE Reg. 1.00 57c
Black Flag POWDER Reg. 40c 24c
Noxzema Boudoir Size Reg. 75c 49c
Flit 80c quart size 29c
Molle Shav. Cream Reg. 50c 26c

WOODBURY SOAP
Reg. 10c
2 for 11c

SHAVING SOAP
Reg. 5c
2 for 5c

Wheat Germ. CEREAL
lb. 16c

PLAYING CARDS
Bridge or Pinochle
Reg. 35c
19c
3 for 55c

General Electric
10c

BULBS

We Reserve The Right To Limit Quantities

TRUTHFUL NEWS

THE ROCHESTER SUN, THURSDAY, APRIL 15, 1939

TRUTHFUL ADVERTISING

PAGE SEVEN

WERNDE & LEVY
Electrical Contractors
We Specialize In
Home Wiring
FREE ESTIMATE
Lowest Price.
All Work Guaranteed
Phone Monroe 2269

PLAY BINGO

AT CENTURY THEATRE

MON.,
WED.,
FRI. SAT.
2:30 P.M.
MATINEES

WED.,
FRI.,
EVENINGS
8:30 P.M.

\$100 CASH DAILY
SPECIAL FRI. \$150.00 IN CASH

IF WAR COMES...

Roofing Prices Will Advance 50%!

Protect your pocketbook as well as your home... order roofing and siding NOW... at today's low prices! A phone call to us will bring you an estimate... without charge and without obligation.

New! RUBEROID TEXTURED ROOFING
Staggered strip in beautiful non-fading colors. Let us re-roof your home for average 7-room house now at this special introductory price!

FREE Estimate

New! Water-Repelling SIDING
Eliminates painting... saves fuel by insulating your entire home! Treated by a new and exclusive process far superior to anything yet devised in show you!

THIS AD WORTH \$5.00 DOWN PAYMENT!
...on any order from us, if presented between April 15th and 20th.
Take advantage of this EXTRA saving.

KEMP ROOFING CO.

881 WEST MAIN ST. Phone MAIN 1786

"The Largest... Because The Best"

OPEN EVERY EVENING

Sale of Floor Samples

\$50,000.00

Stock at Fractions
of Former Prices!



LIVING ROOM

- 2-Pc. RUST DAVENPORT Suite \$49
Chaise of London, tapestry, \$79.50 value!
- 2-Pc. MOHAIR FRIEZE
100% Mohair Frieze, chaise, sofa, \$100.00 value
- 2-Pc. JACQUARD VELOUR
Modern style, contrasting panels, \$130.00 value
- 5-Pc. LIVING ROOM GROUP
Davenport, 3 chairs, footstool, pillow, \$100 value

BED ROOM

- 3-Pc. MODERN WALNUT
Chest, bed and choice of vanity or dresser \$39
- 4-Pc. WALNUT WATERFALL
Burl walnut, chest, bed, vanity, bench, \$59 value
- 3-Pc. MAPLE BED SUITE \$33
\$58.00 value, perfect for the spare room!

NOTE! Most Suites 1-of-a-Kind

To Make Room
For Incoming
Summer Stock!



LAST CHANCE!
Our Final Shipment of These
Luxurious Innerspring Mattresses
45¢ DOWN! BALANCE 50¢ WEEK



GENUINE \$17.95
INNERSPRING MATTRESSES
\$9.45
A famous brand... we're forbidden to mention the manufacturer! All sizes!

MAJESTIC

FURNITURE COMPANY

EASIEST OF EASY TERM
PAYMENTS

204 COURT St.

JUST AROUND THE CORNER
FROM CLINTON AVE.

Seneca Stores Open Department For Jewelry

This week-end the Seneca Stores, 149 Monroe Avenue, are celebrating the opening of their new jewelry department, under the direction of Harry Sadowsky. Mr. Sadowsky is widely known in Rochester. He has lately been connected with one of New York City's largest wholesale jewelers and brings to Seneca Stores a wide experience in dealing with diamonds and precious metals. During the week-end opening, there will be gifts for every visitor to the new department. This in addition to exceptionally low prices on several popular items of personal jewelry.

FISH FRY

Commandery No. 197 and Ladies Auxiliary No. 48, Knights of St. John of Holy Family Church, will hold their annual fish fry on Friday evening at the Bavarian Club, 748 Jay Street.

SIMPLIFIED Quicker CREDIT



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

WANT ADS

FURNITURE FOR SALE
MATTRESSES! Real cotton-fiber! \$4.95 Nolan's, 420 State St., Evening.
DINING room suites, Save \$20.00. New modern patterns! 8 pieces, \$65.00. Nolan's, 420 State St., Evening.
SPRINGS! New! All sizes, \$2.75 Nolan's, 420 State St., Evening.
FELT BASKETS, Genuine! Special! \$4.95, \$1.50, \$2.12, \$3.00. Nolan's, 420 State St., Evening.
MATTRESSES! All genuine white cotton, mid edge, full weight, \$2.85 Nolan's, 420 State St., Evening.
BEDROOM SUITES! Save \$30. New Modern designs, beautiful plate mirrors, \$49.50. Nolan's, 420 State St., Evening.
BEAUTIFUL \$23.00 lounge chairs, genuine velour covers, guaranteed construction, only \$18.00. Nolan's, 420 State St., Evening.
MATTRESSES! New! All sizes, \$3.00. Nolan's, 420 State St., Evening.
BEDS! Metal, panel design, \$2.85; four posters, \$4.85; Jenny Lynn style, \$5.85. Nolan's, 420 State St., Evening.
RECONDITIONED Furniture! Walnut bedroom suite, bed, vanity and dresser, \$180; Simmons' bed, spring and mattress, \$60 complete; cabinet and range, \$30 to \$100; ice boxes, like new, \$1.50 to \$2.50; eggwell chair, \$9.00; De Luxe coil spring, \$2.00; Genuine Federal Oak dinette suite, value \$195, at \$55; gate leg table, \$25; 5-pc. pine breakfast set, \$7.00. Nolan's, 420 State St., Evening.
MATTRESSES! Inexpensive construction, Handie Ventilators, Heavy, durable ticking, \$5.85. Nolan's, 420 State St., Evening.
LIVING room suites, Save \$30! Modern and conservative designs, choice of high grade covers, \$65. Nolan's, 420 State St., Evening.
MATTRESSES! Regular \$29.50 nationally advertised Beauty vacuum dust-proof construction, Special factory close-outs, \$13.50. Nolan's, 420 State St., Evening.
SPRINGS! Aluminum coil construction, \$4.95. Nolan's, 420 State St., Evening.
MODERN Eggwell chairs, custom built, \$25.00 value, \$13.50. Nolan's, 420 State St., Evening.
BREAKFAST SETS, 5 pieces, porcelain table top, \$9.75 up. Nolan's, 420 State St., Evening.
PILLOWS! Genuine curled feathers, \$1.25 pair. Nolan's, 420 State St., Evening.
SPRINGS! Spring construction, New! \$2.25. Nolan's, 420 State St., Evening.
OCCASIONAL CHAIRS, assorted covers and finishes, \$2.25. Nolan's, 420 State St., Evening.

REAL ESTATE FOR SALE
COLLEBROOK ROAD, 50x100 beautiful lot. Bargain, 912 Winton Road.

SITUATIONS WANTED
HOUSEKEEPER, 5 days \$5.00. Home nights, no laundry, parents employed, two grown children. Glenwood 2488-B.

JEWELRY
FOUR watch repaired. Fully guaranteed. \$1.95. Rosenberg, 30 Main St.

MOVING
H. A. HEMMERICH, A-1 local and long distance moving. Prompt and reliable service. 211 Hudson Ave. Glenwood 298.

ARE you moving? For a moderate priced moving service call Elmer H. Dorleth, Main 4664.

ROOMS FOR RENT
CLEAN bright room, fine bed, shower, hot water, near bus. Garage or parking. 71 Normandy Ave.

HELP WANTED
OPPORTUNITY for boy to learn photography. Help out in office. Call Stone 696.

AUTOS WANTED
AUTOMOTIVE Wanted. Chevrolet or Ford coupe, better than average condition. Glen 407-34.

WANTED

You Are **AT** To Buy

BERGHASH!

WINE and LIQUOR STORE!

TAKE ADVANTAGE — STOCK UP NOW FOR YOUR SPRING SUPPLY —

At These

Low Cut PRICES

SEAGRAM'S SUPERIOR
GIN \$1.36
QUANTITY LIMITED
54 Proof Seagram's
Gin At This Low Price
3 Bottles for \$4.00
Case 12 Large Bottles \$15.50

LONDON INN DRY GIN
90 PROOF
GIN \$1
FIFTH LARGEST BOTTLE
OUR BIGGEST
SELLING GIN AT THIS LOW PRICE
CASE 12 BOTTLES \$11.40

A SPRING TIME DRINK — SLOE GIN PUNCH
GOLD CROSS SLOE GIN — Reg. \$1.05 Pint 83¢

NEVER At This Low Price
For This Excellent
RYE WHISKEY

3 YEARS OLD BRIARWOOD
\$1.79 Full Quart
2 Quarts For \$3.50
Fine in a mixed drink or straight.

SOLD OVER 6000 BOTTLES
2 1/2 YEARS OLD
Aged in charred oak barrels. A fine straight bourbon whiskey. Smooth as a straight drink or mixed.
\$1.39 Full Quart
3 Quarts For \$4.00
CASE 12 QUARTS \$15.90

TWO GREAT WINES

AT THE LOWEST PRICE! EVER!

SINCE 1870
RENAULT WINES
COMPARE \$2.25 VALUE
\$1.69 GALLON

CHATEAU BRISAC
100% PURE CALIFORNIA WINE
A \$1.69 VALUE
\$1.18 GALLON

Burgundy, Port, Claret, Tokay, Muscadet and Sherry

By popular demand we are repeating our sale on these 2 quality wines. Take advantage of this exceptional value for this Week-End only.

IMPORTED 12 YEAR OLD — Compare \$3.18 Value
IRISH WHISKEY fifth \$2.69

STRAIGHT CALIFORNIA
BRANDY
Compare \$1.89 Value
Excellent With Soda or Brandy Collins
\$1.38 Large 2 1/2 oz. Bottle

We Now Carry 1/2 Pints In All Whiskeys Including Seagram's 5 and 7 Crown, Calverts and Old Drum. — Schenley's Red and Black Label.

IMPORTED PUERTO RICAN
RUM
Aged 5 1/2 Years
Compare \$3.39 Value
\$1.69 Large 2 1/2 oz. Bottle

Under U. S. Government BOTTLED IN BOND
STRAIGHT ALL OVER
RYE WHISKEY
4 YRS. OLD
100 PROOF
Compare \$3.39 Value
\$2.29 QUART LIMIT, 3

20 YEARS OLD Large 25.6 Oz. Bottle A \$3.75 Value
IMPORTED FRENCH COGNAC Fifth **\$2.55**

BERGHASH

124 CLINTON AVE. SO. Next To Loew's Rochester
FREE DELIVERY FREE PARKING Phone Main 786

BEEF and VEAL ARE LOWER THIS WEEK END AT CLARK'S MARKETS

Where you always find Lower Prices on Quality Meats and Poultry...

Savings

Beef Roasts	Out From U. S. Inspected Young Steers	lb. 15c
Veal Roasts	Boneless Rolled Piglet, Milk Fed	lb. 21c
Lamb Roasts	Boneless Rolled Piglet of Spring	lb. 21c
Roasting Chickens	Milk Fed Young 3.10 Average	lb. 25c
Appalo Sliced Rindless BACON	lb. 23c	
Lean Plate BEER	For Bottling	lb. 10c

Out From U. S. Inspected Young Steers

—CHICKEN CUTS— Buy What You Want of the Cuts You Prefer

Legs	lb. 35c	Livers	lb. 45c	Necks	lb. 15c
Breasts	lb. 41c	Wings	lb. 23c	Giblets	lb. 19c

CLARK'S 906 NO. GOODMAN ST.
Near Bay St. Culver 4870
1108 MONROE AVE.
Monroe 2784

We Deliver Orders Of \$1.00 or Over

Drive Out For Your
SUNDAY DINNER

★ CHICKEN
★ STEAK
★ TURKEY

\$1.

Rochester's Most Versatile Artists!

LASKA SISTERS
KAREL & JACKSON
SHANDOA & HIS VIOLIN
MARJORIE MANN
BERNICE PERRY
STORMY KENNEDY
M. MICHEL FISHERIE
and his orchestra

No Cover
No Minimum
Except Saturday

The **CHATEAU**
MONROE AVENUE
At The 12 Corners

St. Ambrose Sodality To Hold Dance Tonight

Sodality of St. Ambrose Church will hold a dance this evening in the church hall.

Miss Marie Mueller is chairman, and on her committee are Miss Jane Patterson, Miss Ruth Roland, Miss Florence Flannigan and Miss Ruth Brewer.

Swope To Speak At College Meet

Gerald Swope, president of the General Electric Company, will be among the speakers at the Union College Conference on Industry and Government at Schenectady April 17 and 18.

More than 30 representatives of Rochester industries are expected to attend.

New Secretary Named at YWCA

Mrs. Arthur Gosnell, president of the Young Women's Christian Association of Rochester, has announced the appointment of Miss Agnes Rix Kidder as general secretary to succeed Yeona MacGeorge, who has held the position since 1931.

Miss Kidder has been a member of the local Y. W. C. A. staff for fifteen years, serving as secretary for younger girls and more recently as associated general secretary. She will assume her new duties September 1.

Librarian Coming Here for Lecture

"Bibliotherapy" is the topic chosen by Miss Isabel Collins, librarian of the McLean Hospital, Waverly, Mass., for her talk Wednesday afternoon, April 19, to members of the Hospital Library Council in the Rundel Memorial Library.

Miss Collins is a graduate of the Emerson School of Oratory and served four years as assistant to Miss Elizabeth Reed in the Massachusetts General Hospital.

She comes under the auspices of the Council which seeks to promote interest in library work in hospitals.

BINGO!—BINGO!

PLYMOUTH CHURCH

SATURDAY AND TUESDAY EVENINGS

28 Games 25c at Plymouth and Troup St. 8:30 P. M.

THE MIRACLE MARKET

694 LAKE AVENUE

Open Friday and Saturday Nights Until 9 P. M.

HERE'S THE PLACE YOU

✓✓ Double Check These
MIRACLE BARGAINS!

ALL FLAVORS
JELLO 4c

LARGE PACKAGE
RINSO 17c
MEDIUM SIZE, 3 FOR 25c

IVORY SOAP 4 1/2c
LARGE SIZE, 2 FOR 15c

FRANCO-AMERICAN
SPAGHETTI 7 1/2c

CAMPBELL'S
BEANS 25c
4 FOR

PURE CREAMY
SALAD DRESSING 21c
PINT, 12c

DOZENS MORE LIKE THESE
AT THE MIRACLE MARKET

BROOKFIELD
CHEESE 2 for 23c
ASST. 1/2 LB. PKGS.

WISCONSIN—MILD CREAMY
BRICK CHEESE lb. 14c

LARD 1 Lb. Prints lb. 8c

EXTRA-FINE QUALITY
SWISS CHEESE lb. 23c

CREAM CHEESE lb. 21c

U.S. NO. 1 NEW
POTATOES 5 lbs. 25c

FANCY GREEN
ASPARAGUS lb. 11c

LARGE SOLID HEAD ICEBERG
LETTUCE Hd. 7c

Large Size Florida Valencia
ORANGES doz. 23c

LARGE SIZE
CELERY bunch 10c

Get the MIRACLE habit! Join the thousands of thrifty housewives who each week make their food budgets go over so much farther by shopping at this big market!

We Meet or Beat ANY Advertised Price in Rochester!

FREE DELIVERY ON ANY PURCHASE OF \$3.00 OR OVER

SAVE EVERY TIME YOU MAKE A PURCHASE

DR. PHILLIP'S Large No. 2 Can **3 for 25c**

MEDFORD Qt. Jar **12c**

SILVER SKILLET Full 1-lb. Can **11c**

SUNSHINE PURE Large No. 2 Can **5c**

BURNETT'S LIQUID ICE CREAM MIX Can **5c**

FANCY GOLDEN BANTAM CORN Large Can **5c**

LARGE LOAF VIENNA BREAD 5c

DELICIOUS JELLY DONUTS 19c Doz.

STRAWBERRY SHORT CAKE Custard Filling 23c Ea.

CHIPSO Large Box 18c

OXYDOL Large Box 18c

PANCY SAUERKRAUT Large 5c

VAL-VITA CALIF. ORANGE JUICE Can 4 1/2c

PANCY N. Y. STATE TOMATOES Large No. 2 Can 6c

FRENCH SAUCE WORCESTERSHIRE 12 1/2c

JOY MALT—PURE MALTED MILK Full 1 Lb. Can 21c

SILVER DUST Large Pkg. 19c CUT BEETS Large 2 1/2 Can 7 1/2c

BEEF ROAST lb. 15c
Cut from U. S. Inspected Young Steers

Roasting CHICKENS lb. 22c
Milk Fatted—Young—3 1/2 to 4-lb. Avgs.

VEAL ROASTS lb. 21c
Boneless Rolled Fillet

Sugar Cured—Boneless Brisket Steer

CORNER BEEF lb. 21c

LAMB ROASTS lb. 21c
Boneless Rolled Fillet

ARPEAKO BACON lb. 23c
Sliced—Rindless

PLATE BEEF lb. 10c
Lean—For Boiling—Cut from U. S. Inspected Young Steers

ALL YOU WANT OF FRESH CHICKEN CUTS

Chicken LEGS ... lb. 35c	Chicken LIVERS ... lb. 45c	Chicken NECKS ... lb. 15c
Chicken BREASTS, lb. 41c	Chicken WINGS ... lb. 23c	Chicken GIBLETS, lb. 19c

ACHER'S after EASTER Sale!

SPECIAL PURCHASE!

Ladies' FIRST QUALITY Full Fashioned Chiffon And Service Weight

HOSIERY

69c Value **47c** pair

Special Sale!

Large selection of beautiful new

SPREADS

Group 1	Group 2	Group 3
Was \$2.49	Was \$5.97	Was \$6.98
Sale Price	Sale Price	Sale Price
\$1.77	\$3.47	\$4.37

Special Purchase!

Delicious Devil Dip Chocolate Covered

MARSHMALLOW SANDWICH

10 1/2c Lb.

Special Value!

38 Inch COTTON FRIZE

Ideal for Slip Covers And Upholstering

29c yd.

Specials for MONDAY April 17th

Men's Snap Fastener GLOVES 59c value 17c

Shaving SOAP 5c value 2c

Men's SWEAT SOCKS 12c value 14c pr.

Wildroot WAVE SET 10c value 6c

Adhesive TAPE 10c value 4c

Paper BAKING CUPS 10c value 6c pkg.

Rubber BALL and PADDLE 10c value 2 for 7c

Pocket COMBS 2 for 7c

Ladies' Broadcloth PAJAMAS \$1.19 value 78c pr.

Children's Broadcloth PANTIES 10c value 2 for 5c

Embroidered TOWELS 12c value 7c

Boys' Wash SUITS 69c value 41c

Women's Broadcloth SLIPS With Built-up Shoulders 39c value 21c

Flash Light BATTERIES 5c value 3c

4 Slice Electric TOASTERS \$1.59 value 84c

Glass COFFEE MAKERS \$1.19 value 77c

Large Size Turkish TOWELS 15c value 8c

Fishing REELS 29c value 18c

Specials for TUESDAY April 18th

Men's Horsehide Palm GLOVES 59c value 38c pr.

COLLAR BUTTONS 2 for 5c

Men's GARTERS 12c value 7c pr.

Radiant CRAYONS 10c value 4c

Cigarette JARS 39c value 19c

Toy SEWING SETS With Doll 10c value 4c

World's Fair SCRAP BOOKS 7c

2 oz. Knitting WORSTED 35c value 19c

J & P Coals 3 for 5c

38 Inch FLANNEL, 2 yds. for 19c

Ladies' Satin and Berberg PANTIES 29c value 19c

35"x36" Table COVERS 25c value 14c

Flour SIFTERS 7c

Cast Iron OVEN WARE \$1.00 value 68c

Belgian RUGS \$1.00 value 57c

Stair TREADS 10c value 7c

15 oz. Lighthouse WASHING POWDER 4c

Wooden FORK AND SPOON SET 10c value 6c set

Specials for WEDNESDAY April 19th

Boys' Basque Stripe POLO SHIRTS 39c value 21c

Double Edge Razor BLADES Package of 25 25c value 14c

80 Count Blue Seal TYPING PAPER Reg. 10c 7c

Pocket COMB In Case 10c value 6c

Ladies' New BELTS Reg. 10c 7c

Children's Hard Cover STORY BOOKS 25c value 13c

18 Count WHITE CHALK 10c value 4c

Pearl Crochet COTTON 10c ea. value 2 for 13c

500 Count C. TISSUES 19c value 13c

Women's Fast Color HOUSE DRESSES Values to \$1.49 78c

Children's Silk Striped PANTIES 2 for 13c

Embroidered PILLOW CASES 19c value 12c ea.

7 Yds. Lintless POLISH CLOTH 10c value 7c

SHOE BAGS Holds 6 pr. Shoes 29c value 17c

Glass Whiskey MUGS 5c each value 2 for 5c

Rubber Slick-On SOLES 10c value 6c pr.

Household MATCHES 5c box value 2 for 5c

Lifebuoy SHAVING CREAM 25c Size 14c

Specials for THURSDAY April 20th

Men's Satin Striped Handkerchiefs 2 for 7c

Assorted Pocket KNIVES 25c value 13c

Boys' SUSPENSERS 10c value 11c pr.

First Quality Women's Pure Silk CHIFFON HOSE 33c value 23c pr.

Ladies' Initial HANKIES 5c value 3c ea.

Styptic PENCILS 5c value 2c

Chinese Back SCRATCHERS 10c value 7c

Dr. Elkh SKIN BALM 10c Size 4c

Ladies' Extra Size Rayon PANTIES 19c value 2 for 25c

Unbleached MUSLIN 10c yd. va. 13c

Baby Castile SOAP 5c each value 2 for 5c

8-oz. jar PEANUT BUTTER 13c

Daisy CROC. COTTON 20c each value 2 for 29c

Assorted RUBBER HEELS 7c pr.

20 oz. Furniture POLISH 15c value 8c

CAN OPENERS 3c ea.

42"x36" Pillow Case 2 for 15c

22"x44" Cannon BATH TOWELS 25c value 17c

COUPON Monday P & G LAUNDRY SOAP 3 for 10c

COUPON Tuesday VAN CAMPS MILK 3 for 17c

COUPON Wednesday Davis Baking POWDER 7c

COUPON Thursday 100 Ft. WAX PAPER In Cutter Box 7c

Ready For SPRING CLEAN-UP!

Achter Offer You Timely Savings On HOUSECLEANING NEEDS

O-CEDAR OIL MOPS Reg. \$1.00 Value **87c**

Special! Aero-Wax No Rubbing LIQUID WAX 1 Qt. Size **35c**

Special Enamelled Step-On-Can 49c

12 Qt. Galvanized WATER PAILS **29c**

27" x 54" Congoleum UP/MATS **34c**

Brighten Up the Home! 1 Qt. Size ENAMEL PAINT **63c**

Assorted PAINT BRUSHES **9c**

ACHER'S BARGAIN ARCADE

387 MAIN ST. E. NEAR GIBBS ST.

PHONE STONE 1880 1881 1882

Right Reserved To Limit Quantities • No Mail or Phone Orders Filled On Daily Specials

Open Every Evening Until 9 P.M.

FREE PARKING At The Glass Station Opposite Y. M. C. A.

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

VOL. II, No. 25

THE ROCHESTER SUN, THURSDAY, APRIL 20, 1939

10

74,300 COPIES DELIVERED

POLITICAL SPLIT APPEARS IN BACKGROUND OF BUS ROW



JIMMIE FIDLER in Hollywood

Hollywood's No. 1 bugaboo is Bad Publicity. After thriving for years on sensationalism, we now have entered on an era of Sweetness and Light. Our ladies are all Elsie Dinsmore creations; our men are all stainless Galahads.

And should any Filmville commentator, in a moment of honesty, attempt to portray John or Jane Star as a human being, with something less than divine nobility of character why... every studio diplomat arches his back and throws off sparks like a cat whose backyard domain has been invaded by a stray cur!

At the risk of lese majeste, I'd like to pose this question — just what is bad publicity? All of Hollywood's seers predicted that Mary Astor was "through forever" when her famous diary made the headlines in that startling divorce case. Instead — and it's a matter of record — she skyrocketed to new success and has been climbing ever since. Again, there was gnashing of executive teeth when Jack Benny ran afoul of Uncle Sam. "Washed up" — ruined with the public, wailed the wisecracks. And what happened? Jack Benny's official rating soared. I doubt if he lost a single listener — probably he gained.

Consider the case of Con-

stance Bennett, who profited immensely by exactly the kind of publicity that Hollywood now calls "bad." The public came to know her as a temperamental spit-fire who stood up for her rights and fought at the drop of a hat. And the public went to see her because that publicity made her an individual.

Excepting only Fatty Arbuckle, I can't recall a single star who was ever ruined by publicity.

MUTTERINGS: I'd like to choke those nouveau riche stars who display their latest luxuries and sip: "Imagine, my dear — it only cost a thousand..." Height of something or other: Gracie Allen's latest fad — a pair of crocheted mittens to wear while mixing cocktails. Ode to mayhem: to greet Mrs. Temple with a cheery "Good morning — and how is little Jane?" Growl: many a movie star who hopes to make a million — doesn't even make sense.

(Copyright, 1939, McNaught Syndicate Inc.)

Red Wings Tilt Lid At Newark

Theory, past performances and all the other ingredients that figure in pre-season baseball predictions will be put to a test today as the Red Wings tangle with the Newark Bears at Ruppert Stadium in the opening game of another International League season.

From here in those Reds will be strictly on their own; they are starting to play for keeps and they enjoy a considerable advantage in having a leader of the caliber of Billy Southworth, who's always at his best when the chips are down.

It would be the height of foolishness to even intimate that the Reds will win the 1939 championship merely because Southworth happens to be their manager. Billy's playing days are behind him, but the Cardinal chain has endowed the Skipper with a better-than-average combination and fans who remember Billy as the man who brought four successive championships to Rochester are confident that the boss of the Wings will get the utmost out of his men.

The return of Sam Narron and Jack Sturdy put the Wings in a fine state of mind for their International League campaign

Rochester on Parade ★ ★ ★ By W. L. James



Rapp-MacFarlin Feud Gets Indirect Airing

If there had been any doubt that the 19th Ward would be the principal battlefield in the next election, such doubt was dispelled at the Public Service Commission hearing on a bus route west of Genesee Street.

Back of the lively arguments for and against bus service through Melrose Street was the shadow of the row between former Mayor Lester Rapp and the Republican party, and especially the feud between Rapp and Harold S. W. MacFarlin, head of the department of Commerce and Railways Commission.

Both Rapp and MacFarlin are residents of the Nineteenth Ward and close observers of recent happenings in that section declare that Rapp and his supporters are behind the opposition to buses in Melrose Street, a route favored by MacFarlin on the ground of convenience for the greatest number.

When Emmett R. Gauth, Welfare Commissioner and a power in the 19th Ward, spoke in favor of the proposed service, politically-minded spectators at the hearing came to the conclusion that Gauth's words meant that the 19th Ward leader has given up hope of bringing about a reconciliation between Rapp and the GOP. There were cries of "politics" when Gauth took the stand, but the political angle was wider than the adoption or rejection of a bus route.

It was the first bit of what

Rochester To Fill 21 Army Vacancies

Recruiting Sergt. Jesse O. Smith, U. S. Army, announced a quota of 21 vacancies, 13 in territorial service has been assigned the Rochester district for enlistments from its waiting list. Six recruits will go to Fort Madison, two to Plattsburg Barracks, eight to Hawaii and five to the Panama Canal.

Fitch Appliance Store

H. B. Fitchelson has opened an appliance store at 477 Joseph Ave., corner Rauber St. Mr. Fitchelson, popularly known as Hy Fitch, formerly was connected with Wolk Auto Supply.

The Fitch Appliance Co. will carry only nationally known and popular lines and is a franchised dealer for Leonard refrigerators, Bendix home laundries, Norge gas stoves and refrigerators, Emerson radios, Maytag and Thor washers, Ironite ironers and other popular lines.

Before You Buy... See the New 1939 LEONARD REFRIGERATOR

The Refrigerator With the MASTER DIAL!



- ★ 14-LB. MEAT KEEPER COMPARTMENT
- ★ VEGETABLE BIN IN BOTTOM
- ★ NOISELESS AND ECONOMICAL
- ★ RE-ARRANGING SHELF
- ★ 5-YEAR PROTECTION PLAN

DON'T buy any refrigerator until you've inspected the new LEONARD! Let us show you how it SAVES YOU MONEY 6 WAYS... the accurate Master Dial control... and all the Ice Poper trays... the vegetable crispers... and all the rest of the features that have made Leonard the leader for 1939! And you're assured the full protection of the famous FIVE YEAR PROTECTION PLAN. Visit any of the following dealers this week-end. They'll be glad to show you the new Leonard, without the slightest obligation.

A BARGAIN!
\$189.50 Model
Brand New Last Year's Models

\$139⁵⁰

A 1938 Model DeLuxe Box Only a Few Left—6 Ft. Challenger

1939 Model 6 Ft. Challenger \$149.95

3 YEARS TO PAY

See the New LEONARD at Any of these Authorized Dealers!

- ALBRIGHT-GRANGER 1335 E. Main St.
- BRAUN'S RADIO 900 Portland Ave.
- JACK COERS 1398 Dewey Ave.
- CARROLL ELECTRIC CO. 529 Thurston Rd.
- ROBOT ELECTRIC CO. 1775 Dewey Ave.
- UNION TIRE CO. 286 East Ave.

- HERB SMITH 374 Stone Rd.
- SPEAKER HEATING & AIR CONDITIONING CO. 547 State St.
- FITCH APPLIANCE CO. 477 Joseph Ave.
- KRECKMAN ELECTRIC CO. 471 N. GOODMAN ST.
- SENECA STORES 149 Monroe Ave.

More Families For More Years Have Kept Food Safe in a Leonard Than in Any Other Refrigerator!

Housecleaning Time is



Time to Re-Roof

RE-ROOF NOW WITH MULE-HIDE SHINGLES

"Not a Kick in a Carload"
Guaranteed For 21 Years!

Special, low bargain roofing prices... to introduce this amazing, long-wearing roofing! Beautiful slate-surface shingles, fire-resisting, and carrying the underwriter's label of approval. A Mule-Hide roof will reduce your fire insurance premium! INVESTIGATE!

SAVE TO 20%

\$100. ROOF COMPLETE, \$79.00
\$150. ROOF COMPLETE, \$119.00

Price includes all materials and labor... with insured workmen!

NO DOWN PAYMENT

and Only

\$5.00

MONTHLY

FREE

BIRD HOUSE

MULE-HIDE when house GIVEN to the first hundred home-owners who visit our store this week-end!

KEMP

ROOFING COMPANY

333 WEST MAIN MAIN 1786
Phone For Free Estimate, No Obligation

Copies of NEW
PARIS ORIGINAL
HAND BAGS
\$2 and \$3

New colors, clever shapes,
and a variety of leathers
in smart spring bags priced
at only a fraction of what
their originals would cost.

LIKLY'S
Stone 915
271 Main E.
Est'd 1844

MEN! 3 DAYS ONLY!
Here's the Buy
of Your Life

There's No Question About Clothes
Values With Labels Like These!

**NEW SUITS
and TOPCOATS**
Including
**MICHAEL
-STERN**
Society Brand

Brand new Spring styles - tweeds,
cover cloth, worsted, cheviots
Mostly one-of-a-kind, and that's
why they're priced so low. You
can't find this value elsewhere.
CHARGE IT if you wish. Step-up
about the value. You'll walk
out with the "buy of your
life".

VALUES TO \$39.50!

New!
55c and \$1.00 Hand-
Tailored Neckwear, 39c-79c

**GROSSMAN'S CLOTHES
SHOP**
47 CLINTON AVE. N.
The Shop of Personal Service

LINCOLN'S
MAIN Street E. at St. PAUL

Many contest—many 30-inch papers included—all
new patterns—many washable. Hurry for best
selection.

Buy One Roll at the Regular Price
and the Second One for 1c

Regular 14c papers 2 rolls 15c
Regular 19c papers 2 rolls 20c
Regular 29c papers 2 rolls 30c
Regular 39c papers 2 rolls 40c

Choice of Our Entire Display

1c Sale! WALL PAPER

PAINT Your Own House
for
13.98
Reg. \$17.50 Value

Ezy flow PAINT

You can pay more but you can't get better quality.
Ezyflow is a pure linseed oil paint used for many years
by New England's master painters. It hides bet-
ter, goes further and wears longer. This special will
cover the average house that measures 23x30x24 feet
with one coat.

1 5-gal. can Clevo
Ezyflow House Paint
1 qt. black screen enamel
1 qt. linseed oil
1 3" rubber-set brush
1 qt. turpentine

BRIDGE
By VIRGINIA LEVY

Most of us know that it is not
the knowledge of how to ex-
ecute the so-called advanced
types of play, such as end plays,
coups, squeezes and so forth,
that makes an expert player,
but rather it is the player's
ability to take advantage of
every tiny bit of information
which comes his way.

Ability to count is a necessary
requirement for correct play. If
a player knows how to figure
out the adverse distributions of
all the suits, he has much to his
advantage.

The following hand taken
from a recent eight-table tour-
nament is most certainly evi-
dence that many players do not
know how to count.

SUITS IN HAND

Six no trump was the contract
at most tables, and all but one
pair were set one. One player
went even further than that,
however, and after getting the
contract for three no trump,
managed to take but ten tricks.
That was the real mystery. The
hand follows:

NORTH
S 5 6 3
H A Q 9 8 7
D K J 10 9 8 7
C K

WEST
S 4
H K 10 9 8 7
D J 10 9 8 7
C 10 9 8 7 6 5 4 3 2

EAST
S Q J 10 9 8 7
H J 4 3 2
D 10 9 8 7
C 3

SOUTH
S 2
H K 10 7 6
D A 10 9 8 7
C A Q 8 7

West's opening lead was the
jack of clubs, which declarer
must win in the dummy with the
king. South can count three
sure clubs, two aces, a finesse-
ing position in diamonds, which,
if it loses, gives him three tricks
in that suit, and, in addition, a
two-way finesse in hearts
which, if he guesses correctly,
makes the twelve tricks neces-
sary for his contract.

NECESSARY FINESSE

Inasmuch as there is only one
way to finesse the diamonds,
that suit should be tackled first
and opponent's discards watch-
ed carefully. Therefore at the
second trick declarer will lead
a small diamond from the
dummy and finesse the jack.

West's king will win and it
makes no difference what suit
he returns. Declarer will take
the next trick and continue
diamonds. At the third diamond
lead East shows out. He also
shows out on the second club
lead, which means that he has
ten cards in spades and hearts.

When declarer leads his sec-
ond spade West discards a club
and shows that he originally
held nine cards in hearts and
clubs. This is all the information
declarer needs, as he can count
five clubs in his own and
dummy's hand and one in the
East hand. This leaves seven,
which West must have.

COUNTING CARDS

Therefore his two remaining
cards are necessarily hearts. If
one of them is the missing jack
it will fall and no heart is nec-
essary. If the jack is in the
East hand, declarer now knows
which way to finesse. He leads
the ace, followed by the queen
and when the jack does not
drop, he finessses nine on the
next trick and takes four heart
tricks for his contract.

There is absolutely no reason
why six no trump should not
be made on this hand, regardless
of any lead the defense makes.
All that is necessary for success
is a little counting by the de-
clarer. Try it on other hands. It
often eliminates the necessity
for guessing.

**Movie Quiz
Winners**

Many contestants told us that
they considered last week's
movie quiz unusually difficult.
Today, however, movie fans should
not experience a great deal of
trouble in answering the ques-
tions which refer to Wallace
Beery's screen activities.

Get your answers in as soon
as possible if you want a share
of the twenty-five pairs of guest
tickets to be given for "Ser-
geant Madden," Beery's new pic-
ture, which will open at Loew's
Theater on April 28.

Each of the following will re-
ceive a pair of guest tickets for
"Let Freedom Ring" by calling
at The Rochester Sun office, 419
Burke Building:

Carol Versace, 126 Jefferson Terr.
Edward Monks, 226 Ravenwood Ave.
Rochester Zerkel, 283 Wilder St.
William Donohue, Jr., 9 Vassar St.
Inez Hynes, 16 Dodge St.
Robert Lighthouse, 36 Murray St.
Dorothy Sullivan, 119 Breck St.
Edwin Reed, 217 Kingsboro Rd.
Mrs. J. D. Golden, 113 Park Ave.
Kathleen Mitchell, 32 York St.
Helen Culham, 14 Ridgeway Ave.
Russell Eddy, 4 Rural St.
Margaret Butler, 317 Remington St.
L. R. Kaufman, 41 Flinders St.
Nicholas Greer, 40 Oakman St.
Gertrude Butler, 19 Park Ave.
O. Weidenhauer, 268 Hillside Ave.
Donella White, 215 Presque Place.
Evelyn Fox, 72 Filmore Ave.
Jayne Reh, 128 Onondaga St.
Lane Weisenberg, 218 Kenwood Ave.
Marion McCarthy, 282 Driving Pk. Ave.
Betty Kinzel, 24 May St.
Norman Banker, 53 Stewart St.
Gladys Benker, 71 Penrose St.

**80,000 ROLLS
NEW WALLPAPER**
ROOM WALLPAPER 99c
SUNFAST & WATERFAST
WALL PAPER OF ALL KINDS
7c - 10c - 15c - 20c - 25c
1,000 PATTERNS TO SELECT FROM

COOPER'S
51 - 53 ELM STREET

**Spring
Special!**
Let Our Factory

**Re-Cover
Re-Build
Re-Style**

Your Living Room Suite
3-PIECES AS LOW AS
\$49.50
Including Materials

A new living room
suite... at less than
HALF the cost of
new... that's the
saving you make by
sending your old 3-
piece suite to Burke's
for a complete RE-
UPHOLSTERING!
Phone for estimates
now, while this spe-
cial price is in effect.

For Upholsterer With Complete Samples
Phone STONE 2004

**BURKE'S Furniture
Factory**
34 SOUTH AVE.

**Emerson
"Emersonette"**

50c DOWN 50c WEEK

\$6.95

- Built-in Aerial
- Illuminated Dial
- Bakelite Cabinet
- "Miracle Tone Chamber"
- AC-DC-Plays Anywhere
- 4 Tube Performance

**NEW
EMERSON
Battery-Operated
PORTABLE
\$19.95**
Complete With Batteries
50c A Week

Emerson

- No Aerial—No Ground—No Plug In
- No Matter Where You Go—It Plays Anywhere
- Same Reception as in Your Home
- Light and Easy to Carry
- Come In and Hear It—New Low Price

Small's
28 E. MAIN ST.

**WANT
ADS**

Furniture

"NOLAN'S" 4 poster beds, \$4.85. All sizes
and finishes. 420 State St. Open eve.

"NOLAN'S" fine quality, felt base, 6x9
rugs, choice of colors, \$1.25. 420 State
St. Open eve.

"NOLAN'S" maple occasional chairs,
\$3.50; choice of colors. 420 State St.
Open eve.

"NOLAN'S" Maytag washing machine,
A-1 condition, \$29. 420 State St. Open
eve.

"NOLAN'S" felt base floor covering, 27
cts. a yard. Living room or kitchen pat-
terns. 420 State St. Open eve.

"NOLAN'S" coil springs, \$4.85. 420 State
St. Open eve.

"NOLAN'S" felt base floor runner, 20
cts. a yard. 420 State St. Open eve.

"NOLAN'S" window display will con-
vince you of the many bargains. Self
serve sales you desire. 420 State St.
Open eve.

"NOLAN'S" new mattresses, all sizes, \$3.
420 State St. Open eve.

"NOLAN'S" panel beds, \$3.75, self-serve.
420 State St. Open eve.

"NOLAN'S" new inner-spring mattresses,
420 State St. Open eve.

"NOLAN'S" nationally known \$25.00 im-
proving mattress, \$15. "Self-serve." 420
State St. Open eve.

"NOLAN'S" super studio couch, regular
\$29.50; cash counts, \$14.75. 420 State
St. Open eve.

"NOLAN'S" felt base rug, 6x9, special
\$1.50; \$2.12, special \$2. Self-serve. 420
State St. Open eve.

"NOLAN'S" greater bedding store. Bed
spring, mattress, new, complete
\$9.75. 420 State St. Open eve.

"NOLAN'S" living room suite, 3 piece,
\$15. \$25; 4x5 for 3-piece Charles of Lon-
don. 420 State St. Open eve.

"NOLAN'S" out of storage, 3-piece wal-
nut bedroom suite, \$15. 420 State St.
Open eve.

"NOLAN'S" cotton layer felt mattress,
\$4.75. 420 State St. Open eve.

"NOLAN'S" 3-piece porcelain breakfast
set, new, \$27.50. 420 State St. Open eve.

"NOLAN'S" gigantic profit saving white
porcelain breakfast set, 4 brace back
chairs, \$7. 420 State St. Open eve.

"NOLAN'S" stupendous breakfast set,
porcelain, cream and green, \$10.50. 420
State St. Open eve.

"NOLAN'S" chromium plated breakfast
set, \$12.50, regularly \$19.50. 420 State
St. Open eve.

"NOLAN'S" cabinet radios, three at
\$1.50 each. 7-tube jobs. 420 State St.
Open eve.

"NOLAN'S" summer swing type camp
chairs, "Oh, what comfort!" \$1.25 each.
420 State St. Open eve.

"NOLAN'S" children's cabinet, 4 and 8
drawers, \$5 and \$4. Crabs, complete with
mattress, \$7.75. 420 State St. Open eve.

"NOLAN'S" 48-in. all cedar chest, \$4.00.
420 State St. Open eve.

"NOLAN'S" large Turkish overstuffed
lounge chairs, \$3 each. 420 State St.
Open eve.

"NOLAN'S" 3-piece bedroom suite, \$20.
420 State St. Open eve.

"NOLAN'S" cook stove, A-1 shape, \$5.
420 State St. Open eve.

"NOLAN'S" 9x12 rug, all wool, \$3. 420
State St. Open eve.

"NOLAN'S" 9x12 genuine Wilton rug,
\$10.50. 420 State St. Open eve.

"NOLAN'S" self-service. Gigantic, color-
ful! Another hit and a success. Great
saving to Rochester buyers. Oh, such
miracle prices. 420 State St. Open eve.

"NOLAN'S" apartment ranges, 3-burner
\$3.75; 2-burner, \$2. Cabinet gas ranges,
apartment size, all grey enamel, \$5.50.
420 State St. Open eve.

"NOLAN'S" linoleum, genuine butylap
back, all colors for kitchen, retail, price
\$1.95. As he sold at Nolan's 45 cts. per
yard. 420 State St. Open eve.

"NOLAN'S" 3-piece living room suite,
Jacquard velvet, \$15. 420 State St. Open
eve.

"NOLAN'S" modernistic 2-piece living
room suite, carved frame, Knickerbocker
regularly \$145; sale price, \$55. 420 State
St. Open eve.

"NOLAN'S" 25 used rug, 9x12's, 6x9's,
\$3.30 to \$5. Wonderful buys. 420
State St. Open eve.

"NOLAN'S" living and bedroom lamps,
new, 75 cts. to \$5. Library tables, new,
\$4.50 to \$10. 420 State St. Open eve.

"NOLAN'S" greater miracle price store.
Prices that amaze the furniture public.
A visit to our store or show windows
will convince you. A few steps from
Main Street, is the shopping district.
Easy parking. 420 State St. Open eve.

"NOLAN'S" out of storage, 4 rooms
complete, \$110. 420 State St. Open eve.

"NOLAN'S" living room suite, \$30. A
price to fit the pocket, cash counts at
Nolan's greater bedding store. 420 State
St. Open eve.

LAUNDEYETTE washing machine —
\$2.00; Lyric cabinet radio — \$5.00. 12
Rowley Street.

HOUSE FOR RENT

SINGLE house for Rent — Monroe-
Culver Section 8 Rooms, attractive
modern, double garage, Box 1115—Sun
office, or phone Main 6322.

HOWLEY St. 9, Five rooms, heated, hot
water and all conveniences.

MOVING

ARE YOU MOVING? For a moderate
priced moving service call Elmer, H.
Dorflinger—Main 4664.

H. A. HEMMERICH, A-1 local and long
distance moving. Prompt and reliable
service, 211 Bronson Ave. Genesee 290.

ENGRAVING

LINE CUTS, 2 square inches, \$1.25. Ed's
Engraving, Monroe 2156.

CLOTHING

TUXEDO, Fashion Park, size 36, like
new. Call Glen, 2990-M.

ROOMS FOR RENT

CLEAN, bright room, fine bed, shower,
Hot water, Near Bus. Garage or park-
ing, 71 Normandy Ave.

OPPORTUNITIES

WANTED used 32 ft. ladder. Call at
194 Union Pk.

VICTOR Recording Machine and \$10.00
worth for \$8.00. Call Main 2049-R.

L. GIORDANO & SONS
Combination Doors-Rolling Interior Traps

When You Build or Remodel Consult Us for BEST PRICES
and super quality on mill work, sash and doors.

1021 HUDSON AVE. STONE 4949

**FINE QUALITY OAK LEATHER
HALF SOLES**
75c

attached

All work done by expert
shoe rebuilders. We use
only the finest mate-
rials! All soles sewed
on — no nails used.
Compare the wear!
Compare the workman-
ship!

SERVICE
WHILE
U-WAIT

Shoe Repair Dept.
in Basement **LINCOLN'S** 118 Main St. East
Corner St. Paul

**YOU'LL BE SURPRISED
HOW EASY IT IS TO OBTAIN
CASH** to meet an emergency!

ASK ABOUT OUR
**LOW COST
PERSONAL
LOANS**

No co-maker or collateral
required if you are
steadily employed. Re-
payments on a conveni-
ent monthly basis. We
welcome the opportunity
to serve you.

Member of F. D. I. C.

**GENESEE VALLEY
TRUST COMPANY**
Exchange and Branch
THE BANK OF PERSONAL SERVICE

**BE
PROUD OF
YOUR LAWN!
GORMEL'S
LAWN FOOD**

SERVES YOUR LAWN SIX BIG WAYS

1. Makes grass grow green-
ner, sturdier and thicker,
giving that rich green, vel-
vety carpet like appearance.
2. Helps choke out
weeds.
3. Develops deep drought
resisting roots.
4. Gives quick as well as
lasting results.
5. A single application will
last an entire growing
season.
6. It will not burn if used
according to directions.

**THESE LOW PRICES
SAVE YOU 40%!**

25 lb. . . 90c 50 lb. \$1.50 100 lb. \$2.65

Gormel's Lawn Food is RICH in ORGANIC MATTER, containing all the
necessary ingredients necessary for a beautiful lawn. Gormel's Lawn
Food is the result of five years of scientific research, it is prepared
and GUARANTEED ONLY by the

**GORMEL FERTILIZER
COMPANY**
390 W. Main St. MAIN 401

**PLAY BINGO
AT CENTURY THEATRE**

MON.,
WED.,
FRI., SAT.
2:30 P.M.
MATINEES

WED.,
FRI.,
EVENINGS
8:30 P.M.

\$100 CASH DAILY
SPECIAL FRI. \$150.00 IN CASH

3-DAY
SPECIAL

for
Mother's Day

A LOVELY
PORCELAIN
MINIATURE

of a Loved One!

made from any
photograph in
good condition
... or from a
new sitting in
our studio. **\$4.95**

Perfect Mother's
Day Gift!

Hand-Colored
in Oil on
Porcelain...
in Gold Plated
Frame

Let us make a beautiful miniature
of mother's favorite photograph...
her father or mother, yourself or a
beloved grandchild! The skill and
personal artistry of HENRY
LEICHTNER assures you the high-
est order of photographic excellence,
at a special low price today, to-
morrow and Saturday... for
MOTHER'S DAY.

No Appointment Necessary!

Neisner's
5 to 100 Stores

PHOTO STUDIO
Main Floor
200 MAIN ST. E.

Vacation Plan
Boon for 3,000

An additional 3,000 employees
of the Bausch and Lomb Optical
Company will receive vacations
with pay this year, according to
company's announcement that
all workers who have been with
the firm continuously since
October 1, 1938 will be eligible
for the vacation this year.

The announcement affects
those who have not been pre-
viously on a vacation basis, and
was made in a letter by Herbert
Eisenhart, president of the com-
pany, to every so affected em-
ployee.

Included in the communica-
tion was the information that
the entire plan will close for
holiday purposes during the
first week in July when most of
the company will be taking their
holiday privileges.

TO PRESENT PLAY

The Young People's League of
Trinity Evangelical Church will
present "Sound Your Horn," by
Howard Reed, on April 27 and 28
at 8 p. m. in the Sunday school
hall, Child and Wilder streets.

*Earnest Young Musicians



These boys and girls will take part in the third annual
East High Community Instrumental Festival Sunday at 3 p. m.
in East High School. From the left, June Whitcomb, School
46; Jennie Van den Hovel, School 31; Richard New, School
11; Gerald Mack, School 33; Jimmy Proud, School 28; Ted
Brown, School 11.

BOX LUNCHEON

Mrs. C. F. Schminke, president
of the Penelope Chapter of the
Y. W. C. A., announces a box
luncheon will be sponsored by
her group at the Franklin Street
building Friday. Coffee will be
served by Mrs. Francis Baker
and Mrs. Florence Mather.

CHILD STUDY GROUP

Members of the Child Study
Group of the American Associa-
tion of University Women will
have a final meeting April 25
at 8 p. m. in the clubrooms. It
will be a social gathering with
movies and other forms of en-
tertainment.

Church Merger
Given Approval

The merger of Memorial Pres-
byterian Church and East Side
Presbyterian Church has re-
ceived the approval of the Ro-
chester Presbytery.

The action was sanctioned at
a meeting in Dansville. The
union calls for use of the East
Side Church building, Denver
Street and Parsells Avenue, by
the combined congregation. Mem-
orial Presbyterian Church, 11
Hudson Avenue and Wilson
Street, probably will be sold, it
was indicated.

A commission of seven repre-
sentatives from each church will
meet Sunday in the Presbytery
office, Cutler Building, to dis-
cuss the program of the united
church.

No date has been set for the
formal merger, the Rev. Theo-
dore T. Hays, for fifteen years
minister of Memorial Church,
said. Church officers and con-
gregations voted in favor of the
union, he said, because the ma-
jority of members now live in
the vicinity of East Side Church.

SPECIAL PURCHASE

and **SALE**

OF HUNDREDS OF GORGEOUS SPRING
STYLE HITS... HATS THAT ARE BRING-
ING \$3 and \$4 in NEW YORK. Now —



\$1.98

TODAY, FRIDAY AND SATURDAY AT

Vanity's Second
Floor Thrift Dept.
is now featuring a
fine selection of
spring hats
at **\$1.00**

Vanity
MILLINERY

weis & fisher's

Rochester's Showplace
Of Furniture Fashion

weis & fisher's

A New Beautyrest

Miracle of Comfort - NOW GUARANTEED FOR 10 YEARS

Highlight of
Our 50th
Anniversary
SALE



MAKE THIS TEST
....that's all we ask!

THE INSIDE STORY

The New, Deeper Beautyrest is More Comfortable... the whole Beautyrest is deeper... not merely extra padding. Each coil spring in its cloth pocket is deeper. And because each spring is separated from all others—and yields independently—the New Beautyrest gives exactly the right support to every part of the body. It doesn't sag like mattresses which have their springs all tied together.



The New Beautyrest lasts 3 times longer than other mattresses tested... Together with the Beautyrest a number of other mattresses were subjected to being squeezed, crushed and pounded by a 200 lb. roller at the United States Testing Co.'s laboratory at Hoboken, N. J. Even after 489,000 poundings the Beautyrest showed no signs of breaking down. No other mattress stood up 1/2 as long.

Try a New Beautyrest for 30 Nights AT OUR RISK

We are so firmly convinced that these things are true that we make this offer. Try a New Beautyrest in your own home for 30 nights at our risk. At the end of that time if you are not perfectly satisfied we will send for the mattress, it will be destroyed, and your money will be refunded.

The New Beautyrest, with its deeper coils and distinctive pocketed construction, is truly a miracle of sleep comfort. But that it not all—it has edges that won't break down... it requires less turning... its ventilators keep it fresh and sanitary... its longer life means economy.

You'll get a real thrill when you first crawl into bed and settle down on the New Deeper Beautyrest.

Quickly you drowse off to sleep... to wake up the next morning rested and refreshed... your whole body relaxed after deep, healthful sleep.

This offer is made for a limited time. Select your Beautyrest today. Discover the luxurious comfort of the New Beautyrest—enjoy the most refreshing sleep you've ever known.

weis & fisher's

**80 CLINTON
AVENUE SOUTH**

weis & fisher's

FURNITURE-RECONDITIONED
Re-upholstering, Refinishing, Re-covering in creosote cloth \$2.50. Occasional Chairs, \$2.00. Caneback Chairs, \$1.50.
TEXTILE Upholstering Co.
MAIN 423

Mrs. Henry F. Burton of Park Avenue, will entertain the Tuesday Reading Club at a picnic luncheon on Tuesday in her home.
Mr. and Mrs. Leonard H. Henderson of Berkeley Street, entertained at dinner and bridge on Friday in their home.
Mrs. Louis S. Foulkes, Jr., of Allen's Creek Road entertained

New Appliance Store Handles Philco Line

Joyce appliance store, 282 East Main Street, is open under the management of Frank Joyce. The new firm has obtained the Philco franchise to retail Philco home appliances, including Philco home and auto radios, conservator electric refrigerators and air conditioners.
Associated with Joyce as sales manager is Elmer Wals, connected with electrical appliance

business in both the wholesale and the retail end for many years.
Wals will supervise a large outside sales force which is now being organized to cover the city on Philco conservator refrigerators and room size air conditioner sales.

OPENS LAW OFFICE

Thomas G. Presniti, 128 Lyndhurst Street, has opened a law office at 343 Powers Building.

Noted Speaker To Address K. C.

Paul McGuire of Australia, on a nation-wide tour for the Knights of Columbus, will speak at the open rally for christian justice to be held Thursday evening, April 27, in Columbus Civic Center ballroom.
An authority on the Catholic position on the social question, Mr. McGuire's lecture is an educational feature of the Knights of Columbus national crusade for christian justice.
The rally to which all interested persons are invited by the Knights will begin at 8:15. There will be a musical program by the Knights of Columbus Choral Society.

Mrs. Kenneth C. Townson of Argyle Club, entertained her reading club for tea on Tuesday in her home.

Mr. and Mrs. William Lyon Vick of Rock Beach, entertained at buffet supper on Saturday in their home.

Dr. and Mrs. Leo F. Simpson of Highland Avenue, have returned from Florida where they spent a month.

ROCHESTER'S LARGEST STOCK OF Work Clothes
No place in Rochester will you find the work clothes varieties or the values you'll find at the Jobbing House! An entire big floor, devoted exclusively to famous brands of UNION MADE apparel... every item at the very lowest prices in town!

OVERALLS COVERALLS SHOPCOATS DUNGAREES
SHIRTS PANTS GLOVES SHOES
JACKETS APRONS RAINCOATS BREECHES

Union Made Doubleware Overall
Made of 22 oz. denim, all triple stitched, in white or blue, extra large cut sizes 36 to 46. **\$1.00**

Matched Shirt & Pants
Made by Big Yank! Durable herringbone materials, reinforced shirtings. Neatly tailored. **\$2.69**

"Bachelor Friend" Socks
Work socks that are guaranteed for 6 months! Extra big for value! **6 pairs \$1.00**

Doubleware Work Pants
Union Made
Sanforized shirtings, with double seat and heavy secure pockets. GUARANTEED SATISFACTION. **\$1.48**

Doubleware Coveralls
Hickory Stripe and Blue **\$1.98**

Cowboy Dungarees
With Riveted Reinforcements **89c**

Union Made Doubleware Shop Coats
Sanforized, Belted, Back, Snap or Removable Buttons. **\$1.79**

Famous Big Yank Work Shirts
Grey or Blue, Elbow Action, Sweatproof, Cigarette Pocket. **59c**

Work Shoes
Genuine elk, black or brown, Paracord Soles. **\$2.29**

ROCHESTER JOBING HOUSE
159-161 JOSEPH AVE. Cor. NASSAU ST. STONE 2260

A TRIP TO BILL'S BARGAIN STORE
543 SOUTH AVE. cor. HAMILTON ST.
WILL SAVE YOU MONEY

Extra Savings With These BIG VALUE COUPONS

27-Inch Any Color SHOE LACES 12 for 6c

QUALITY CORN BROOMS 49c Value! **23c**

500 COUNT Facial Tissues **13c**

Adhesive STRIPS 8 Strips in Box **4 boxes for 5c**

BIG BALL J. P. COATS or CLARK'S O.N.T. Mercerized Crochet Cotton **12 1/2c**

UNITED BLUE BLADES Double-Edge **2c**

Ladies' Roll Garters **3c**

Belfair Sanitary NAPKINS Box of 12 **9c** Limit of 2

INFANTS' QUILTED PAJAMA Regular 15c **8c**

HAY RUM SHAVE CREAM **4c**

EXTENSION CORDS 8 ft. **11c**

WILLIAMS' TALKUM Reg. 25c size **10c**

ADHESIVE TAPE 1 1/2 x 3 1/2 in. roll **3c**

COPPER POT SCOOPERS 2 1/2c

FURIES All sizes **2c**

Men's Broadcloth Shorts **9c**

Bill's BARGAIN STORE
543 SOUTH AVE.

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

MANUFACTURERS SINCE 1885

COME TO CHAMPIONS FOR THE NEWEST AND SMARTEST IN RIDING APPAREL FOR MEN AND WOMEN

Ladies' JODHPURS
SIDE ZIPPER
2 BUCKLE STRAPS
HIGH WAIST
FINE QUALITY WHIPCORD
\$2.95 & \$3.95

LADIES' Jodhpur BOOTS
FINE ELK LEATHER
ALL LEATHER SCAPES
LEATHER STRAPS
\$2.80

LADIES' SUEDE SPORT JACKETS
SPORT BACK
FULL ZIPPER
REVERSED LEATHER COLLAR
\$6.95

MEN'S RIDING BREECHES
FINE QUALITY WHIPCORD
\$3.95

Men's Riding BOOTS \$7.50

Ladies' Brooks Neck POLO SHIRTS
7 Colors To Choose From
Small Medium Large
79c

Champion KNITWEAR CO. 71 ST. PAUL ST.
30 Minutes Free Parking at 3 Stations, Bills, Strand and Spark

Buy Your New Simmons Beautyrest AT LAUER'S

Pay Only 5c A DAY!

IF YOU CAN'T GET DOWN TOWN TODAY TELEPHONE
Telephone Main 3268—Tell Lauer's The Color Beautyrest You Want... Pay Lauer's Driver \$1 When Your Mattress Arrives Then Start Paying 5c a Day or 35c a Week or \$1.50 a Month 'Till Your Mattress Is Paid For... We've Sold Thousands Of Mattresses On This Plan... Start Getting Your Beautyrest Sleep—Your Better Health Today... This Very Minute.

50 STATE ST LAUER'S 50 STATE ST

WEEK-END LIQUOR BARGAINS

London Hall 90 Proof GIN \$1.55 Pint 82c

Vat No. 1 SCOTCH \$2.89 Reg. \$3.39

3 Bottles, \$8.49
Blended and Bottled in Scotland

Your FRIENDLY Liquor Store

FREE
Deliveries In Immediate Neighborhood

GENESEE 4928

'CABOT' 3-Yr. Old RYE \$1.65 90 Proof qt.

Trimble Straight Bourbon 3 Yrs. Old 90 Proof 79c pt. \$1.55 qt.

MANHATTAN WINE AND LIQUOR CO.
917 GENESEE corner BROOKS

LOEW'S

WIN MOVIE TICKETS!

Movie fans who supply the correct answers to the following questions will be eligible to win 25 pairs of guest tickets to "Sergeant Madden," starring Wallace Beery. Your replies will be judged on their accuracy as well as quickness—so get them in to us fast!

1. What three box-office hits did Wallace Beery play in during 1937?
2. What was the name of the picture in which Wallace Beery played the part of "Butch"?
3. In what picture did Wallace Beery play with Clark Gable and Jean Harlow?
4. What was the name of the actress who co-starred with Beery in "Ma and Pa" and "Tugboat Annie"?
5. What nationality was Beery supposed to be in "Viva Villa"?
6. What famous child-actor played with Beery in "The Champ"?

"SERGEANT MADDEN"

BEERY COMES BLAZING BACK, MATCHING WITS AND HOT LEAD WITH VICIOUS GANGSTERS... TRACKING DOWN EVEN HIS OWN SON IN A DRAMATIC TRIUMPH TO RIVAL "BIG HOUSE" FOR THRILLS. A Metro-Goldwyn Mayer action drama with Tom Brown, Lorraine Day and Alan Curtis.

OPENS FRIDAY, APRIL 28th

LOEW'S THEATRE
Hurry! Address All Replies To:
CONTEST EDITOR—ROCHESTER SUN

OPENING FRANK T. JOYCE

DAYS...of the HOME APPLIANCE STORE

With a Complete Line of **PHILCO PRODUCTS**

We Invite You To Inspect The Latest In HOME APPLIANCES

CONSERVADOR REFRIGERATORS, HOME and AUTO RADIOS PHILCO YORK COOL WAVE PORTABLE AIR CONDITIONERS

Opening Special!

BIG 6-FOOT CONSERVADOR REFRIGERATOR

Pin Point Economy Model KX6
Brings You Every Quality

\$149.95
3 YEARS TO PAY

This price is amazingly LOW, has the same quiet, EFFICIENT Cold-Making MECHANISM as the HIGHEST PRICED model. Full 6.3 cubic foot capacity—8 1/2 pounds of ice, 72 cubes. Handsome Dulux finish, porcelain interior. Many other costly features. Backed by 5-Year Protection Plan.

\$500 DOWN As Little As \$1 A Week

— Backed By a 5 Year Protection Plan —

JOYCE APPLIANCE STORE
282 MAIN ST. cor. NORTH Opp. Sibley's
MAIN 268
Open Evenings Till 9 p. m.

Mrs. Wadsworth C. Sykes of Oreeckdale Lane, will entertain the Larch Twig for luncheon on Friday in her home.
Mr. and Mrs. Edward E. Morris of Barrington Street, entertained informally at supper on Sunday in their home in honor of Dr. Henry Potter of California, who is the guest of Mr. and Mrs. Nathaniel R. Potter of Canterbury Road.

The Way To A Man's Heart

BY IRENE MUNTZ

Speaking of cakes, have you tried making an angel food cake? They're easy as pie to make, you know, and some think they're even easier to eat. While eggs are so inexpensive why not try your hand at one?

If you've had a failure before, perhaps it was due to an un dependable recipe, or perhaps you weren't quite as careful of your measurements as you might be. The secret of perfect air cakes is to get everything ready before you start to mix and then put it together as light-handedly as possible.

Sift the dry ingredients (you are adding air to them in this way, too) separate the eggs, measure out the salt and cream of tartar and have the flavoring ready. The eggs should be at room temperature to get the most out of them, then mix your cake as quickly as is compatible with thorough blending and maximum volume. Are you ready? Here goes!

ANGEL FOOD CAKE
Temperature: 325 Degrees F
Time: 1 Hour

1 1/2 c. sugar
3 c. cake flour
1 c. egg whites
1 c. salt
1 c. cream of tartar
1 c. vanilla

Sift some sugar, measure and sift four times. Sift some flour; measure and sift four times. Add salt to egg whites, beat until foamy, add cream of tartar and continue beating until egg whites will stand in glossy points. Lastly fold in the flour. Pour into an ungreased tube pan and bake in a preheated oven.

A delicious variation of this cake is made by using only 3/4

c. cake flour in place of the whole cup and adding 1/4 c. cocoa instead. Sift it with the flour and proceed as above.

Here is a grand sponge cake you can try later on in the week to use up your leftover yolks. You'll find it fine in texture and delicious in flavor. The secret of success with this cake is to beat the yolks very light indeed and then combine the boiling water and flour with them as quickly as you can. The quicker you get any air cake in the oven after you start to mix it, the better use you make of the air you have imprisoned in it by all your whipping.

GOLDEN SPONGE CAKE
Temperature: 325 Degrees F
Time: 30-45 Minutes

1/2 c. cake flour
1/2 c. baking powder
1/2 c. salt
1 c. egg yolks
1 c. sugar
1 c. boiling water
1 c. lemon flavoring

Sift flour, measure, add baking powder and salt and sift four times. Beat egg yolks until thick and lemon colored, add sugar gradually and beat well. Add boiling water and flavoring. Lastly fold in the dry ingredients. Pour into an ungreased tube pan and bake in a preheated oven.

Here's an especially purified cake that will make a hit at your next party. It's as pretty as a picture and so light it will melt in your mouth.

DAFFODIL CAKE
Temperature: 325 Degrees F
Time: 1 1/2 hours, about

1 1/2 c. egg whites
1 c. salt
1 c. cream of tartar
1 c. sugar
8 egg yolks
1 c. lemon extract
1 c. cake flour
1 c. vanilla
1 c. cake flour

BLACK MAGIC
QUALITY
COAL \$10.65
Egg-Stove-Nut

Buckwheat \$7.75 ton
Pea Coal \$8.75 ton
SEMET-SOLVAY COKE \$9.05
Always Under Cover - tan

Established for Over 25 Years Phone GEN. 586
PAYNE & DUNHAM

With This Coupon
This ad is good for 1 pint of Sherbet with a purchase of 2 quarts of our famous (any flavor) Brick Ice Cream at 25c quart.

KEOWN'S HOME MADE ICE CREAM
GENESEE 2233 350 ANES ST.

BRAND NEW 1938
ELECTRIC REFRIGERATORS
IN ORIGINAL FACTORY CRATES
AT 1/2 PRICE
NEARLY
SEVERAL MAKES—DIFFERENT SIZES
STONE 122 BRAUN'S STONE 122
900 PORTLAND—OPEN EVENINGS

CLARK'S
COURTEOUS SERVICE
WITH A SMILE!
Quality Merchandise At
Bargain Prices This
Week End!

PRICES THAT WILL LONG BE REMEMBERED
ALL MEATS CUT AS YOU WANT THEM

Young Milk-Fed **Veal Roasts** Shoulder 17c
Cuts

Special Mild Sugar Cured **CORN BEEF** 21c
Boneless Brisket

Arpeako Sliced Rindless **BACON** 23c

Wilson Certified Tender Smoked **HAMS** 24c
Whole or half, surplus fat and rind removed.

Fine Quality **BEEF ROASTS** 15c
Cut from U.S. inspected young steers.

Milk-Fatted Young **ROASTING CHICKENS** 25c
5 lb. Average

—CHICKEN CUTS—Buy What You Want
of the Cuts You Prefer—

Legs... lb. 35c Livers... lb. 45c Necks... lb. 15c
Breasts... lb. 41c Wings... lb. 23c Giblets... lb. 19c

CLARK'S 906 NO. GOODMAN ST.
Near Bay St. Culver 4870
We Deliver Orders Of \$1.00 or Over
1108 MONROE AVE.
Monroe 2784

A HIT!
FROM COAST TO COAST!
GIBSON
BIG 6 CUBIC FEET
ALL STEEL
REFRIGERATOR

\$1 DOWN
3 YEARS TO PAY!

NOTHING LIKE IT IN AMERICA FOR THE MONEY!

Here is the sensation of the refrigerator world. The big, new genuine six foot GIBSON all Steel Refrigerator with every feature you'll ever need in a refrigerator—and at a price so low, that no home can afford to be without electric refrigeration! Don't even consider any other make of refrigerator until you see this new GIBSON at \$99.95. Created for all America by a company with 82 years experience in the creation of quality products! GUARANTEED FIVE YEARS!

THE REFRIGERATOR SENSATION OF THE AGE!

\$99.95

Tested & Approved By Good Housekeeping Institute!

GET YOURS NOW! \$1.00 DOWN DELIVERS!

UNION 286 EAST AVE.

114 WEST COMMERCIAL ST.
60 NORTH MAIN ST.
EAST ROCHESTER FAIRPORT, N. Y.
OPEN EVENINGS TO 10 P. M. — SUNDAY UNTIL NOON — STONE 5007-5008

WAX PAPER
(Cutter Edge)
30 Ft.
3c

BREWER'S YEAST TABLETS
Bottle of 500
Reg. \$1.75
87c

Single Edge BLADES
Pkg. of 5
4c
Fits Gem Razor (Limit 2)

Peterman's DISCOVERY
Reg. 35c
21c

Real Money Savers!

Phenobarbital Tabs 1/4 or 1/2 grain, bottle of 100 **29c**

Cascara Sagrada Tabs 5 grain, bottle of 100 **14c**

Soda Mint Tabs bottle of 100 **7c**

Sodium Salicylate Tabs bottle of 100 **29c**

Toilet Lanolin reg. 35c, Tube **14c**

Absorbine Junior reg. \$1.25 **69c**

Barbasol Shaving Cream reg. 50c **24c**

Flit Pint Size reg. 35c **18c**

Squibbs Aspirin Tabs bottle of 200 **59c**

Kreml Hair Tonic reg. \$1.00 **59c**

LUCKY STRIKE A Mild Smoke CIGARETTES

BORDEN'S MALTED MILK (plain) 5 lb. can Reg. \$2.00 **\$1.19**

Camphorated OIL 4 Oz. Reg. 40c **17c**

Spirits of CAMPHOR 2 oz. Reg. 35c **19c**

A. B. D. G. CAPSULES Box of 50 Reg. \$1.39 **79c**

HALIBUT LIVER OIL Capsules Box of 50 **39c**

EPHEDRINE INHALENT Compound 1 oz. Reg. 75c **26c**
Dropper Bottle

SULPHUR CANDLES Reg. 10c **4 for 25c**

Glycerine & Rose Water Pint Bottle Reg. 50c **24c**

SHOE POLISH (Black or Brown) Reg. 15c **7c**

NURSING BOTTLES 8 oz. **3 for 5c**

Haarlem Oil CAPSULES Reg. 35c **17c**

Open Your Eyes to REAL SAVINGS
Thursday, Friday, Saturday, Sunday At

KEY DRUG STORES

470 N. GOODMAN Near Main
92 E. MAIN Near Water
546 MONROE Near Goodman

CUT RATE

COUPON SPECIALS

With Key Coupon
LUX FLAKES Large Size **15c** (Limit 1)

With Key Coupon
CLEANSING TISSUES Box of 500 Reg. 25c **12c** (Limit 2)

With Key Coupon
CORDIAL CHOCOLATE COVERED CHERRIES Reg. 40c **18c** lb. (Limit 2)

With Key Coupon
HINKLE PILLS Bottle of 100 **3c** (Limit 1)

With Key Coupon
MINIATURE CHOCOLATES Reg. 10c **2 for 11c** (Limit 2)

With Key Coupon
ADHESIVE TAPE 1/2 In. x 5 Yds. Reg. 10c **2 for 9c** (Limit 2)

FILMS
DEVELOPED & PRINTED
25c ANY SIZE 5 or 8 EXPOSURE A ROLL

24 Hour Service
Our Every day Price
No Finer Work Done at Any Price.

SEM TOILET TISSUE World's finest softest tissue 1000 sheet roll. **10c** 3 FOR 29c

JERGEN'S TOILET SOAPS Reg. 5c

WILLIAMS' SOAKS MY WHISKERS SOFT! says Bill Tilden
Special 39c Double Size Tube

STAZE HOLDS FALSE TEETH FIRM Large Size 49c

Lady Esther CREAM Reg. 55c **39c**

CUTICURA SOAP Reg. 25c **16c**

Baby Bottle BRUSHES Reg. 15c **7c**

GROVES BROMO QUININE Reg. 35c **24c**

BROMO SELTZER Reg. 60c **49c**

SACCHARIN TABLETS 1/4 or 1/2 Grain Bottle of 100 **11c**

MILK OF MAGNESIA TABLETS Bottle of 200 Reg. \$1.00 **49c**

GLYCERINE 8 oz. Reg. 45c **23c**

OIL of Wintergreen 8 oz. Reg. \$1.00 **49c**

CASTOR OIL 8 oz. Reg. 40c **23c**

CASCARA SAGRADA AROMATIC 8 oz. Reg. \$1.00 **49c**

1c CASHMERE SALE **BOUQUET HAND LOTION** LARGE SIZE 1c GIANT SIZE 35c BOTH FOR 36c YOU SAVE 19c

1c SALE **LISTERINE BRUSHING CREAM** EACH BIG TUBE 1c BOTH FOR 26c

Special! Limited! **LUCKY TIGER HAIR TONIC** 2 BOTTLES FOR 1 PRICE REGULAR \$1.50 VALUE ONLY.. **79c**

For a quarter of a century millions of men and women have used Lucky Tiger for scalp and hair. Arch foe of dandruff, falling hair, Friend of distinctive good-grooming. Now, new special price, limited to one purchase per customer. Regular \$1.00 size and 50c size together only 79c.

We Reserve The Right To Limit Quantities.
Free Delivery In City On \$1.00 Purchase or Over

SENECA STORES *Announce:* THE **WORLD'S FAIR-est** **OFFER!**



YOUR CHOICE

Of Any Item With Purchase
Of Any Refrigerator Or Stove!

- Washing Machine
- Vacuum Cleaner
- Electric Ironer
- Radio
- Sewing Machine
- JEWELRY

of Watches Diamond
Rings - Wedding Bands

\$60.00 IN MERCHANDISE GIVEN

WITH THE PURCHASE OF ANY REFRIGERATOR OR STOVE



RE-TIRE NOW!



and have no tire-worries
for a couple of years to come!

GOODYEAR MOHAWK CUSTOM CRAFT TIRES



NO
DOWN
PAY-
MENT

PAY ONLY
2
NICKELS
A DAY!



Special!
PLYMOUTH TIRES

600x16 SIZE	\$8 ⁹⁵
550x17 SIZE	\$7 ⁹⁵

TRUCK TIRES 1/2 PRICE

PAY ONLY **2** NICKELS A DAY!

and Your First Payment
is a Month Away!

JEWELRY

BRIDAL and GRADUATION SPECIALS

BRIDAL SET

14 Karat Solid Gold
Exquisitely Hand Made
With Sparkling Side Diamonds

\$15⁰⁰



10 KARAT YELLOW GOLD
**DIAMOND
CROSS**



A genuine diamond
sparkles in the cen-
ter of this 10-Karat
yellow gold cross! In
a variety of differ-
ent sizes.

\$4⁹⁵ up

NATIONALLY
FAMOUS
LADIES FROM

\$9⁹⁵

From 7 to 21 Jewels
Reproductions of \$57.50 Watch

WATCHES

MEN'S FROM
\$7⁹⁵

From 7 to 19 Jewels

SENECA STORES

149 MONROE AVENUE
OPEN EVENINGS UNTIL 9:30 P. M.

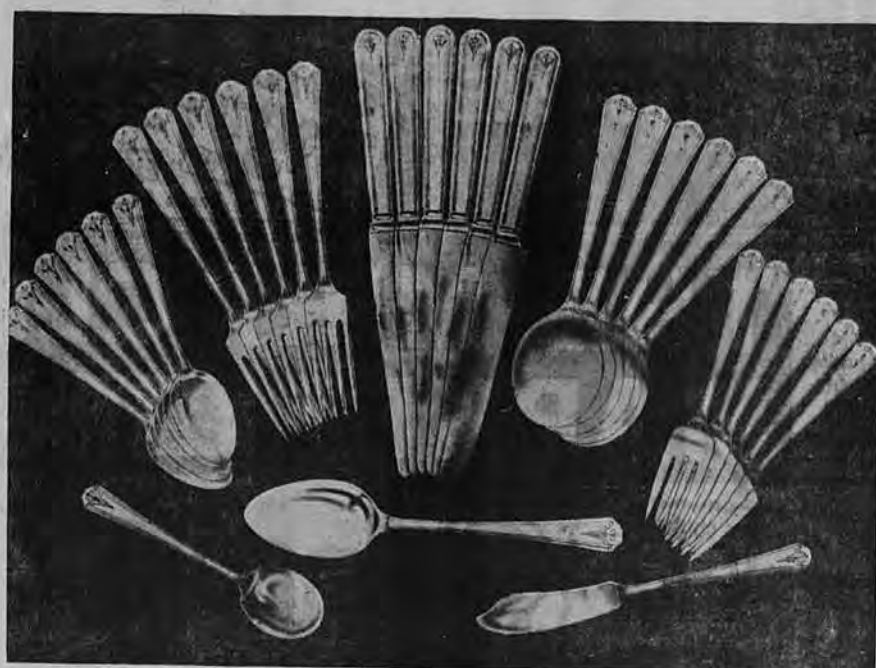
WE SAY WHAT
WE MEAN

WE MEAN
WHAT WE SAY

FREE GIFT...

... to every gentleman or lady
visitor to our new jewelry depart-
ment this week-end opening!
Come in for yours... day or
night.

START TODAY

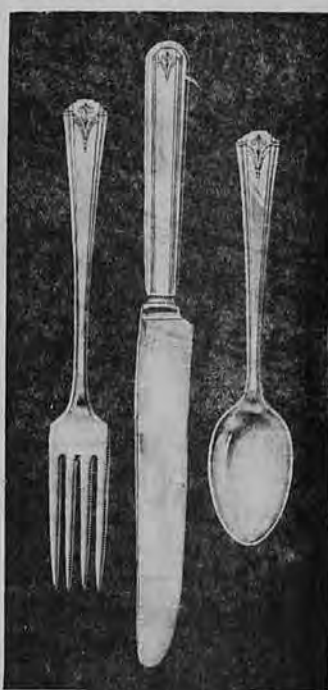


Get Your First Three Pieces

• Dinner Knife, Stainless Blade • Dinner Fork • Teaspoon



OF THIS BEAUTIFUL SERVICE
WITH A FULL REPLACEMENT
GUARANTEE



3 PIECES
54¢
PLUS COUPON

**ROGERS
SILVERPLATE**
SIMEON L. & GEORGE H.
ROGERS COMPANY ^{TRA} QUALITY
BY ONEIDA LTD. SILVERSMITHS

Being Offered Exclusively to
ROCHESTER SUN READERS

FOR LESS THAN $1\frac{1}{2}$ COMPARATIVE VALUE **\$1.25**

CLIP THIS COUPON AND REDEEM IT AT THE
ROCHESTER SUN OR FOLLOWING STATIONS

Joseph Ave. Pharmacy
323 Joseph Ave.
Bel-Air Pharmacy
1462 Monroe Ave.
Carr Pharmacy
Grocery cor. Brooks
Fine's Pharmacy
199 Park Ave.
Key Drug Stores
57 Main St. East
246 Monroe Ave.
479 N. Goodman St.

Mandell Pharmacy
Portland cor. Norton
Miracle Market
694 Lake Ave.
Rudner Drug Stores
66 Plymouth Ave. S.
460 N. Clinton
Siller's Pharmacy
615 Thurston Road
Smallino Pharmacy
221 Ridge Road

UNIT No. 1
YOUR COUPON FOR ROGERS GUARANTEED SILVER-
PLATE, MADE BY ONEIDA LTD. SILVERSMITHS SI-
MEON L. & GEORGE H. ROGERS CO. EXTRA QUALITY
3 Pieces 54¢

NAME
ADDRESS
CITY STATE

BE SURE TO GET YOUR COUPON IN NEXT WEEK'S ISSUE

ROCHESTER SUN

MAJESTIC

LOW RENT SPECIAL
of Washers — Refrigerators — Ranges

A bargain that's never been duplicated in
Rochester... a give-away special. Watch
MAJESTIC... for every week you'll find these
L. R. S. bargains at MAJESTIC.

Nationally Famous Make
Vacuum Cleaners
(FACTORY REBUILTS)

- EUREKA
- ROYAL
- WESTINGHOUSE
- PREMIER DUPLEX

\$5.95

TO INTRODUCE
OUR NEW
APPLIANCE
DEPARTMENTS



FULLY
Guaranteed

★ **ONE FIFTH MORE SPACE** ★
—yet lower in price than in 1938!

Easy
To Buy
To Pay
At Majestic



FULL
6 1/4
CUBIC
FOOT

NORGE

★
"MIGHTY
MIDGET
MECHANISM"



Don't fail to see the new
NORGE before you buy an
electrical refrigerator! It
has that famous Mighty
Midget Midget Compress-
sor that saves so much on
your electric bills. Beauti-
fully designed...and low in
price for such refrigerator
quality!

Unquestionably
The World's Finest
Refrigerator!

MODELS FROM \$119.50 UP

The Majestic Way Is
The Easiest Way

**A Few Pennies
A Day**... And Years
To Pay

FREE SOUVENIR — MENU CARD AND PERPETUAL CALENDAR

We **GUARANTEE** You
The Most Liberal Trade-In
Allowance In Rochester!

"BEFORE YOU BUY SHOP THE MAJESTIC"

**MAJESTIC
FURNITURE COMPANY**

JUST A STEP
FROM CLINTON

204 COURT ST.

OPEN EVERY
EVENING

ACHTER'S

MONEY SAVERS

FRI. & SAT. ONLY

TOILET TISSUE
1000 Sheets
2 for 7c

50 Ft. CLOTHES LINES
19c Value
2 for 25c

Special! Men's WHITE HDKFS.
3 for 5c
1 for 10c value

800 Yds. CARPET WARP
29c Value
19c

6 Yards BIAS TAPE
3c Value
3c

SALE ON CHILDREN'S COATS

Value	Price
\$2.49	\$1.69
\$4.98	\$3.49
\$6.49	\$4.67

Special HAIR NETS
3c Value
3 for 5c

Ladies' Fruit of the Loom COVERALL APRONS
29c Value
17c

SALE ON COTTAGE SETS

Reg. Price	Sale Price
75c	46c
\$1.49	84c
\$1.98	\$1.25

Also Other Styles At Sale Prices

COUPON
Friday and Saturday Only
WASHING POWDER 3 for 5c

SALE ON PEQUOT SHEETS

Size	Value	Sale Price
72"x99"	1.29	91c
81"x99"	1.35	96c
90"x108"	1.69	1.24

SALE ON WORK CLOTHES
Covert Cloth Work Shirts
42c
59c Value

Union Made WORK PANTS
87c
\$1.19 Value

Union Made OVERALLS
White and Blue
87c
\$1.19 Value

Mrs. Harlow Webber of Rugby Avenue, entertained members of the Thursday Aid at luncheon today in her home.

Mrs. Fred A. Ratcliffe of Castlebar Road, entertained the Strong Chapter of Genesee Hospital for luncheon on Monday in her home.

Mrs. George W. Reilly of Hancock Street, entertained the Sunshine Circle of Kings Daughters for luncheon on Wednesday at the Century Club.

Mrs. William E. Werner of Oxford Street, entertained the Parent Stem Twig for luncheon on Friday in her home.

Mr. and Mrs. E. A. Hanover of Barrington Street, have returned from Miami Beach where they spent six weeks.

ROCHESTER'S FINEST AND LARGEST SELLING STOCK ALE

Tam & Shanter

More Hops • More Malt • More Age

DRAUGHT • BOTTLES EVERYWHERE

AMERICAN BREWING CO. • Rochester, N. Y.

PIONEER
Pennsylvania Hard
COAL
STOVE NUT EGG
\$9.70 ton

Long-Lasting — Dependable Fuel At a **SAVING**

RICE \$6.55 PEA \$8.25 BUCKWHEAT \$7.60

COKE or Nut Stove \$8.50 Ton

PIONEER COAL CO.
Phone Main 815 Office and Yard 302 Exchange St.

THE MIRACLE MARKET

694 LAKE AVENUE

CLIP THIS COUPON

SPRY 44c
3 LBS.
Bring This Coupon

Corn Top **BREAD 5c** Loaf
Assorted Fruit **TARTS 3 for 10c**
Parker House **ROLLS 12c** Doz.

Shop Here

WE MEET OR BEAT ANY ADVERTISED PRICE!

PHILLIP'S SOUPS 2 cans 9c
TALL SIZE CAN

PET EVAP. MILK 2 cans 11c
MISSION

PEACHES 12c
By The Packers of Del-Monte

TUNA FISH 2 cans 19c
CORTAZ FLAKED

SODA CRACKERS 2-lb. Box 10c
ROCHESTER'S BEST

BOSCULOFF COFFEE 2 lbs. 49c

BEER & ALE 2 bots. 11c
Bargain in Bottled

SUGAR 2 boxes 19c
Confectionery

SLICED PINE APPLE 2 cans 19c
Large No. 2 Can

CATSUP 3 for 25c
TALL SIZE BOTTLE 14-OZ.

PINEAPPLE JUICE Large No. 5 Can 23c
DOLE OR DEL MONTE

SUGAR 42c
10-LB. BAG DOMINO

APPLE SAUCE 6c
LARGE NO. 2 CAN

GRAPEFRUIT JUICE 13c
LARGE NO. 5 CAN

Wilson's Certified Tender SMOKED HAMS 24c Lb.

Deliciously tender, flavorful mid-cured hams. Whole or half shank, with surplus fat and rind removed.

BEEF ROASTS 15c lb.	VEAL ROASTS 21c lb.	RIB ROASTS 27c lb.
----------------------------	----------------------------	---------------------------

SLICED BACON lb. 23c
Arpeaks Rindless

Corned BEEF lb. 21c
Mild, Sugar-Cured Boneless Bisket

ALL YOU WANT OF FRESH CHICKEN CUTS

Chicken Wings, lb. 23c	Chicken Giblets, lb. 19c	Chicken Breasts, lb. 41c
Chicken Necks, lb. 13c	Chicken LEGS, lb. 35c	Chicken Livers, lb. 45c

FREE Delivery On All Purchases of \$3.00 or Over

ACHTER'S

BARGAIN ARCADE

387 MAIN ST. E. NEAR GIBBS ST.

PHONE STONE 1880 1881 1882

Right Reserved To Limit Quantities • No Mail or Phone Orders Filled On Daily Specials

Money Savers For MONDAY April 24th

SALE ON TALON ZIPPER FASTENERS

7"-8"	13c
9"-10"-12"	18c
36 Inch	48c

Men's Canvas GLOVES 10c Value **4c** pr.

230 Sheets POND'S FACIAL TISSUES **8c**

SALE ON MOTH CABINETS

Value	Sale Price
\$1.25	87c
\$2.49	\$1.77

Stainless Steel KITCHEN KNIVES Value 15c **6c**

Part Linen Crash TOWELING Value 7c yd. **4c** yd.

SALE ON Women's New Spring COATS

Value	Sale Price
\$6.98	\$4.67
9.98	6.69
10.98	8.47

Children's Rayon Princess SLIPS, Peppercorn Fabric—25c Value **14c**

27 Inch Outing FLANNEL 12 1/2c Value **7c** yd.

COUPON Monday Only! 80 Count Paper Napkins 2 For 7c

Money Savers For TUESDAY April 25th

Ladies' ROLL GARTERS 2 for 5c
50c Value

20 Count Single Edge RAZOR BLADES 25c Value **15c**

SALE ON Men's New Spring SWEATERS

Zipper Pullover styles 69c Value	57c
All Wool Sleeveless 95c Value	61c

Ladies' BIB APRONS **7c**

3 OZ. NAIL POLISH REMOVER 10c Value **6c**

SALE ON DUST MOPS

Value	Sale Price
29c	19c
59c	41c
98c	67c

FRUIT AND NUT CHOCOLATE BARS 6 1/2 oz. bar. Reg. 10c **7c**

6 OZ. CAN SANDWICH SPREAD **2 for 15c**

SALE ON Rayon Damask DRAPERY MATERIALS

Value	Sale Price
29c yd.	22c yd.
59c yd.	39c yd.
79c yd.	49c yd.

COUPON Tuesday Famous Brand BORAX SOAP 3 For 5c

Money Savers For WEDNESDAY April 26th

SALE ON Pequot SHEETING

Width	Value	Sale Price
72"	59c	41c yd.
81"	65c	43c yd.
90"	69c	47 1/2c yd.

Jumbo Size CRAYONS Box of 8 Reg. 10c **6c**

HAIR CURLERS Card of 4 Reg. 10c **6c**

SALE ON ROLLER SKATES

Beginners 39c Value	46c pr.
Ball Bearing \$1.19 Value	82c pr.

1 Lb. Box Educational CRAX **2 for 29c**

Infants' Flannel GOWNS AND SLIPS 15c Value **7c** ea.

SALE ON Belgium RUGS

APP. SIZE	VALUE	SALE PRICE
24"x40"	1.25	81c
24"x40"	1.49	1.07
36"x60"	2.95	2.19

HAIR PINS Ass't. Sizes **6 beas. 5c**

Boys' Sport SHORTS 19c Value **12c**

COUPON Wednesday JELLO DESSERT 3 For 11c

Money Savers For THURSDAY April 27th

Big Ball CROCHET COTTON 20c Value **14 1/2c**

72"x90" Seamless SHEETS 60c Value **42c**

Men's Soap Fastener or Double Croch. **18c**

Shorts 29c Value **16c**

Men's Fine Combed Tarn **16c**

Woodbury's Facial SOAP **6c**

Package of 24 Pipe Cleaners **3 for 5c**

SALE ON Guaranteed ALARM CLOCKS

\$1.00 Value	68c
Illum. Dial \$1.49 Value	\$1.07

Receiving BLANKETS 15c Value **10c**

Ladies' Sew-On GARTERS 19c Value **4c** pr.

SALE ON TABLE OILCLOTH

Width	Value	Sale Price
46"	29c yd.	18c
54"	39c yd.	25c

COUPON Thursday Lighthouse CLEANSER 3 For 7c

Open Every Evening Until 9 P.M.

FREE PARKING At The Gibbs St. Station Opposite Y. M. C. A.

BINGO
EVERY SUNDAY
8:30 P. M. SHARP
44 STATE STREET
CASH PRIZES
23 Games 25c

Skipper of Yankee
To Lecture Here May 5
Captain Irving Johnson, skipper of the globe-circling schooner Yankee, will lecture on distant lands he has visited

with his wife, the former Electa Search of Rochester, in the Eastman Theater May 5.
It will be Johnson's third appearance in Rochester since he began his vagabond trips around the world in the schooner.



FOLLOW THE
ROCHESTER RED
WINGS OVER WHAM
WITH
HARRY METIGUE
AT THE MICROPHONE

SPECIAL PROGRAMS

FIFTH ANNUAL FESTIVAL OF AMERICAN MUSIC BY EASTMAN SCHOOL SYMPHONY ORCHESTRA — Monday, April 24, 9 p. m. Dr. Howard Hanson, Conducting

ROCHESTER PHILHARMONIC ORCHESTRA — Thursday, April 27, 8:30 p. m. Dr. Howard Hanson, Conducting

STAND BY AMERICA — Sundays, 8:15 p. m.

THE SPOTLIGHT — Mondays, 7:30 p. m.

MUSIO

SUNDAY MUSICALE — Sundays, 12:30 p. m.

ON WINGS OF MELODY — Sundays, 1 p. m.

NBC SYMPHONY — Saturdays, 10 p. m.

THE GERMAN HOUR — Fridays, 7:15 p. m.

VARIETY

CAMERA CLUB — Fridays, 8:15 p. m.

PLANTATION PARTY — Fridays, 9 p. m.

HANK AND HERB — Saturdays, 7 p. m.

RED FOLEY — Saturdays, 8:30 p. m.

BAHN DANCE — Saturdays, 9 p. m.

THE STUDEBAKER SHOW — Tuesdays, 7:45 p. m.; Wednesdays, 9 p. m.; Fridays, 8:30 p. m.

VOCAL VARIETIES — Fridays, 7 p. m.

MAGIC KEY — Sundays, 2 p. m.

JACK BENNY — Sundays, 7 p. m.

SETH PARKER — Sundays, 7:30 p. m.

CHARLIE MCCARTHY — Sundays, 8 p. m.

THE CIRCLE — Sundays, 10 p. m.

EDDIE DUCHIN — Mondays, 9:30 p. m.

TRUE OR FALSE — Mondays, 10 p. m.

INSIDE STORY — Tuesdays, 8 p. m.

INFORMATION PLEASE — Tuesdays, 8:30 p. m.

FIBBER MCGEE and MOLLY — Tuesdays, 9:30 p. m.

BOB HOPE — Tuesdays, 10 p. m.

HOBBY LOBBY — Wednesdays, 8:30 p. m.

KAY KYSER — Wednesdays, 10 p. m.

SMILE PARADE — Thursdays, 4 p. m.

GOOD NEWS — Thursdays, 9 p. m.

BING CROSBY — Thursdays, 10 p. m.

DRAMA

HOLLYWOOD PLAYHOUSE — Sundays, 9 p. m.

ORPHANS OF DIVORCE — Mondays, 7 p. m.

YOU, THE UNSEEN JURY — Sundays, 7:30 p. m.

MARY AND BOB — Tuesdays, 9 p. m.

ONE MAN'S FAMILY — Wednesdays, 8 p. m.

TROOPERS' DRAMA — Thursdays, 7:30 p. m.

NEWS

PETER GRANT — Sundays, 8:45 p. m.

FARM NEWS — Mondays thru Fridays, 1:15 p. m.

COURIER NEWS — Saturdays, 11:15 a. m.

YOUR ESSO REPORTER — Four times a day — seven days a week.

MARCH OF TIME — Fridays, 9:30 p. m.

COMMENTARY

FATHER COUGHLIN — Sundays, 4 p. m.

WALTER WINCHELL — Sundays, 9:20 p. m.

FRITZ BROWNELL — Wednesdays, 9 p. m. and Fridays, 9:15 p. m.

LOWELL THOMAS — Monday thru Friday, 6:45 p. m.

BILL ROGERS — Mondays thru Saturdays, 6:30 p. m.

AL SIGL — Tuesdays, Wednesdays and Thursdays, 3 p. m.

TOWN HALL MEETING — Saturdays, 7:30 p. m.

HERE'S THE MEAT BARGAIN OF THE WEEK!

Tender Home Dressed
MILK FED WHITE MEAT ROASTS OF

VEAL
YOUNG BONELESS
ROLLED RST.
TENDER FRESH
LEGS O'VEAL
18^c lb.

You can serve this traditional springtime roast with real economy, and this Sunday! Visit the big, clean Wegman meat departments, and pick your roast from the dozens on display... with full assurance of quality and value, for while the low price speaks for itself, Wegman quality is GUARANTEED!

JUNKET NEW DANISH

DESSERTS
3 pkgs. for **25^c**

CORTEZ SOLID-PACK

TUNA FLAKES
10^c can

FAVORITE BLEND FRESH

COFFEE
15^c lb.

PLAIN or PIMENTO

VELVETTA
2 pkgs. for **25^c**

NO 2 SIZE DELMONTE

PEACHES, PEARS OR APRICOTS
2 cans for **25^c**

SALE!

DOLE PINEAPPLE

No. 2 Stars & Bars can 14c
No. 2 1/2 Size Crushed 19c
No. 2 1/2 Size Sliced can 19c
No. 1 Flat Sliced, can 10c
No. 2 1/2 Size Gems can 19c
No. 2 Royal Spears can 19c
No. 1 Tall Tidbits can 10c
46-oz. Pineapple Juice 25c

FREE BISCUIT WITH FRENCH'S
BIRD SEED pkg. **12^c**

CALUMET BAKING
POWDER can. **15^c**

CRISP FRESH POST
TOASTIES pkg. **5^c**

QT. JAR GREEN GABLES
SALAD DRESS'NG **27^c**

LARGE NO. 10 CAN READY
POPT CORN ea. **10^c**

LUXURY TEXTURE **SCOTTISSE**
4 BIG ROLLS **25^c**

U.S. GOVERNMENT GRADED
93 Score



Wegmans
HOME OWNED FOOD MARKETS
Right Reserved to Limit Quantities



FOLLOW THE
ROCHESTER RED
WINGS OVER WHAM
WITH
HARRY METIGUE
AT THE MICROPHONE

SPECIAL PROGRAMS

FIFTH ANNUAL FESTIVAL OF AMERICAN MUSIC BY EASTMAN SCHOOL SYMPHONY ORCHESTRA — Monday, April 24, 9 p. m. Dr. Howard Hanson, Conducting

ROCHESTER PHILHARMONIC ORCHESTRA — Thursday, April 27, 8:30 p. m. Dr. Howard Hanson, Conducting

STAND BY AMERICA — Sundays, 8:15 p. m.

THE SPOTLIGHT — Mondays, 7:30 p. m.

MUSIO

SUNDAY MUSICALE — Sundays, 12:30 p. m.

ON WINGS OF MELODY — Sundays, 1 p. m.

NBC SYMPHONY — Saturdays, 10 p. m.

THE GERMAN HOUR — Fridays, 7:15 p. m.

VARIETY

CAMERA CLUB — Fridays, 8:15 p. m.

PLANTATION PARTY — Fridays, 9 p. m.

HANK AND HERB — Saturdays, 7 p. m.

RED FOLEY — Saturdays, 8:30 p. m.

BAHN DANCE — Saturdays, 9 p. m.

THE STUDEBAKER SHOW — Tuesdays, 7:45 p. m.; Wednesdays, 9 p. m.; Fridays, 8:30 p. m.

VOCAL VARIETIES — Fridays, 7 p. m.

MAGIC KEY — Sundays, 2 p. m.

JACK BENNY — Sundays, 7 p. m.

SETH PARKER — Sundays, 7:30 p. m.

CHARLIE MCCARTHY — Sundays, 8 p. m.

THE CIRCLE — Sundays, 10 p. m.

EDDIE DUCHIN — Mondays, 9:30 p. m.

TRUE OR FALSE — Mondays, 10 p. m.

INSIDE STORY — Tuesdays, 8 p. m.

INFORMATION PLEASE — Tuesdays, 8:30 p. m.

FIBBER MCGEE and MOLLY — Tuesdays, 9:30 p. m.

BOB HOPE — Tuesdays, 10 p. m.

HOBBY LOBBY — Wednesdays, 8:30 p. m.

KAY KYSER — Wednesdays, 10 p. m.

SMILE PARADE — Thursdays, 4 p. m.

GOOD NEWS — Thursdays, 9 p. m.

BING CROSBY — Thursdays, 10 p. m.

DRAMA

HOLLYWOOD PLAYHOUSE — Sundays, 9 p. m.

ORPHANS OF DIVORCE — Mondays, 7 p. m.

YOU, THE UNSEEN JURY — Sundays, 7:30 p. m.

MARY AND BOB — Tuesdays, 9 p. m.

ONE MAN'S FAMILY — Wednesdays, 8 p. m.

TROOPERS' DRAMA — Thursdays, 7:30 p. m.

NEWS

PETER GRANT — Sundays, 8:45 p. m.

FARM NEWS — Mondays thru Fridays, 1:15 p. m.

COURIER NEWS — Saturdays, 11:15 a. m.

YOUR ESSO REPORTER — Four times a day — seven days a week.

MARCH OF TIME — Fridays, 9:30 p. m.

COMMENTARY

FATHER COUGHLIN — Sundays, 4 p. m.

WALTER WINCHELL — Sundays, 9:20 p. m.

FRITZ BROWNELL — Wednesdays, 9 p. m. and Fridays, 9:15 p. m.

LOWELL THOMAS — Monday thru Friday, 6:45 p. m.

BILL ROGERS — Mondays thru Saturdays, 6:30 p. m.

AL SIGL — Tuesdays, Wednesdays and Thursdays, 3 p. m.

TOWN HALL MEETING — Saturdays, 7:30 p. m.

DOLAN'S Formerly Clark's Market
600 JEFFERSON AVE.
Phone Genesee 1417
We Deliver

Special WEEK END SAVING'S

ROASTING CHICKENS 3 to 4 Lb. Average **22^c** lb.
Boneless Roasts Home Dressed **Veal** lb. **21^c**
BACON lb. **25^c**
FOWL 3 lb. Average **19^c** lb. Large Home Dressed **FOWL** 3 to 6 lb. ave. **29^c** lb.

COOKED HAMS Swift's Pea-ant or Hick's Whole, a lb. **27^c** shank half.
OXYDOL 19c **CRISCO** lb. 19c

CRASH GO CAR PRICES
"STOP SHOPPING"
New Sales Policy
New Guarantee Policy
WHY PAY MORE?
These Are Just a Few of Our "SPECIALS"

'38 Packard Coupe	\$681
'38 Buick 60 Cabriolet	\$945
'37 Chevrolet Master Coupe	\$387
'37 Ford Tudor "85"	\$346
'37 Ford Forder "85"	\$387
'37 Pontiac De Luxe Coupe	\$531
'36 Chrysler 6 Coupe	\$391
'36 LaSalle Sedan	\$468
'35 Hudson 6 Sedan	\$324
'37 Willys Sedan	\$316

150 CARS TO CHOOSE FROM
All Have Heaters-Some Radios
\$25 TO \$895

YOUR OWN TERMS
PIKE MOTOR Corp.
COR. CULVER RD. & ATLANTIC AVE.
Phone Culver 193

BERGHASH
Rochester's Largest Liquor Store
124 CLINTON AVE. SO. MAIN 786
HIGHLAND CLAN—12 Years Old Imported Scotch WHISKEY \$2.99
FIFTH
\$4.39 Value! Large 25.6 Oz. (Limit 2)
Following Brands and Prices in 1/2 Pints:
Four Roses . . . 87c Kessler's . . . 55c
Mattingly-Moore 59c Glen Fork . . . 53c
Seagram's 5-Cr. 65c Calvert's Spec. 53c
Seagram's 7-Cr. 80c Calvert's Reserve 77c

BINGO!—BINGO!
PLYMOUTH CHURCH
SATURDAY AND TUESDAY EVENINGS
23 Games 25c at Plymouth and Troup St. 8:30 P. M.

Rochester's Largest Liquor Store
BERGHASH
124 CLINTON AVENUE SOUTH
Famous For Fine Wines & Liquors
THIS WEEK'S OFFER
At Lowest Price Ever!
TOP GRAIN 3-YEAR-OLD
Excellent in Highballs, Manhattans or Straight
Compare! \$2.29 Value
90 PROOF **\$1.82**
FULL QUART
\$2.29 value! Is a bargain at this low price 1.82 qt. Like it or your money will be refunded.
CHERRY LIQUEUR Large \$1.59 Bottle \$2.25 VALUE

OLD BROMLEY GIN
100 Proof Regular \$2.00 Value Full Quart
100 Proof Gin goes farther — use less to make your favorite drink.
LE JOUR ROCK-N-RYE \$1.69 Compare \$2.25 Value
80 PROOF FULL QUART
Try a Highball with Rock-N-Rye, You'll Like It

Now 2 1/2 Years Old, No Extra Cost to You
Save When You Buy
3 Full Quarts \$4 Single Quart
Cream-O-Grain \$1.39
STRAIGHT BOURBON
Our Biggest Selling Whiskey CASE \$15.25 WORTH \$1.79

BOTTLED IN BOND Under U. S. Gov't Supervision
I. W. HARPER
100 PROOF STRAIGHT
RYE WHISKEY
\$3.90 Value **\$2.99** Full Quart
The man WHO enjoys the finer things in life invariably prefers the matchless mellowness of I. W. Harper America's Finest Whiskey Distilled by Bernbreim Distilling Co.
ALL 4-YEAR-OLD SILVER ROSE BOURBON
90 PROOF Whiskey \$1.23 Regular \$1.39 Value
BOTTLED IN BOND FARM BROOK
100 PROOF STRAIGHT
Bourbon \$1.29 Whiskey \$1.65 VALUE

EXTRA! ORDER NOW
PRICE BEFORE
Never at This LOW
DIPLOMAT WINE
100% Pure California
Half Gallon 79c
Compare! \$2.00 Value
EXTRA! IMPORTED
12 Year Old Whiskey
\$3.18 VALUE \$2.69 Fifth
Large 25.6 oz. Bottle
IMPORTED SCOTCH QUEEN VICTORIA
\$3.09 Value \$2.03 Fifth
Try It, You Will Say: "How Can BERGHASH Do It!"
LONDON INN
90 PROOF Large Bottle 25 oz. **\$1** Fifth
Rochester's Best Buy

ESTABLISHED Since 1870 **RENAULT**
AMERICAN MADE WINES
Regular 79c Value 2 Bottles for \$1 Fifths
Regular \$1.25 Value Half Gallon \$1
Regular \$2.25 Value Gallon \$1.75
Choice of Sherry, Tokay, White Port, Claret, Angelica

BERGHASH
124 CLINTON AVE. SOUTH
Next to Loew's Rochester Theatre
FREE DELIVERY PHONE MAIN 786

HARRIS NUSBAUM MONTH OF APRIL SALES Will Open Your Eyes To VALUES!

If you don't already know HARRIS NUSBAUM, use these great sales events as an introduction to VALUES such as you've never found before in Rochester. NUSBAUM'S always sells for less—their location away from downtown permits PRICING CLOSE TO WHOLESALE COST. But these are bonafide EXTRA SPECIALS . . . spectacular SPECIAL PURCHASES we made in the wake of unseasonable cold weather—"Get-acquainted specials" offered to you below cost . . . and general mark-downs on regular stocks. A MONTH OF SALES . . . USE THEM TO SAVE.

Store Hours!

FRIDAY 9 A. M. TO 7 P. M.
SATURDAY NIGHT 7:00 TO 10 P. M.
All Other Days — Open
From 9 A. M. to 9 P. M.

COUPON SPECIAL!



GENUINE
"FRUIT OF THE LOOM"
BOYS' SHIRTS
59c

Regular 79c Sellers
2 FOR \$1.00
Limit 4 to a Customer
With This Coupon Only!



BOYS' FELT
HATS
\$1.00

Regularly \$1.35

BOYS' LONG
TROUSERS
\$2.00

Values \$2.29 to \$2.95
A big variety of styles, fabrics, patterns, shades, in stripes, checks, herringbones, etc. Sizes 10 to 20.

\$2.50 Value!
Men's and Boys'
SWEATERS
\$1.95

• Pullover Styles
• Zipper Fronts
• Novelty Cloth Fronts

SALE! Nationally Advertised "Van Heusen" — "Essley" — "Sir Wales"

MEN'S SHIRTS



\$1.65 to \$1.95 Values
As Nationally
Advertised and Sold!

\$1.35

3 FOR \$4.00

Woven Madras!
Broadcloths!
Whites and Patterns!
Neck Collars!
Sizes 14 to 17!
Sleeves 33 to 35!



YOUR CHOICE! Hundreds Of
New Spring Hat Hits

Formerly
\$1.49 to \$1.89!
99c

COUPON SPECIAL!



Ladies' Fine Full-Fashioned
HOSIERY
59c

MADE BY THE FAMOUS
"BERKSHIRE" MILLS
And Regularly 69c Values!
2 PAIRS FOR \$1.00
Limit 2 Pairs to a Customer
With This Coupon Only!

Dramatic Purchase and Sale...

DRESS & CASUAL COATS

Cold weather all over the East left manufacturers overstocked. We found ready cash commanded exceptional values so we bought—literally dozens of smash hits. You will know in a flash that they are worth many dollars more than the SALE PRICES we have on them. New, SMART proved style successes for spring — every one.

\$7 • \$9 • \$13

Were Made To Sell From \$10.95 to \$18.95



Fitted and Casual
Types, Revers, Swag-
gers, Dressmaker De-
tails, Shetlands,
Tweeds, Crepes,
Eponge, Twills, Nub
Fabrics, etc.

SIZES
12 to 20
36 to 50



Closeout Special!
All Our Spring
MAN TAILORED
WORSTED
SUITS
\$8.90

Featuring Fine Tailoring In
All The New Wanted Spring
Shades and Materials!

Markdowns!

GIRLS' COATS

\$5

Formerly
\$6.95

\$7

Formerly
\$8.95

\$9

Formerly
\$12.95

These are our regular quality assortments — taken directly from our own stocks and reduced in price—drastically. They offer you ALL the season's best selling styles—the most WANTED fabrics, including Tweeds, Cashmeres, Shetlands, Twills & Crepes.



SIZES:—1 to 4; 3 to 6½; 7 to 12;
11 to 16, and sizes for
the chubby girl.



• Double Breasted • Velvet Collar
• Swing Models • Revers
• English Revers • Princess Styles

BROTHER & SISTER
Dressed Alike In All Wool Shetland
Coat Sets

\$3.95
Each

SIZES 1 to 4

All Former 8.95
BOYS' 3 PIECE
SUITS **\$7.00**



Finely tailored of ALL WOOL Herring-
bones, Plaids, Tweeds and including
NAVY CHEVIOTS for Confirmation.
With 2 pairs knickers or 1 pair knit
and 1 pair longies. Sizes 8 to 16.

For The Little Tot To Size 6
TOPCOATS
\$5.00

Inverted pleat backs. Sporty
tweeds. Cashmeres . . . cov-
erts. Some with velvet col-
lars. All with matching hats.
Sizes 1 to 6.



Scoop! The Season's First
and Prettiest Arrivals!

Girls' Wash
DRESSES
95c

3 for \$2.50

The quality of the materi-
als—the cleverness of the
styling—are way ahead of
anything we've seen at this
price in years. You'll re-
cognize that fact, too, the
minute you set eyes on
them. Broadcloths, Shan-
tungs, Sheer Dimities,
Voiles, Dotted Swisses,
Organdies—all washable.

SIZES:—
Tots' 1 to 3
Girls' 3 to 6
Girls' 1 to 12
Juniors' 12 to 16



HARRIS NUSBAUM

The Complete Apparel Department Store

221-229 JOSEPH AVE. AT KELLY STREET

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

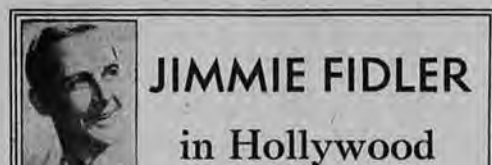
VOL. II, No. 26

THE ROCHESTER SUN, THURSDAY, APRIL 27, 1939

10

74,300 COPIES DELIVERED

DAYLIGHT TIME EFFECTIVE SUNDAY



JIMMIE FIDLER
in Hollywood

HOLLYWOOD—Into my office barged a granite-faced feminine juggernaut from my old home town, towing in her wake a sulky eight-year-old girl. Poor little tyke—my heart ached at sight of her. Long blonded curls, tinted eyelashes, an automatic smile, a pink silk party dress barely long enough to cover her equator—and, over all, that snippy, defiant air that children assume to hide their inner rebellion.

She was completely artificial—an oversized porcelain doll, designed and manufactured by the ambition of a screen-struck mama. "What were her chances in Hollywood—could I (God forbid!) make any helpful suggestions about influential people to see?"

It makes my blood boil—this constant sacrifice of normal childhood to the silly vanity and money-greed of imbecilic parents. Hollywood is surfed with pretty little boys and under-dressed little girls who dance, and recite and smile like robots at the command of their militant mammas.

They have no chance in pictures, for not only are there hundreds of children for every possible child role, but the studios want natural kids—kids like Bob Watson, Jane Withers, Shirley Temple, whose parents have had the common sense to know that sane people resent artificiality in a child.

I often wonder how many children have paid by the loss of all their normal child pleasures for the publicity that has been showered on the talents—and the incomes—of the screen's few child stars.

IDOL CHATTER: Understand that boy who made the prints by crying "Wolf! Wolf!" is now in Hollywood—producing anti-Nazi pictures for Warner Brothers. In-a-word description of the

Wilson Park Group Forms Association

Meeting to form a permanent organization some 150 members of the Wilson Park Association elected the following officers:

President, Charles H. Hall; vice-president, John Reeder; secretary, Naomi Mullan, and treasurer, John P. Brennan.

McEVOY MOTORS

Cleanest Cars
and LOWEST PRICES
in ROCHESTER

- '39 Pontiac 6 Cyl., Trunk Tudor Save \$200
- '39 Dodge Sedan Radio and Heater, Save \$200
- '38 Buick Trunk Sedan \$698
- '38 Chevrolet Master De Luxe Cpe, extra \$478
- '37 Ford 85 Trunk Tudor \$348
- '37 Willy's De Luxe Ford Sedan \$298
- '37 Terraplane Super Trunk Tudor \$398
- '37 Chev. Master De Luxe Town Sedan \$398
- '36 Buick 41 Touring Sedan \$448
- '36 Chevrolet Master De Luxe 4 Dr. Sedan \$298
- '36 Ford 4 Door Sedan, Radio and Heater \$545
- '36 Ford Fordor Sedan, Radio and Heater \$268
- '36 Plymouth De Luxe Trunk Tudor \$348
- '36 Packard (120) Trunk Sedan \$398
- '36 Terraplane De Luxe \$338
- '36 Ford De Luxe Tudor \$248
- '36 Plymouth De Luxe 4-Door Sedan \$248
- '34 Ford D eLux Tudor \$118
- '34 Ford Fordor De Luxe Sedan \$148
- '33 Chevrolet Sport Coupe \$ 98
- '33 Dodge (P) 4 Door Sedan, very clean \$188
- '31 Chevrolet Sport Coupe \$ 38
- '36 Oldsmobile 6 Cyl. Tudor, one owner \$398

\$3.00 Down on Cars Up to \$300.

McEVOY
55 MONROE AVENUE
STONE 2977

Big Turnout Rochester on Parade ★ ★ ★ By W. L. James

To Greet Red Wings

Granted favorable weather, Billy Southworth's Red Wings will play before one of the largest crowds in the history of the Stadium when they open their home season next Thursday against Newark.

Those new Red Wings are playing heads-up baseball and interest in their achievements is higher than it has been since the days when Southworth gave Rochester four successive championships.

Jack Sturdy is scheduled to rejoin the Wings today at Syracuse and Branch Rickey, the master manipulator who is responsible for supplying the Rochesterers with players, will watch the Reds tomorrow and his visit may mean that the needed help will be forthcoming before the Wings reach their home lot.

Chamber of Commerce boosters are shooting for a 20,000 turnout for the opener.

Skinner Southworth and his players will be guests of the American Legion at dinner Wednesday at 6:30 p.m. in the Powers Hotel.

CUSHING CAPITULATES Jackson Jittery

With the news that the estimable Elliot Cushing, sports editor of the D & C forsook bachelorhood in Newark, N. J., Tuesday, those in the know predict that Matty Jackson, Cushing's bosom friend and sport editor of the TU, will join his pal in deciding if two can live as cheaply as one.

Cushing, who has been picking ball teams, prize fights and various events in the sporting world for many years indicated that in a choice of a mate he also has talent. Mrs. Cushing, the former Marion Nelson, is a gracious and attractive lady.

The betting around the sports desk is 6-2 that T. Jackson will now find bachelorhood unbearable and will be quick to accept his confrere's judgement in matrimonial matters.

Norge Dealers

The New Era Furniture and Appliance Company, handling the Norge line of electrical appliances exclusively, will open a new store on Saturday at 363 Jay street. Francis Morotto and S. F. Di Schino are proprietors of the New Era Company.

500 In Music School

Enrollment of the Columbia Institute of Music, 73 Clinton Avenue South, this year is more than five hundred. It was announced by officials of the school. Twelve instructors are on the staff, many of them selected from ranks of leading musicians in Rochester.

TURN FORWARD ONE HOUR,
ON TIME IN FULL FLIGHT.
DAYLIGHT SAVING TIME'S EFFECTIVE
SATURDAY NIGHT



IT'S FUNNY HOW
A LOT OF FOLKS
TRY TO HIDE
BEHIND ME AT
THE FIRST SIGN
OF WARM
WEATHER



THE SAGE OF MAIN STREET:
"THE SOFT COAL STRIKE MAY HAVE
CAUSED A COAL SHORTAGE AT THE BIG
INDUSTRIAL PLANTS, BUT THE REASON
FOR THE DEPLETED LOOK OF OUR
COAL BIN IS THE LONG WINTER THAT
JUST PASSED"



ACCORDING TO REPORTS FROM THE
POPULAR NEARBY FISHING SPOTS,
LOCAL DISCIPLES OF CLARK HOUTCH
ARE DOING THEIR BIT TO MAKE
NATIONAL FISHERMAN'S WEEK
A HUGE SUCCESS



K. of C. To Award Two Scholarships

Two Knights of Columbus scholarships, one at Nazareth College and the other at St. Bonaventure College, will be awarded this year according to Grand Knight Leo P. Rombaut. They are offered by the scholarship committee of New York State Council.

Examinations for the scholarships will be held July 3 in each of the colleges, Rombaut said. Carrying with them the sum of \$200 yearly, they are available to members of the order, a son, brother, daughter or sister of a living or deceased member.

YMCA HONORS STUDENT

Donald S. Williams, son of Mr. and Mrs. B. F. Williams, 29 Elm-dorf Ave., has been elected vice-president of the Bucknell College YMCA. He is a junior in the college of commerce and finance, a member of Alpha Chi Mu fraternity and the college soccer team.

Railroads Shift Trains To Suit Time Change

Daylight saving time, which brought out a record vote of 109,281 in the last election, will become effective in Rochester on Sunday. This will put Rochester in line with other large cities in the state on a time basis and eliminate confusion that existed heretofore during the summer months.

Rochester voted to switch to daylight saving for three years and this period, advocates of the change declare, will convert most of the 53,460 who voted against daylight time.

Travelers will have to acquaint themselves with railroad time table changes. The New York Central has made few shifts. Train No. 9, westbound, will leave Rochester at 2:52 p.m. instead of 3:14, and a new Boston-Buffalo train, No. 13, will leave here at 9:42 p.m. No 27 will not stop at Rochester and Chicago sleeper passengers formerly carried

on this train will be handled by the Commodore Vanderbilt, leaving at 10:23 p.m.

The Baltimore and Ohio has advanced most of its trains to eliminate inconvenience due to the time change. Beginning Sunday, departures for Pittsburgh will be at 9:50 a.m. and 9:05 p.m. No. 87, for Perry, has been advanced from 5:45 to 4:45 p.m.

All railroad times given are Eastern Standard.

Say You Saw It In The SUN

FRIGID FUR STORAGE

* MEMBER
Certified Cold
Storage Guild

Phone: Stone 480

Standard Rates 2 1/2%—Minimum \$3—Cloth Coats \$1.50

H. L. HUNTER CO.
One of America's Finest Furriers
1 CLINTON AVE. SOUTH

STORE HOURS!

Open Tonight 'til 9 P.M.

Friday 9 A.M. to 7 P.M.

SATURDAY

NIGHTS 6:30 to 10 P.M.

(If Other Days Open

From 9 A.M. to 9 P.M.)

SAVE
1/3 to 1/2!

Bad Weather BREAKS The Market

We Made Four Marvelous Special Purchases!

MISSSES AND WOMEN'S DRESS AND SPORT

COATS

The high STYLES . . . the fine FABRICS . . . the very MODELS THAT are selling right now at regular prices in many of America's finest fashion shops. Sale priced so low because we bought when their makers let go!

\$5.95 Your Choice of Coats Made To Sell At \$8.95!

\$6.95 Original Price Tags Said \$9.95!

\$9.90 Lowest Price Previously Was \$12.95!

\$10.95 Super Values Would Regularly Be \$15.95!



LADIES SPRING DRESSES

Our own clever ASSORTMENTS marked down and dozens of bright new arrivals our buyer purchased specially in New York. All styles, colors, detailing, materials. Sizes 12 to 50.

ALL FORMERLY \$2.95 and \$3.95 **\$1.95**

ALL FORMERLY \$4.95 and \$5.95 **2 For \$7** (3.50 each)

LADIES SPORT SUITS

Only a limited number left. Plaids, checks and plain combinations in beautiful colorings and tailoring. Sizes 12 to 20.

Reduced From \$6.95 to \$8.95! **\$5**

Sport Jackets Regularly \$2.95 & \$3.95! NOW \$1.95

COAT SETS

For The Tot **\$3.95**

These are regular \$5 coat and hat sets. Some have smart velvet collars . . . all have matching hats. Sizes 1 to 6.

ENTIRE STOCK OF OUR GIRLS' COATS

Classics, REEFERS, Princess Styles, SWING MODELS, TWEEDS, Shetlands, CASHMERES, Twills, CREPES. Our own finely styled, finely made coats only. All now regrouped at much, much lower price levels. Sizes 1 to 14.

Formerly \$5.95, \$6.95, \$7.95 NOW **\$4.95**

Formerly \$7.95, \$8.95, \$9.95 NOW **\$6.95**

Formerly \$9.95 and \$10.95 NOW **\$7.95**

ADVANCE SALE for CONFIRMATION

Girls' White DRESSES \$2.95 to \$4.95

Boys' Cheviot Double Breasted SUITS \$6.95

Girls' SUMMER DRESSES

Broadcloths, Shantung, Sheer Dimities, Voiles, Swisses and Organzies. All new . . . all smart . . . all worth more than our early special price . . . and all washable. Tot's sizes from 1 thru junior miss size 16.

95c

3 FOR \$2.50

HARRIS NUSBAUM 221 JOSEPH AVE.

The Season's Most Favored
Coat Fashion . . . in a
SALE!

You're going to need a coat like these . . . to see you through the Spring, and for frequent wear the whole Summer long. But you never expected to buy such coats at the prices you'll find this week-end at KIENER'S!

Reg. \$19.50 to \$24.50

NEW SPRING

COATS

\$14.95 To **\$16.95**

Coats of a distinction seldom found in a Sale! All the favored Spring shades included . . . skillfully tailored, and with that flair of custom-fashioning imparting that desirable "just-for-you" look. See them soon . . . for they're mostly one-of-a-kind!

- ... Reed Straight Box Coats
- ... Swing Skirt Coats
- ... Reefer Coats
- ... White Collar Coats
- ... Tweed Travel Coats

SALE!
All Our Own Make
COATS
In Fine Walther &
Frostmann Materials

\$19.50 to \$24.50

Tailored right on our premises. Misses sizes 12 to 20, women's sizes 28 to 36. For shorter women, 23 1/2 to 49 1/2.

KIENER'S
COAT SHOP
599 HUDSON AVE.

PLAY BINGO
At CENTURY THEATRE

MON.,
WED.,
FRI. SAT.
2:30 P.M.
MATINEES

WED.,
FRI.,
EVENINGS
8:30 P.M.

\$100 CASH DAILY

SPECIAL FRI. \$150.00 IN CASH

LOEW'S
MICKEY ROONEY
AND THE HARDY'S ARE BACK IN THEIR BEST
The HARDY'S
RIDE HIGH

with LEWIS STONE - MICKEY ROONEY
CELIA PARKER - FAY HOLDEN
WIN MOVIE TICKETS

Movie fans who supply the correct answers to the following questions will be eligible to win 25 Pairs of Guest Tickets to "Broadway Serenade." Your replies will be judged on their accuracy as well as quickness—so, get them in to us fast!!!

1. Name five pictures in which Mickey Rooney has played.
2. What series of pictures have been made famous by Mickey Rooney?
3. Who is the girl who plays Mickey Rooney's Sister in the series?
4. What is Mickey's name in the series?
5. Name the series in the order in which they were released.

Mail Correct Answers As Quickly As Possible To The Contest Editor
OPENS FRIDAY, MAY 5TH

LOEW'S THEATRE

Hurry! Address All Replies To:
CONTEST EDITOR—ROCHESTER SUN

BRIDGE

By VIRGINIA LEVY

The execution of a successful End Play by a declarer is very often the result of a slip in the play by the defense.

East could not be criticized too severely because he made the play which assured the contract in the following hand, as he was forced to guess what card to return after he had won the first trick. His guess was wrong and so declarer took advantage of the situation and secured his contract.

The hand follows with the bidding and play as it actually occurred:

NORTH
K Q 9 8
A 6 5
K Q 4 3
C A 7
WEST
K Q 8 4
H 7 4
D A 5
C K 9 8 4
EAST
J 10
K 9 8 5 3
Q 2
J 10 8 3 2
SOUTH
7 3
H Q 2 10
D 10 9 8 4 3
C Q 3
West was the dealer.

West opened the seven of hearts against South's three-diamond contract. Upon looking over the possibilities in the hand, declarer saw that he had in addition to the sure trump loser, he must lose a club, two spades, and the king of hearts, if it was in the East hand. Realizing that he would have to take the heart finesse, he ducked and east won the trick with his king.

POOR GUESS
Now east attempted to guess as to the next best suit to return, and made the unhappy choice of a small heart. This, of course, made everything easy for south. A perfect end play situation now exists. He wins the heart and leads trumps. West's ace takes the trick and having no better play he lays down the ace of spades and follows with a small one, in the hope, perhaps, that he can give his partner a ruff.

Declarer, however, wins with the king in dummy, and then draws the last trump. The lead of another round of hearts follows and new declarer is ready for the throw-in. He leads his last spade which west, of course, is forced to win.

DEFENSE HELPLESS

Having only spades and clubs remaining in his hand at this time, west can do nothing but lead a club away from his king, thus presenting declarer with two club tricks, or make the equally disastrous play of a spade, which will give south a ruff in one hand and a discard in the other.

The success of the above contract was a gift by the defense. Had east, at the second trick, instead of returning a heart, led a club, there would have been no way by which south could have avoided the loss of a club trick and the contract would surely have been set one.

Safety Leaders To Speak Here

Rochester will be host to America's two foremost exponents of traffic safety methods May 4. The pair will speak at the silver jubilee banquet of Rochester Safety Council in the Chamber of Commerce.

Paul G. Hoffman of South Bend, Ind., president of the Studebaker Corporation and president of the Automotive Safety Foundation, will be the principal speaker at the twenty-fifth anniversary celebration of the Safety Council. Hoffman's subject will be "Safety—a Civic Responsibility."

As head of the Automotive Safety Foundation, Hoffman is in touch with latest safety developments in the country. Second headline safety speaker will be William H. Cameron, managing director of the National Safety Council of Chicago. He will bring greetings to Rochester Safety Council, an affiliate of the national unit.

Burn Deep Mined
Hard Pennsylvania

COAL

EGG
STOVE
NUT **\$9.70** TON

RECO
COKE \$8.50 TON

PEA COAL **\$8.25** TON

PHONE YOUR
Order NOW
Glen. 5960

LIBERTY

COAL CO.
727 DRIVING PK.

Mr. and Mrs. Lynn A. Loomis of Arnold Park, left Friday for Bermuda where they will remain for several weeks.

Mrs. Franklin Courtney Ellis of Inwood Road, entertained the Kodak Current Event Group for luncheon today in her home.

**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.



Genuine
INNERSPRING

Nationally
Famous Make!

Mattress \$9.85

You've seen lots of mattresses, but never a value like this! Think of it . . . a deep-sprung inner-spring mattress, with genuine sisal pad, turning handles, air-vents, button-lifting and in any size you wish. This price for today, tomorrow and Saturday only!

OPEN TONIGHT FROM 7 TO 9 P. M.

LYONS

FURNITURE FACTORY

175 N. WATER ST.

MONEY WORRIES?



Come Here
For A
PERSONAL LOAN

No need of letting money matters get you down! If you are steadily employed you'll find it easy to obtain a Personal Loan at this bank. No co-maker, no collateral required. Low cost service with small repayments. We welcome your inquiry!

Member of F. D. I. C.

GENESEE VALLEY TRUST COMPANY

Exchange and Broad

THE BANK OF PERSONAL SERVICE

Movie Quiz Winners

Want to see Mickey Rooney in "The Hardy's Ride High," opening at Loew's on Friday, May 5? The Rochester Sun offers you a chance to win guest tickets by answering the movie quiz that appears in this paper today.

Each of the following will receive a pair of guest tickets to "Sergeant Madden," starring Wallace Beery and opening tomorrow at Loew's. Call at the Sun office, 419 Burke Building.

Dorothy Stark, 39 Keeler St.
Thomas Martin, 77 Rideway
Dorothy Hudson, 74 Adams St.
Sam Frederico, 387 Main St. E.
Dorothy Abruzzo, 71 Glider St.
Herbert Carlton, 62 Morningtide Pk.
Mrs. Geo. Paxson, 51 Langlow St.
David Kaufman, 335 Labrum Cres.
Jean Moore, 161 Atlantic Ave.
Gustave Michael, 2 Boston St.
John Waser, 258 Averill Ave.
Corrine Garity, 56 Tremont St.
Oscar Shynock, 668 Blossom Rd.
Evelyn La Force, 51 Tyler St.
William Quinlan, 7 Herkimer St.
Raymond Sprout, 783 Post Ave.
Annabelle Houser, 334 Bagley St.
Mrs. Jack Swartz, 27 Northfield Rd.
Rosemary Gibbons, 37 Finch St.
Dorothy Volkman, 715 Genesee Pk. Rd.
Cecilia Slowe, 134 Murray St.
Mrs. Harold Kramer, 77 York St.
Donald Krodle, 411 Elm St.
A. Bowman, 481 North Goodman St.
Miss E. Cooper, 382 Garson Ave.

FOOD

(Continued from Page 3)
dry ingredients. Knead lightly on a slightly floured board and pat out to a rectangle 1/4 inch thick. Brush with melted butter. Spread berries over dough, sprinkle with sugar, roll up like a jelly roll. Cut into 9 pieces and place cut side down in a buttered 8" square pan. Brush with 1 egg yolk, beaten with 2 T. milk, sprinkle with sugar and bake in preheated oven.

This recipe, too, should be covered with waxed paper until baking time. Set the table and get the salad ready in the time between the starting of the meal and the adding of the dessert. And then go into the living room and have a good rest until dinner time.

SORORITY DANCE

Tau Delta Phi sorority is sponsoring a spring dance, Friday in the ballroom over the Madison Theatre.

CHAPTER LUNCHEON

Boys' Work Chapter of Brick Presbyterian Church will hold a luncheon meeting, Monday at the home of Mrs. Howard Dayton in Rugby Avenue.

GORMEL'S LAWN FOOD
Rich in organic matter.
Guaranteed by us to do a real job.

25 lb. 90c 50 lb. \$1.50 100 lb. \$2.65

GORMEL FERTILIZER COMPANY
390 W. MAIN ST. MAIN 401

NOW OPEN
PLAY DAY OR NIGHT
GOLF AND TENNIS
RANGE AND COURTS
OLYMPIC SPORT CENTER
Scottsville Rd., Opp. Airport Gen. 4198

Special! PRIVATE MUSIC LESSONS
FOR ADULTS & CHILDREN
As Low as **\$1** PER WEEK
Pays for Instrument and Private Lesson.
Your Choice of Instrument Given to You to Take Home and KEEP
Bring This Ad With You

COLUMBIA INSTITUTE OF MUSIC
73 Clinton Ave. So. (Not a Music Store) Stone 849

We Furnish Following Instruments:
Piano, Accordions, Saxophones, Clarinet, Trumpet, Trombone, Haw. Guitar, Sp. Guitar, Violin, Banjo.

Only GIBSON
GIVES FIRST CLASS ELECTRIC REFRIGERATION at
BIG 6 1939 MODELS \$99.95
CUBIC FOOT CAPACITY

Don't let this low price fool you. This Gibson Electric is a BIG, 6-cubic-foot refrigerator—over 11-square-foot shelf area—108 ice-cube capacity! It's HANDSOME! It's QUALITY-BUILT by the 62-year-old Gibson organization! POSITIVELY NO OTHER COMPARES WITH IT! Before spending more and getting less, see the Gibson with your own eyes—see the BIGGEST REFRIGERATOR VALUE on the market today!

ALL-STEEL CABINET
See this! Heavy, all-steel, all-weather-welded inner-lined cabinet. NOT just folded-over metal!

SEALED MECHANISM
See this! Hermetically SEALED Scotch Yoke Mechanism—Inert built, SILENT, ECONOMICAL, SIMPLY POWERFUL!

AND ONLY GIBSON OFFERS THE FAMOUS FREEZ'R SHELF

Don't Be Satisfied with "3"—Get "4"
All electric refrigerators give (1) a cabinet, (2) a freezing unit, (3) a mechanism. But Gibson ALSO gives (4) a Freez'r Shelf . . . MORE freezing capacity, MORE usable shelf area, MORE refrigeration at no extra cost! Get Gibson, get all 4!
Freez'r Shelf Models \$129.95 up

UNION
286 EAST AVE.
60 NORTH MAIN ST. FAIRPORT, N. Y.
114 WEST COMMERCIAL ST. EAST ROCHESTER
OPEN EVENINGS TO 10 P. M. — SUNDAY UNTIL NOON — STONE 5007-5008

TRUTHFUL NEWS

THE ROCHESTER SUN, THURSDAY, APRIL 27, 1939

TRUTHFUL ADVERTISING

PAGE THREE

FOOD

BY IRENE MUNTZ

Is your spring housecleaning done yet? Or do you do most of your work by imperceptible degrees so that the family is hard-

ly aware of your activities and the household is spared the traditional flurry and upset? However you plan your work, by the "all at one time and get it over quickly" method or the gradual room-by-room method you un-

doubtedly find days when the work piles up unexpectedly and the necessary time out for preparing meals seems to delay and disorganize your routine.

If you see one of these unusually busy days looming upon the horizon you'll appreciate a menu like the one we're suggesting today. For the whole meal may be prepared and stored in your refrigerator the day before and the only thing you'll need to remember will be to light your oven about an hour before meal time and slip the dinner in as soon as it is heated.

Savory Veal Loaf Scalloped Tomatoes
Potatoes Baked in Cream
Lettuce French Dressing
Fresh Strawberry Ball
Any recipe with "savoury" in its name is especially good and that's true of today's meat loaf. And the cooked vegetables, water and all to the meat, when it's all assembled, cover the pan with waxed paper and store away till baking time.

SAVORY VEAL LOAF
Temperature: 375 Degrees F
Time: 30 Minutes
1 1/2 lb. veal shoulder bread crumbs
1/4 lb. salt pork 1 egg slightly
1/4 c finely chopped onion
2 T finely chopped 1 T salt
green pepper dash pepper
1/2 c water 1/2 c milk
2 c fine soft
Have the butcher grind the veal and salt pork together. Cook celery and green pepper in water for 10 minutes. Mix with remaining ingredients and meat and pack into a greased loaf pan. Bake in a preheated oven.

POTATOES BAKED IN CREAM
Temperature: 375 Degrees F
Time: 30 minutes
4 potatoes 1/2 c milk
2 T butter 1/2 c salt and pepper
3 T flour
Peel potatoes and cut in cubes. Cook gently for 10 minutes. Or use leftover cooked potatoes and dice them. Drain and place in a buttered casserole. Make a cream sauce of the butter, flour, milk and seasonings. Pour over pota-

toes and place in preheated oven.

Cover the potatoes and the tomatoes while they're standing in the refrigerator, but remove the cover when they go in the oven. The scalloped tomatoes are made with 2 c tomatoes, 2 slices bread, cut in small cubes, seasoned well with salt and pepper, poured into a buttered casserole and dotted with butter. If you prefer another vegetable, serve the loaf with a tomato sauce.

FRESH STRAWBERRY ROLL
Temperature 375 Degrees F
Time: 35 minutes
2 c all-purpose flour 1 egg
1/2 c milk 1/2 T salt
1 T baking powder 1 c sliced strawberries
1 T shortening 1 c sugar
Sift flour, measure and sift with baking powder and salt. Cut in the shortening until mixture looks as fine as cornmeal. Beat egg, add milk and stir into

(Continued on Page 2)

DOLAN'S

600 JEFFERSON AVE.

We Deliver Phone Genesee 1417

Formerly
Clark's
Market

U. S. Gov't
Inspected
TENDER JUICY
**BEEF
ROASTS**
17c
lb.

Rath's Ten'r Skinned
**SMOKED
HAMS** lb. **25c**
(Whole or Shank Half)

**CENTER SLICES
SMKD. HAM**, lb. **37c**

**SKYFLAKE
CRACKERS** pkg. **19c**

**SALAD
DRESSING** qt. **22c**

Special

QUARTERS OF
FRYING
CHICKENS

Breast Leg & Thigh
Forequarter Hind Quarter
35c 32c
lb.

3 to 4 lb. Average
**ROASTING
CHICKENS** lb. **22c**

Home Dressed
FOWL avg. lb. **25c**

Buy the Cuts of Fresh
CHICKEN YOU PREFER
Legs .. lb. 35c Necks lb. 15c
Giblets lb. 19c Breasts lb. 41c
Livers lb. 45c Wings lb. 23c

JUST IN TIME!

FOR SPRING HOUSE CLEANING

IT'S "A MIRACLE" VALUE!

AN ODIN Beautyrange

\$49.95

With OVEN HEAT CONTROL

BUY ON
SIEBERTS
SENSATIONAL
PIN
MONEY
PLAN

—PAY ONLY—

75c

—A WEEK—

IMMEDIATE
DELIVERY



**THIS BIG GAS RANGE
SENSATION Featured
ALL THIS WEEK**

**ODIN
BEAUTY RANGES**

ARE PRICED
FROM
\$42.50 TO \$139.50

OPEN
EVENINGS

SINCE 1888

FREE
PARKING

SIEBERTS

ST. PAUL and ANDREWS ST.

Rochester's Stove Headquarters For Over a Half Century

VANITY'S

Special Sale!
FOR THURSDAY, FRIDAY
AND SATURDAY



1124 New Spring Hats

That Have Been Selling
Regularly for \$1.98

NOW **88c**

—While They Last,
Your Unrestricted
Choice of Hundreds
of Styles and Colors
at a Saving of More
Than 1/2 On Every
Hat.

Vanity
MILLINERY
48 E. MAIN ST. (at Front St.)

**\$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

NO PRICE PENALTY AT **Metzger's**

FOR HIGHEST
FASHION

YOUR INVITATION

To Participate in Rochester's
Most Liberal Plans of Payment

NO SPECIFIED LENGTH
OF TIME TO PAY

... and No Coupon Books To Buy In
ADVANCE ... You Pay After You Buy!

At METZGER'S you buy what you need ... and
pay only for what you buy. You may budget
your purchases into easy, small weekly amounts
... or you may enjoy a regular 30-60 or 90 Day
charge account. You'll find, as the hundreds
who use it have found, that METZGER'S plan is
the most convenient and liberal plan in all
Rochester!

FRIDAY and
SATURDAY ONLY



SALE

Brand New Fashions
Just Unpacked

FORMERLY PRICED
TO \$19.95

Spring Coats

\$11.95

Coats to see you thru the
Spring ... and to wear
throughout the cool Summer
evenings. Every one a brand
new fashion ... fitted styles,
swaggy tweeds, soft fluffy
swing models and dashing
reifers. Each is a genuine re-
duction ... for Friday and
Saturday only!

Metzger's
STYLE SHOP

34 EAST MAIN ST.

weis & fisher's 50th Anniversary

Scooping the Town!

18th CENTURY MAHOGANY

BEDROOM SUITE

\$59.50

Here's the kind of a bedroom suite bargain you've been
looking for! We've just a few of them ... so you'll
have to hurry. Beautifully proportioned pieces in hand-
rubbed mahogany. Traditional 18th Century styling, and
usual Weis & Fisher excellence of construction. Bed,
Chest and choice of Dresser or Vanity.

THREE PAYMENT PLANS

2

ANNIVERSARY
RECORD-
BREAKERS

A Smashing Value!

BRAND NEW 1939

PORCH GLIDERS

\$11.95

Buy your porch glider now ... and buy it at a record
low price! Choice of several color patterns ... rain-
repellent covers ... deep-sprung comfort. The kind
of a "buy" you'd expect at the end of the season ...
but an Anniversary feature at Weis & Fisher's right at
the season's beginning! Come in this week-end and
select yours.

ONE DOLLAR DELIVERS

See Weis & Fisher's
Newly Furnished "White House"

weis & fisher's

80 clinton ave. south
rochester, n. y.

EVERYDAY LOW PRICES

Men's • Women's • Children's

HALF SOLES 75c Up

ALL SOLES SEWED

While You Wait
217-218
COURT ST.

WE CALL & DELIVER
MAIN
6794

SPEEDY'S

BINGO!—BINGO!

PLYMOUTH CHURCH

SATURDAY and TUESDAY EVENINGS

23 Games 25c at Plymouth and Troup St. 8:30 P. M.

Dealers Offer Clothes Brush

An offer of a handsome clothes brush, sponsored by the makers of Lifebuoy, is now making its appearance at dealers all over town. The brush may be obtained for only 25c and 3 Lifebuoy box fronts sent to Box 7, New York City.

Usually a brush of a similar quality costs several times that sum. The brush will not warp or stain. That's because it is fashioned from solid American walnut block which has been allowed to cure for a whole year. The bristles are genuine black China, each tuft fastened to the frame with a strong steel staple. Bristles such as these mark the brush as merchandise of excellent quality.

The brush is 1 1/2 inches long—streamlined and distinctive—with a beaver-tail handle tailored to fit the hand. The long handle permits a free swinging stroke, bringing within easy reach the backs of collars, shoulders, trouser cuffs, and skirt hems. Thus, a fast, thorough brushing job results.

The Lifebuoy people will stamp the brush with one initial as specified by the sender. This added feature makes it almost desirable personal accessory.

Mrs. Richard G. Finucane of 222 Northampton, Mass., where she is the manager of the Miss Dorothy Finucane, a freshman at Smith College.

Open Friday and Saturday Nights Until 9 P. M.

THE MIRACLE MARKET

694 LAKE AVENUE

MIRACLE Money Savers

FOR THURSDAY, FRIDAY AND SATURDAY

Coupon Special

MAXWELL HOUSE COFFEE lb. **22c**

CLIP THIS COUPON!

Del Maize

NIBLETS can **10c**

Giant Red Pkg.

SUPER SUDS **13 1/2c**

Post **TOASTIES** pkg. **5c**

The Improved Corn Flakes

Miracle in name and in fact... for Miracle prices keep other stores wondering how we do it! Come in this weekend... see for yourself how much you save... and you'll join the thousands of other regular Miracle customers!

We Meet Or Beat Any Advertised Price!

1c SALE

RINSO Lge. Pkg. **16c**

Get Medium Size Pkg. for 1c

Chicken of the Sea

TUNA FISH Can **13 1/2c**

HELLMAN'S

MAYONNAISE Full Qt. **43c**

GOLD MEDAL

FLOUR 5 Lb. Bag **20c**

LARGE SIZE

BISQUICK Pkg. **24 1/2c**

Armour's or Swift's

CORNER BEEF can **15c**

Rural Gold Yellow Cling

PEACHES Lg. No. 2 Can **10c**

Club

CRACKERS lb. pkg. **13c**

Large Size

Peach or Pineapple

PIES **12 1/2c**

Chocolate Marshmallow

Cookies lb. **10c**

Home Made Style

Loaf of White

BREAD 7 1/2c

20 Oz. Average

Beef Roasts lb. **15c**

Cut From U. S. Inspected Young Steers

BONELESS ROLLED RIB ROAST OF BEEF lb. **27c**

ARPEAKO TENDERIZED HAMS lb. **27c**

SMOKED SKINNED

The Choicest Hams in Rochester at Rochester's Lowest Price

Milk Fatted Young Roasting

CHICKENS 3 1/2 to 4 lb. Average lb. **22c**

BRISKET CORNER BEEF Boneless Sugar Cured lb. **21c**

ALL YOU WANT OF FRESH CHICKEN CUTS

Chicken Wings, lb. **23c**

Chicken Giblets, lb. **19c**

Chicken Breasts, lb. **41c**

Chicken Necks, lb. **15c**

Chicken LEGS, lb. **35c**

Chicken Livers, lb. **45c**

BONELESS ROLLED VEAL lb. **21c**

Arpeako Rindless SLICED BACON lb. **23c**

Grape Fruit JUICE No. 2 Can **5c**

LUX SOAP **5c**

FRUIT COCKTAIL Large No. 1 Can **10c**

Grape Fruit SEGMENTS No. 2 Can **7 1/2c**

Snow White MUSHROOMS lb. **19c**

Large Bunches of Sweet

CARROTS bunch **5c**

Fresh California

PEAS 2 lbs. **17c**

Large Size

PINEAPPLES ea. **10c**

Juicy Large Florida

ORANGES doz. **13c**

Fresh Creamery Tub Butter 2 lbs. **47c**

Strictly Fresh—Large Size, White

EGGS 2 doz. **47c**

Kraft's Assorted

Spreads Tulip Jars 2 for **29c**

Longhorn

CHEESE lb. **17c**

Snappy Canadian Style

CHEESE lb. **27c**

FREE Deliveries on All Purchases of \$3.00 or More

ACHTER'S BARGAINS

FOR FRI. and SAT. ONLY

SALE OF MEN'S POLO SHIRTS Crew Style 20c 29c Value Gabardine 77c \$1.00 Value

Sale of Children's PLAY SUITS Overall Style 21c 29c Value Coveralls with Collar Trim 37c 59c Value

SALE OF AWNINGS While They Last! Assorted Colors! 30 In. — 36 In. — 42 In. — 48 In. **93c** each

SMASH VALUES

Men's INITIAL HDKCHFS. 8c Value **3c**

Infant's RUBBER PANTS 10c Value **4c**

Full Weight Bleached MUSLIN 12 1/2c Yd. Value **15c**

P & G 3 FOR 11c LAUNDRY SOAP

Inflated RUBBER BALLS 10c Value **6c**

1 lb. Box Educator's Whole Wheat TOASTER-ETTES **10c**

Present This COUPON Fri. or Sat. Ladies' Full-Fashioned Chiffon and Service Weight **BERKSHIRE HOSIERY** **53c** 79c Value!

SALE OF Children's Elastic Top ANKLETS Combed Yarn **7 1/2c** Value 12 1/2c Mercedized Ingrain And Lisle Anklets **12 1/2c** Value 19c

Assorted **VEGETABLE SEED** 5c pkg. **3c**

GARDEN TOOLS Trowel, Fork, Transplanter **8c**

EVERY ITEM A GUARANTEED MONEY SAVER

SPECIALS FOR MONDAY May 1st

SALE OF Ladies' SLIPS French Emb. Trim 44c Satin, Tailored or Lace Trim \$1.29 Value **78c**

Boys' Golf HOSE 15c Value **9c**

Men's Rayon Clocked HOSE 15c Value **9 1/2c**

SALE OF TAYLOR TOTS No. 1 (No. 2 W.B.) No. 4 \$1.81 \$3.48 \$4.48 \$2.49 \$4.49 \$5.49 Value Value Value **12c**

12"x36" Ft. SHELF LINING PAPER 10c Value **6c**

Boxed STATIONERY 10c Value **6c**

SALE OF House Cleaning NEEDS AEROWAX 18c FLIT 7c

Ironing Board COVERS 19c Value **13c**

Gold Dust CLEANSER 7 1/2c Value **4c**

Coupon MONDAY O. K. LAUNDRY SOAP 2 for 5c

SPECIALS FOR TUESDAY May 2nd

SALE OF PAINT 8c 19c 41c 10c 25c 50c Value Value Value Value Value Value

Petroleum JELLY 10c Value **3c**

Self Seal ENVELOPES or PAPER 10c Value **7c**

SALE OF CRIB PADS 18x17 17x15 18x24 8c 10c 22c 12 1/2c 13c 29c Value Value Value Value Value Value

Atlas SHOE POLISH 3c Value **3c**

10 Qt. Galvanized WATER PAILS 25c Value **17c**

SALE OF Boys' SWEATERS Double Ribbed Full Zipper 86c \$1.37 \$1 Value \$1.98 Value

Large Plaid Turkish TOWELS 25c Value **17c**

SPAGHETTI 1 lb. box **7c**

Coupon TUESDAY 37" SHOE LACES 12 for 5c

SPECIALS FOR WEDNESDAY May 3rd

SALE OF MEN'S TIES All Smart New Stripes And Prints 11c 37c 54c 25c 39c 51c Value Value Value Value Value Value

SAND PAPER 8 1/2"x10 1/2" sheets **1c** sheet

Pond's FACE CREAM 35c Size **19c**

SALE OF SANITARY GOODS Guaranteed Dress Shields Sanitary BELT 16c 8c 25c Value 10c Value

Ladies' HANKIES Value 3c **1c** ea.

Ladies' Rayon Taffeta SLIPS 49c Value **25c**

SALE OF LACE CURTAINS Adjustable Tops 2 1/2 Yd. Lengths 84c \$1.34 \$1.25 Value \$1.98 Value

Babbitt's CLEANSER 75c Value **3c**

Dist. CLOTHS 5c Value **2c**

Coupon WEDNESDAY PAINT BRUSHES 5c 10c Value

SPECIALS FOR THURSDAY May 4th

SALE OF LADIES' HOUSE COATS Zipper and Wrap-Around Styles, Sizes 16 to 32 84c \$1.67 \$1.19 Value \$1.93 Value

Men's IRON SOX Value 15c **7 1/2c** pr.

LUX TOILET SOAP 10c Value **5 1/2c** ea.

SALE OF HUCK TOWELS 5c 9c 10c Value 25c Value

Oilskin UMBRELLAS \$1.29 Value **78c**

52"x52" TABLE COVERS 35c Value **23c**

SALE OF Fishing Tackle Kirby Clinch or Carbine HOOKS 3c 47c Box of 10 75c Value

31x50 Seamless SHEETS 79c Value **44c**

MOP HEADS 10c Value **6 1/2c**

Coupon THURSDAY Men's Paris or Boston GARTERS 15c pr.

ACHTER'S BARGAIN ARCADE

387 MAIN ST. E. NEAR GIBBS ST.

PHONE STONE 1880 1881 1882

Right Reserved To Limit Quantities • No Mail or Phone Orders Filled On Daily Specials

Open Every Evening Until 9 P. M.

FREE PARKING At The Gibbs St. Station Opposite Y. M. C. A.

**ROCHESTER'S
FINEST AND
LARGEST SELLING
STOCK
ALE**

**Tam Shanter
STOCK ALE**

More Hops • More Malt • More Age
DRAUGHT • BOTTLES
EVERYWHERE

AMERICAN BREWING CO. • Rochester, N. Y.

**BINGO
EVERY SUNDAY NIGHT
BETH JOSEPH**
1150 St. Paul St.
ALL CASH PRIZES \$1.30 P.M.
29 Games—5c

**FURNITURE
RECONDITIONED**
Re-upholstering, Refinishing, 2-pc.
Sofas re-covered in Imitation cloth
\$28.50. Occasional Chairs, \$2.00;
Cocktail Chairs, \$7.50.
TEXTILE Upholstering Co.
MAIN 4633

**Airlines Extends
Plane Schedules**

Extension of air service, both east and west from Rochester, effective May 1, has been announced by American Airlines.

A new schedule will have two planes leaving the city for New York City each day, one will leave at 11:52 a. m. arriving at Newark, N. J. Airport at 2:21 p. m., and another will leave at 4:27 p. m. and reach that destination at 6:36 p. m.

The Boston plane will leave the city at 11:52 a. m., arriving in Boston at 2:42 p. m. and will include a new stop at Springfield, Mass.

Two planes will fly daily to Cleveland, one leaving at 1:39 p. m. and another at 7:11 p. m. A new stop on this run will be made at Erie, Pa., according to W. A. Werthman, sales manager here. All times of leaving are Eastern Standard Time.

SAVE! PRICES REDUCED
On MILLER'S Superior Quality

JEDDO COAL

STOVE \$11.20 PEA \$9.30
EGG \$11.20 BKWT. \$8.60
NUT \$11.20 Ton Cash RICE \$7.45

• CONTRACT PLANS AVAILABLE

Look For This Stamp!

It's on the delivery ticket of every ton of Jeddo as the producers' warranty of quality. Guarantee best coal you can buy.

ARDEAN R. MILLER
500 WEST AVE Quality and Finest Service Since 1912

FUR STORAGE

Our New Automatic
AIR CONDITIONED
FUR STORAGE VAULT
ON THE PREMISES

CROSBY-FRISIAN FUR CO.
752 Lake Avenue Glenwood 206

BUY YOUR FOOD AT **Wegman's** **FRIDAY & SATURDAY**

Discover for yourself why so many thousands of thrifty housewives make Wegmans their food headquarters. Savings... yes!... but always with full assurance of that important freshness and quality that has made Wegmans "Famous for Fine Foods!"

Wegman Quality
PRIME TENDER GRAIN FED
**SHOULDER ROAST
BEEF**
19c
POUND

Try Wegman's
This Week-End,
Note How
Much You
SAVE
On Better
Foods!

Repeat Sale This Week-End
DOLE PINEAPPLE

- No. 2 CAN STARS AND BARS... 14c
- No. 2 1/2 CRUSHED PINEAPPLE... 19c
- No. 1 TALL SIZE CRUSHED... 10c
- No. 2 1/2 SLICED PINEAPPLE... 19c
- No. 2 CAN SLICED PINEAPPLE... 16c
- No. 1 SIZE CAN FLAT SLICED... 10c
- No. 1 TALL GEM PINEAPPLE... 10c
- No. 2 ROYAL SPEAR PINE... 19c
- No. 1 TALL CAN TIDBITS... 10c
- 46-OZ. PINEAPPLE JUICE... 25c
- No. 1 TALL CAN PINE JUICE... 8c

RED RIPE SOLID PACK
PHILLIP'S TOMATOES, can... 5c
ROASTED FRESH EVERY DAY!
KILBOURN HALL COFFEE, lb. 19c

**HIRE'S
ROOT BEER**
12-Ounce Bottles
6 for 25c
24-Ounce Bottles
3 for 25c

Spring Cleaning Needs
2 pkgs. for 37c

- IVORY FLAKES CHIPS
- SUPER SUDS DIANO OXYDOL
- SANI FLUSH KIRKMAN'S SILVER DUST LUX FLAKES
- BON AMI Deluxe IVORY SNOW FELS CHIPS

HERE'S YOUR GUARANTEE! HIGHEST GRADE BUTTER

U. S. CERTIFICATE OF QUALITY IN EVERY PACKAGE
It's 93 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. Unquestionably America's best butter for table and cooking.

LAND O' LAKES
Sweet Cream BUTTER
25c
POUND ROLL

Wegman's
HOME OWNED FOOD MARKETS
Famous For Fine Foods

LOOK WILLIAMS TALCUM POWDER
Regular 11c

BORDEN'S CHOCOLATE MALTED MILK
Reg. 50c. 1b. can... 22c

LOOK GILLETTE RAZOR
and 50 Double Edge Blades To Fit Complete!
49c

LOOK BABY GAY Q-TIPS
Regular 25c
11c

THERAPEUTIC RAY LAMP
Gives off deep penetrating Super Power Infra Red Heat Rays. Excellent for use in such conditions as Arthritis, Lumbago, Colds, etc. Relieves stiffness from outdoor sports.
Ask Our Clerks For Demonstration! Complete as illustrated. Reflector, base switch and bulb.
Regular \$3.50 Value
\$1.79
Made in Rochester by Samson

WILDROOT HAIR TONIC
Reg. 35c **17c**

ENAMELED MATCH BOX HOLDERS
In Ivory or Green
Regular 19c
6c

Whisk Brooms
Reg. 35c **14c**

McKesson's ASPIRIN TABLETS
Bottle of 100
2 for 49c

DOG FOOD
Reg. 10c
4 for 17c
12 for 50c

U. S. P. EPSOM SALTS
Can be used internal-ly or used for bathing.
5 Lb. Carton
19c

MARROW OIL SHAMPOO
Reg. 80c **29c**

End-of-the Month Special Savings for THURSDAY, FRIDAY, SATURDAY and SUNDAY

KEY DRUG STORES

470 N. GOODMAN Near Main
92 E. MAIN Near Water
546 MONROE Near Goodman

CUT RATE

EASTMAN FILMS
at CUT PRICES

- No. 127... 18c
- No. 120... 23c
- No. 620... 23c
- No. 116... 27c
- No. 616... 27c

FILMS
DEVELOPED & PRINTED
25c A Roll
24 HOUR SERVICE
OUR EVERY DAY PRICE

COUPON SPECIALS
With Key Coupon
SWEETHEART SOAP
4 for 13c
(Limit 4)

With Key Coupon
PAPER NAPKINS
Box of 50
Regular 10c
3c
(Limit 2)

With Key Coupon
ASPIRIN TABLETS
Bottle of 100
5c
(Limit 1)

With Key Coupon
BORAXO
Regular 20c
10c
(Limit 2)

With Key Coupon
TODDY
Regular 45c
23c Lb. Can
(Limit 2)

ELECTRIC VIBRATORS
\$1.19
A \$1.75 Value!

ELECTRIC Hair DRYERS
Extra Quiet Motor
SPECIAL!
\$1.49

CHURCHILL CANDID TYPE CAMERAS
With Leather Carrying Case
SPECIAL!
\$1.98
Takes 16 Pictures on a Roll of No. 127 Film
Regular \$3.50

CLAPP'S BABY FOODS
Approved by doctors
Liked by babies

TOURNAMENT GOLF BALLS
Reg. 35c Each
21c EA
5 for \$1.00
\$2.19 Doz.

BUGLER CIGARETTE MACHINE
And 2 PACKS of BUGLER TOB.
35c Value
All For **21c**

MINIATURE CHOCOLATES
Regular 60c
Lb. Box **21c**
Delicious Tasty Nibbles! In Beautiful Gift Box! Limit 2

Heavy Russian or American
MINERAL OIL
Pint... 25c
Quart... 45c
1/2 Gal... 85c
Gallon... \$1.49

VICK'S NOSE DROPS
Regular 50c **39c**

ANACIN TABLETS
Bottle of 50, Reg. 75c... **59c**

BAYER ASPIRIN TABLETS
Bottle of 100... **59c**

FREEZONE
Regular 35c... **16c**

BROMO QUININE
Regular 35c... **24c**

TOILET BOWL DEODORANTS
Regular 10c... **3 14c**

IVORY SOAP 3 FOR **14c**
Medium Size...

PETERMAN'S DISCOVERY
Qt. Size Regular 60c... **34c**

MASON'S 49
Cough Mixture, Reg. 49c... **26c**

LUCKY STRIKE
A MILD SMOKE
We Reserve The Right To Limit Quantities

LOOK HOSPITAL COTTON
17c LB.

McKesson's
COD LIVER OIL
Pint Size, Reg. 75c
2 FOR 76c

LOOK Parachlorobenzene MOTH CRYSTALS
Regular 60c
29c
4 FOR \$1.00

LOOK KITCHEN CHARM WAX PAPER
125 Feet
Regular 25c
10c

FLASHLIGHT BATTERIES
2 for 7c

U. S. P. MILK OF MAGNESIA
Pint
13c

NOXZEMA
Reg. 35c
2 for 25c

Wheat Germ
Ready to Eat
Lb. **29c**
4 lbs. for \$1.00

DR. GORIN'S Denture Cleanser
Reg. 35c **17c**

Extra Heavy LIVE RUBBER FOUNTAIN SYRINGE
Reg. \$1.00
47c

BANDAGE
2" by 16 Yds.
Reg. 10c
2 for 11c

WM. F. and S. GEO. SHAFER
Formerly Pres. and Vice-Pres. of

Furriers For Over a Half Century

Refrigerated Cold Storage for Your **FURS**

Telephone
Stone 18
for Bonded
Messenger

2 1/2% of Your
Valuation
(\$1.50 Cloth Coat Minimum)
(\$3.00 Fur Coat Minimum)

**RE-STYLING
RELINING
REPAIRING**

Our workrooms on the
premises offer the lowest
prices of the year. FREE
estimates.

**FASHION IN FURS
SHAFER CO.
27-29 GIBBS STREET**

Roommates Win College Awards

For the first time in its history
two Nazareth College seniors
have been awarded Winthrop
fellowships for 1939-40 by Cath-
olic University, Washington,
D. C.

Winners of a year's graduate
study in bio-chemistry are Miss
Elizabeth Doran, daughter of
Mr. and Mrs. Peter M. Doran,
Seneca Falls, and Miss Mary
Purcell, daughter of Mr. and
Mrs. Philip E. Purcell, 59 E.
Second St., Corning. The girls
are roommates and chemistry
majors at Nazareth.

Miss Doran holds a New York
State scholarship and has been
treasurer, secretary and vice-
president of the Undergraduate
Association. She will be graduat-
ed in June with a bachelor of
science degree.

Miss Purcell, who also will re-
ceive a B. S. degree in June, is
a graduate of Corning Free
Academy and holds a state
scholarship.

WANT ADS FURNITURE

"NOLAN'S" greater miracle price store.
Prove that among the furniture middle.
A visit to our store or show windows
will convince you. A few items from
Main Street to the shopping district.
Easy parking. 420 State St. Open eve.

"NOLAN'S" out of storage, 4 room com-
plete, \$110. 420 State St. Open eve.

"NOLAN'S" living room suite, \$20. A
price to fit the pocket, cash counts at
Nolan's greater bedding store, 420 State
St. Open eve.

"NOLAN'S" 4 poster beds, \$4.85. All sizes
and finishes. 420 State St. Open eve.

"NOLAN'S" fine quality, felt base, 500
rugs, choice of colors, \$1.85. 420 State St.
Open eve.

"NOLAN'S" maple occasional chairs,
choice of colors, 420 State St. Open
eve.

"NOLAN'S" Maytag washing machine,
A-1 condition, \$20. 420 State St. Open
eve.

"NOLAN'S" felt base floor covering, 27
cts. a yard. Living room or kitchen pat-
terns. 420 State St. Open eve.

"NOLAN'S" coil springs, \$4.85. 420 State
St. Open eve.

"NOLAN'S" felt base floor runner, 30
cts. a yard. 420 State St. Open eve.

"NOLAN'S" window display will con-
vince you of the many bargains. Self-
serve saves you dollars. 420 State St.
Open eve.

"NOLAN'S" new mattresses, all sizes,
\$5. 420 State St. Open eve.

"NOLAN'S" panel beds, \$3.75 "self-
serve." 420 State St. Open eve.

"NOLAN'S" new inner-spring mattresses,
\$8.50. 420 State St. Open eve.

"NOLAN'S" nationally known \$29.50 in-
ner-spring mattress, \$15. "self-serve." 420
State St. Open eve.

"NOLAN'S" super audio couch, regular
\$9.25; cash counts, \$4.75. 420 State
St. Open eve.

"NOLAN'S" felt base rugs, 6x9, special
\$1.50; 8x12, special \$1. Self-serve. 420
State St. Open eve.

"NOLAN'S" greater bedding store. Best
spring and mattress, new, complete
\$9.55. 420 State St. Open eve.

"NOLAN'S" living room suite, 3-piece,
\$15. \$25. \$45 for 3-piece Charles of Lon-
don. 420 State St. Open eve.

"NOLAN'S" out of storage, 3-piece wal-
nut bedroom suite, \$18. 420 State St. Open
eve.

"NOLAN'S" cotton layer felt mattress,
\$4.75. 420 State St. Open eve.

"NOLAN'S" 3-piece porcelain breakfast
sets, new, \$9.75. 420 State St. Open eve.

"NOLAN'S" exquisite profit saving white
porcelain breakfast set, 4 brace back
chairs, \$7. 420 State St. Open eve.

"NOLAN'S" splendid breakfast set
porcelain, cream and green, \$10.50. 420
State St. Open eve.

"NOLAN'S" chromium plated breakfast
set, \$22.50, regularly \$40.50. 420 State
St. Open eve.

"NOLAN'S" cabinet radio, three at
\$1.50 each. 7-tube jobs. 420 State St. Open
eve.

"NOLAN'S" summer swing type camp
chairs, "Oh, what counts," \$1.25 each.
420 State St. Open eve.

"NOLAN'S" children's cabinet, 4 and 3
drawers, \$2 and \$1.50. Complete with
mattress, \$7.50. 420 State St. Open eve.

"NOLAN'S" 4-drawer, all cedar chest, \$8.00.
420 State St. Open eve.

"NOLAN'S" large Turkish overstuffed
lounge chairs, \$1 each. 420 State St.
Open eve.

"NOLAN'S" 2-piece bedroom suite, \$20.
420 State St. Open eve.

"NOLAN'S" book store, A-1 shape, \$5.
420 State St. Open eve.

"NOLAN'S" 8x12 rug, all wool, \$3. 420
State St. Open eve.

"NOLAN'S" \$12 genuine Wilton rug,
\$10.50. 420 State St. Open eve.

"NOLAN'S" self-serve. Giant, color-
ful, another hit and a success. Great
saving to Rochester buyers. "Oh, such
miracle stores." 420 State St. Open eve.

"NOLAN'S" apartment range, 3-burner,
\$27.50; 2-burner, \$2. Cabinet gas range,
apartment size, all tray enamel, \$4.50.
420 State St. Open eve.

"NOLAN'S" linoleum, genuine, buying
back all colors for kitchen, retail price
\$1 yd. to be sold at Nolan's \$4 cts. per
yard. 420 State St. Open eve.

"NOLAN'S" 3-piece living room suite,
jacquard velvet, \$15. 420 State St. Open
eve.

"NOLAN'S" modernistic 3-piece living
room suite, carved frame, Kokomo
cover, regularly \$145, sale price, \$51. 420
State St. Open eve.

"NOLAN'S" 25 yard rug, \$11.50; \$9.95,
\$8.50; \$2 up. Wonderful buys. 420
State St. Open eve.

"NOLAN'S" living and bedroom lamps,
new, 75 cts. to \$3; library table, new,
\$4.50 to \$10. 420 State St. Open eve.

PERSONAL

PSYCHIC TEMPLE, 23 East Ave. Wel-
come! Evening services: Sunday, Wed-
nesday. Psychic readings. Consultations.
Free Will offering. Rev. Helen Gerling.
Phone 237-5.

HOUSES FOR RENT

ROWLEY ST. 8. Five rooms, heated, hot
water and all conveniences.

ROOMS WANTED

WANTED by middle aged couple to a
private home, unfurnished rooms, for
light housekeeping with gas, light and
heat. Will pay \$12.00 per month. Ad-
dress Box 420, Rochester Sun.

MOVING

ARE you moving? For a moderate priced
moving service call Edna H. Dierleth-
Main 464.

Place Your Want Ad
In More Than
74,000

Rochester Homes
Print Your Message! Mail With
Cash or Stamps To

ROCHESTER SUN
Special Rates For

SUN
Want-Ads

2c A WORD
Minimum Charge 50c

Turn these items into cash
through the "Sun Want-Ads."—
Used Stoves, Refrigerators, Baby
Buggies, Typewriters, Bicycles,
Sewing Machines.—In fact, almost
anything you desire to sell will
bring you cash!

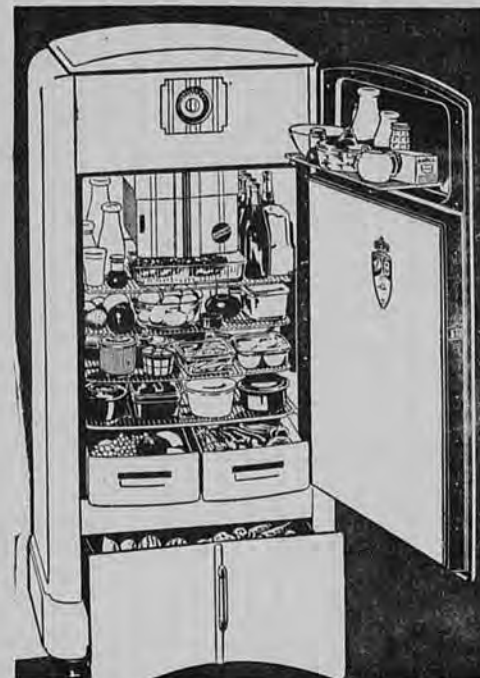
**NO LESS THAN
\$10.00 and \$60.00
Up to**

or Ice Box
of a New

**ATOR
VE**

NICKELS A DAY

5 Leading Makes TO CHOOSE FROM!



See Seneca and Save

Before You Buy Diamonds or Watches!

Perfect Blue-White

Nationally Famous

DIAMONDS WATCHES

ON EASIEST CREDIT TERMS

BRIDAL SETS

\$19.95



LADIES' WATCHES \$9.95 UP

MEN'S WATCHES \$7.95 UP



Reproduction of \$57.50 Watch

10 Karat Natural Gold

DIAMOND CROSS

\$4.98

50c DOWN and WEEKLY

STORES

3 AVENUE

10 P. M.

**WE MEAN
WHAT WE SAY**

FREE GIFT...

... to every gentleman or lady
visitor to our new jewelry depart-
ment this week-end. Come in for
yours... Open evenings.

BUY YOUR NEW SIMMONS BEAUTYREST

AT LAUER'S

Pay Only
5c
A DAY!



IF YOU CAN'T GET DOWN TOWN TODAY TELEPHONE

Telephone Main 3268—Tell Lauer's The Color Beautyrest You Want...
Pay Lauer's Driver \$1 When Your Mattress Arrives Then Start Paying
5c a Day or 35c a Week or \$1.50 a Month 'Till Your Mattress Is Paid
For... We've Sold Thousands Of Mattresses On This Plan... Start
Getting Your Beautyrest Sleep—Your Better Health Today... This
Very Minute.

50 STATE ST LAUER'S 50 STATE ST

DINE and DANCE

Enjoy Yourself
at
Rochester's
Finest
NITE CLUB

**SPECIAL
SUNDAY
DINNERS**

Now Only **\$1** Per Person
Including the juiciest steaks
you've ever eaten. Or choose
chicken, duck, turkey or fish
if you prefer.

This Week's Attractions
3 REEVES SISTERS
Songs and Comedy
RAYNE & MARGO
Jitterbugs
VERNE WILCOX
Acrobatic
KARIN & EVAYA
Sophisticated Dance
Interpretations
AL MORRISON, M. C.
M. MICHEL FISHIERE
And His Orchestra

The CHATEAU

• MONROE AVE. AT THE TWELVE CORNERS •

PAGE SIX

TRUTHFUL NEWS

THE

ROCHESTER'S
FINEST AND
LARGEST SELLING
STOCK ALE
More Hops • More Malt • More Age
DRAUGHT • BOTTLES
EVERYWHERE
AMERICAN BREWING CO. • Rochester, N. Y.

BINGO
EVERY SUNDAY NIGHT
BETH JOSEPH
1150 St. Paul St.
ALL CASH PRIZES
20 Games—5c 8:30 P.M.
FURNITURE
RECONDITIONED
Re-upholstering. Refinishing. 2-pc.
Suits recovered in frigate cloth
\$24.50. Occasional Chairs, \$2.00;
Cupboard, Chair, \$7.50.
TEXTILE Upholstering Co.
MAIN 4633

Airlines Extends Plane Schedules

Extension of air service, both east and west from Rochester effective May 1, has been announced by American Airlines. A new schedule will have to planes leaving the city for New York City each day, one will leave at 11:52 a. m. arriving Newark, N. J. Airport at 2:21 p. m., and another will leave at 2:27 p. m. and reach that destination at 6:36 p. m. The Boston plane will leave the city at 11:52 a. m., arrive in Boston at 2:42 p. m. and include a new stop at Springfield, Mass. Two planes will fly daily Cleveland, one leaving at 1:11 p. m. and another at 7:11 p. m. A new stop on this run will be made at Erie, Pa., according to W. A. Werthmann, sales manager here. All times of leave are Eastern Standard Time.

BUY YOUR **Wegman's** FOOD AT FRIDAY & SATURDAY

Discover for yourself why so many thousands of thrifty housewives make Wegmans their food headquarters. Savings... yes!... but always with full assurance of that important freshness and quality that has made Wegmans "Famous for Fine Foods!"

Wegman Quality
PRIME TENDER GRAIN FED
SHOULDER ROAST
BEEF
19^c
POUND

Repeat Sale This Week-End **DOLE PINEAPPLE**

- No. 2 CAN STARS AND BARS... 14c
- No. 2 1/2 CRUSHED PINEAPPLE... 19c
- No. 1 TALL SIZE CRUSHED... 10c
- No. 2 1/2 SLICED PINEAPPLE... 19c
- No. 2 CAN SLICED PINEAPPLE... 16c
- No. 1 SIZE CAN FLAT SLICED... 10c
- No. 1 TALL GEM PINEAPPLE... 10c
- No. 2 ROYAL SPEAR PINE... 19c
- No. 1 TALL CAN TIDBITS... 10c
- 46-OZ. PINEAPPLE JUICE... 25c
- No. 1 TALL CAN PINE JUICE... 8c

RED RIPE SOLID PACK
PHILLIP'S TOMATOES, can... 5c
ROASTED FRESH EVERY DAY!
KILBOURN HALL COFFEE, lb. 19c

HIRE'S ROOT BEER

12-Ounce Bottles
6 for 25^c
26-Ounce Bottles
3 for 25^c

Spring Cleaning Needs

2 for 37^c
IVORY FLAKES
CHIPS
SANT FLUSH
KIRKMAN'S
SILVER DUST
LUX FLAKES
SUPER SUDS
DRANO
OXIDOL
BON AMI Deluxe
IVORY SNOW
FELS CHIPS

HERE'S YOUR GUARANTEE! **HIGHEST GRADE BUTTER**

U. S. CERTIFICATE OF QUALITY IN EVERY PACKAGE

It's 93 stars... the top score in butter! That's why you can actually see the difference, taste the difference! Land O' Lakes is made from sweet (not sour) cream. Unquestionably America's finest butter for table and cooking!



Wegman's
HOME OWNED FOOD MARKETS
Famous For
Fine Foods

PAGE EIGHT

THE ROCHESTER SUN, THURSDAY, APRIL 27, 1939

★
Open
Every
Evening
★

MAJESTIC FURNITURE COMPANY

204 COURT ST.

★
A Pleasure
to Buy...
and Easy
to Pay!
★

ONE FIFTH MORE SPACE
-yet lower in price than in 1938!

Full 6 1/4 Cu. Ft. Capacity
NORGE
Thirty-Niner REFRIGERATOR



"MIGHTY
MIDGET
MECHANISM"

★
\$149⁵⁰
3 Years To Pay

Low Rent SPECIALS

Every week extra-specials... in addition to saving you 20 to 25% regularly, which our low-rent location makes possible!



3 PC. LIVING ROOM GROUP **\$59⁵⁰**

Honor-Built suite... and that means better-built! Guaranteed spring construction, and in your choice of several new high-fashion coverings.



4 PC. MODERN BEDROOM GROUP **\$59⁵⁰**

A beautifully-proportioned suite... dustproof construction, and with the popular round genuine plate glass mirrors. Use your credit!

A few Pennies a Day..and Years to Pay!

HERE'S THE SECOND UNIT FOR YOUR

ROGERS Silverplate

Each week in the SUN you'll find a coupon that entitles you to buy 3 pieces of this beautiful Rogers Silverplate at less than HALF PRICE! The entire set is a deluxe service for 12. If you missed last week's coupon, you can get it by applying at the SUN offices, 419 Burke Bldg.

Made By Simeon L. & George
Rogers Company X-Tra Quality
By Oneida Ltd. - Silversmiths

Full Replacement Guarantee

OFFERED EXCLUSIVELY TO
Rochester Sun Readers

FOR LESS THAN **1/2** COMPARATIVE VALUE **\$1.25**

3 PIECES

54^c

PLUS COUPON

- SALAD FORK
- SOUP SPOON
- TEA SPOON

Complete Service on Display at Sun Offices

Coupon Redeemable at Offices of
ROCHESTER SUN
419 BURKE BLDG.

or at Any of the Conveniently Located
Stations Listed at the Right

Joseph Ave. Pharmacy
233 Joseph Ave.
Bel-Air Pharmacy
1462 Monroe Ave.
Carr Pharmacy
Genesee cor. Brooks
Fine's Pharmacy
159 Park Ave.

Key Drug Stores
82 Main St. East
546 Monroe Ave.
470 N. Goodman St.
Majestic Furniture
204 Court Street
Rudner Drug Stores
66 Plymouth Ave. S.
669 N. Clinton

Miracle Market
634 Lake Ave.
Mandell Pharmacy
Portland cor. Norton
Siller's Pharmacy
615 Thurston Road
Smallline Pharmacy
221 Ridge Road

BE SURE TO GET YOUR COUPON IN NEXT WEEK'S ISSUE

ROCHESTER SUN

★
Pleasure
Buy . . .
and Easy
to Pay!
★
SPECIALS
★
Extra-special . . .
to saving you 20
cents, which our
plan makes pos-
sible.
★
\$59.50
★
and that
Guaranteed
and in your
high-fashion
★
Pay!
★
R
S
te
★
at en-
Rogers
are set
week's
offices,
★
arge
lity
iths
★
e
★
O
★
ers
★
.25
★
IT NO. 3
ROGERS
19 Bucke
★
★
★
ket
★
armacy
Norton
★
macy
Road
armacy
ad
★
ISSUE

JUST THINK OF IT!

NO LESS THAN

\$40⁰⁰ and \$60⁰⁰
Up to

On Any Old Stove or Ice Box
Toward the Purchase of a New

**REFRIGERATOR
OR STOVE**

Easy to Buy... Easy
to Pay... the
Seneca Way!



THIS
HANDY
BANK
GIVEN
to Save
Your 2 Nickels
a Day



NATIONALLY
ADVERTISED
PRICES

PAY ONLY

2

NICKELS A DAY

5 Leading Makes TO CHOOSE FROM!



Get Your Car Ready
For the Open Road!



**GOODYEAR
OR MOHAWK
TIRES**

**50^C DOWN
WEEKLY**

Special!
600x17 . . . \$8⁹⁵
550x17 . . . \$7⁹⁵

Easy
To Buy
Easy
To Pay

The Seneca
Way



WE SAY WHAT
WE MEAN

149 MONROE AVENUE
OPEN EVENINGS UNTIL 10 P. M.

WE MEAN
WHAT WE SAY

See Seneca and Save
Before You Buy Diamonds or Watches!

Perfect Blue-White | Nationally Famous
DIAMONDS | WATCHES

ON EASIEST CREDIT TERMS

BRIDAL SETS

An exquisite combination . . . diamond engagement ring and diamond set wedding band. 14 - Karat Solid Gold, with perfect blue - white diamonds!

\$19⁹⁵



LADIES' WATCHES \$9⁹⁵ UP

MEN'S WATCHES \$7⁹⁵ UP



Reproduction of \$27.50 Watch

10 Karat Natural Gold
DIAMOND CROSS



10-Karat Natural Gold, set with a fiery diamond. Your choice of a wide variety.
\$4⁹⁸

**50^C DOWN
and
WEEKLY**

FREE GIFT...

. . . to every gentleman or lady visitor to our new jewelry department this week-end. Come in for yours . . . Open evenings.

SPECIAL FLOOR SHOW
SATURDAY NIGHT
APRIL 29th
Steaks And Spaghetti
RALPH'S CAFE
408 ST. PAUL ST.

Mrs. John P. Street of Monroe Avenue, has returned from an extended stay in Bluffton, S. C.
Mrs. Henry Sheldon of Avon, will entertain the Pine Needle Twig for luncheon on Friday in her home.

Mrs. S. Clarence Steele of Buckingham Street, entertained her book club for tea on Monday in her home. Mrs. Milton E. Gibbs gave the review.
Mrs. Martin B. Hoyt of East Avenue, landed in New York on Wednesday from the SS. Excelsior after spending several months abroad.
Say You Saw It In The SUN

Mrs. George E. Merchant of Cobbs Hill Drive, entertained members of her Twig for luncheon on Friday at the Chatterbox Club.
Mrs. Selah M. Harris of Buffalo Road, has returned from California where she spent several weeks.
Mr. and Mrs. Walter S. Mudge of Westminster Road, will occupy their new apartment in Oxford Street on May 1.

**Rochester's Originator
Of Cut-Up Chicken**

and you'll still find the best of them at CLARK'S! Always unlimited quantities of tender young chickens ready-cut-up chicken is also on sale at:
KENNY'S GROCERY
833 Genesee St.
GEER'S DELICATESSEN
511 Thurston

LEGS . . . lb. 35c
BREASTS . . . lb. 41c
LIVERS . . . lb. 45c
WINGS . . . lb. 23c
NECKS . . . lb. 15c
GIBLETS . . . lb. 19c

Deliciously Tender
MILK-FED PLUMP YOUNG
ROASTING CHICKENS 25c
(5 pound average)

Boneless
Rolled Fillet
VEAL ROAST 21c
lb.

Tall Size
Van Camp's
EVAP. MILK 4c
for 19c

Large
Snider's
TOMATO JUICE 2c
for 11c

Prime Tender
U. S. Govt.
Inspected
BEEF ROAST 15c
lb.

CLARK'S 906 NO. GOODMAN ST.
Near Bay St. Culver 4870
WE DELIVER ORDERS OF \$1.00 OR OVER

**GRAND
OPENING**
Saturday, April 29th

Let Norge Preserve the Food
The new and amazing C/M Synchronizer keeps food juicy fresh twice as long. The Marston, at new, lower prices is super-powered by the famous Rollator Compressor. The Gold Seal is the greatest Norge Value in the lower price field. . . with Hermetically Sealed, Self-Cooling Rollator Unit.



Let Norge do the Washing
Ten laundry models . . . for finest washing and ironing. New Super-Seal Washer with Steam Sealer does whiter, more sanitary washing. Norge Duotrol Ironer has easy control . . . saves time, effort and temper.



Let Norge do the Cooking
Norge builds Gas and Electric ranges for all home needs. The Electric Speed Power Range cooks cleaner, easier, cheaper. See its Speed Plates . . . its scientific Broiler Wells. See also the Super Concentrator Gas Range. Its burners save fuel . . . its Reflecto Plates save heat.



SEE NORGE BEFORE YOU BUY!
NEW ERA FURNITURE & APPLIANCE CO.
363 JAY ST. Open Evenings

ATTENTION

June Brides and all Others
Interested in New Furniture!

CLOSE-OUT SALE
Entire 5-Floor Stock of Floor Sample
FURNITURE

Beginning Tonight at 6 P. M.!

- LIVING ROOM SUITES
- BEDROOM SUITES
- DINING ROOM SUITES
- BREAKFAST SETS
- ODD PIECES

Rather than pay storage on our entire stock, while workmen are making extensive alterations in our store, we're marking down every one of these desirable, new furniture fashions for a quick clearance! It's the opportunity of a lifetime, for you'll find genuine reductions to as much as 40%! Come in, browse around . . . inspect the sales tags for yourself. The values are obvious!

A Small Deposit Will Hold
For Later Delivery

10% Down Delivers!

\$159.00 Value!

**2-Pc. KID MOHAIR
LIVING ROOM SUITE**

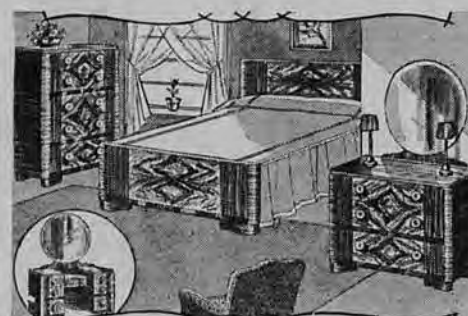
\$69

A full-size, semi-modern suite fashion of fine quality figured Kid Mohair. Sagless construction, and 100% hand tailored, over a glued and doweled hardwood frame. An actual \$159.00 value!



- \$109.00 GENUINE MOHAIR FRIEZE . . . \$69
- \$119.00 SLOPE-ARM SUITE . . . \$79
- \$129.00 3-PC. MODERN SUITE . . . \$89

- \$89.00 3-PC. FRIEZETTE SUITE . . . \$49
- \$169.00 2-PC. BROCATELLE SUITE . . . \$99
- \$169.00 SWEDISH MODERN SUITE . . . \$119



\$99.00 Value!

**3-Pc. WATERFALL
BUTT WALNUT BEDROOM SUITE**

A desirable, ultra-fashionable suite that's dustproof all the way through! Solid sides, hand-rubbed finish, and in the popular water design. Not another value in all Rochester to compare with it.

- \$119.00 4-PC. MAHOGANY SUITE . . . \$89
- \$189.00 4-PC. JAMESTOWN SUITE . . . \$139
- \$69.00 3-PC. MAPLE SUITE . . . \$45

- INNERSPRING MATTRESS ROLL EDGE \$8.95
- \$24.50 INNERSPRING MATTRESS . . . \$14.95
- \$29.50 INNERSPRING MATTRESS . . . \$21.50

\$119.00 Value!

**9-Pc. DUNCAN PHYFE
MAHOGANY DINING ROOM SUITE**

\$99

It will pay you to buy a dining room suite, even though you may not need it for months to come, for a price like this on such a suite is a once-in-a-lifetime opportunity!

OPEN TONIGHT 'TIL 10 P. M.



BURKE'S Furniture of Quality
34 South Ave.

FIVE FLOORS OF FURNISHINGS FOR THE HOME

The Best Buy In Town!

THIS BIG 1938 DELUXE MODEL

LEONARD

Exactly As Illustrated
At The Left

Formerly \$189⁵⁰

NOW \$139⁵⁰

Optional Right or Left Hand Door

Sensational Value
Limited Supply

This Famous Leonard always known as the highest price and the highest quality Electric Refrigerator now at a saving of \$50.00.

Don't confuse this high grade refrigerator with mail order or stripped models to sell at a price. More families for more years have kept food safe in a Leonard than any other Refrigerator.



FEATURES:

- ★ QUIET SEALED UNIT
- ★ VEGETABLE BIN
- ★ MASTER CONTROL DIAL IN BOTTOM
- ★ 5-YEAR WARRANTY
- ★ RE-ARRANGING SHELF

Only at a Leonard Dealer listed below, can you get this bargain. Also see the new 1939 Models on Display.

- ALBRIGHT-GRANGER . . . 1335 E. Main St.
- BRAUN'S RADIO . . . 900 Portland Ave.
- JACK COERS . . . 1398 Dewey Ave.
- CARROLL ELECTRIC CO. . . 529 Thurston Rd.
- ROBOT ELECTRIC CO. . . 1775 Dewey Ave.
- UNION TIRE CO. . . 286 East Ave.

- HERB SMITH . . . 374 Stone Rd.
- SPEAKER HEATING & AIR CONDITIONING CO. . . 547 State St.
- FITCH APPLIANCE CO. . . 477 Joseph Ave.
- KRECKMAN ELECTRIC CO. . . 471 N. Goodman St.
- SENECA STORES . . . 149 Monroe Ave.

More Families For More Years Have Kept Food Safe in a Leonard Than in Any Other Refrigerator!

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. 11, No. 27

THE ROCHESTER SUN, THURSDAY, MAY 4, 1939

74,300 COPIES DELIVERED

GARDEN HUES PREVALENT IN MATCHING SKIRTS AND SWEATERS



Look further than your garden
for flowery colors!

Turn a keen fashion eye toward
the popular matching skirt and
sweater. Here you'll find the ex-
hilarating freshness of your
Spring garden recaptured in
luscious shades of azalea, lark-
spur, buttercup, columbine, hy-
drangea and sweet william...
Vibrant hues that add new interest
to a season already laden
with rich color.

Latest reports from New York stores in-
dicate a skirt-and-sweater Summer with
matching colors decidedly in the lead.
We discovered it in one of Rochester's
leading fashion stores, and response has
been more than good. If early acceptance
is any guide, women can expect a
"fashionside" in favor of these match-
mates.

Budgeteers will swoop up the matching
skirt and sweater for their downright
economy as well as for their smartness.
They retail inexpensively... and two sets
can be bought at midget cost. Fashion-
alert women will contrast the skirt of one
with the sweater of another — thus mak-
ing four skirt-and-sweater suits out of
two. Opportunity for unusual color com-
binations are unlimited and are restricted
only by your own personal tastes and
imagination. Too, comfort finds its place
in these easy-to-wear clothes. They're
pleasantly snug... yet give you a freedom
of action you'll dote on.

Sketched here, is a feather-soft chemise
wool cardigan sweater at 3.98 and match-
ing skirt with knife pleats, also at 3.98.

(The Rochester Sun will gladly furnish
you with the name of the store carry-
ing this merchandise. Call Stone 6001.)

New Red Wings Open Here Today

Mgr. Bergan
Pastor of
St. Monica's

The Rt. Rev. Monsignor Wil-
liam F. Bergan, chancellor of
the Rochester Catholic Diocese,
today became pastor of St. Mo-
nica's Church in Genesee Street,
assuming his new duties on the
feast day of the patron saint of
the church of which he becomes
spiritual administrator.

Monsignor Bergan, who suc-
ceeds the late Monsignor John
P. Bhoppy, founder and first
pastor of St. Monica's, will con-
tinue as chancellor.

Ordained on June 9, 1917,
Monsignor Bergan spent the
following fourteen years as a
teacher at St. Andrew's Semina-
ry. His next appointment was
that of chaplain of Auburn Pris-
on, where his work was out-
standing.

Monsignor Bergan was made
vice-chancellor of the diocese in
1935, chancellor in 1936 and, in
1937, was raised to the rank of
domestic prelate with the title
of Monsignor by Pope Pius XI.
He is vice chairman of the crime
prevention committee of the
Chamber of Commerce.

St. Monica's has 5,000 pa-
rishioners and 1,000 school
children.

Delco Sales Unit
Shifted To Rochester

Distribution of automatic
heating equipment produced by
Delco Appliance Corporation, di-
vision of General Motors Cor-
poration, has been shifted back to
Rochester from Dayton.

The shift in sales forces fol-
lows discontinuance of a special
unit which distributed both heat
units and air conditioning de-
vices since 1935.

BILLY COMES 'HOME'



BILLY SOUTHWORTH

The man who piloted Rochester teams to four successive
championships a decade ago is back as Red Wing manager,
hoping that his new club will follow the fashion he set for
this city.

TO PRESENT PLAY

Paddy Hill Players will present
George M. Cohan's comedy-dra-
ma, "The Tavern," on Saturday
evening at Benjamin Franklin
High School. The presentation
will be under the auspices of
Frank L. Simes Post, American
Legion.

GUILD TO MEET

Mercy Guild of the Little
Flower will meet at 2 p. m. Fri-
day in Hotel Seneca, with Mrs.
George A. Conway presiding.

Elks To Honor

County Clerk Bush

County Clerk Roy F. Bush will
be honored at a testimonial
dinner by the Rochester Lodge
of Elks Thursday, May 18, in the
Elks Club, Clinton Avenue North.
Harry R. Darling, general
chairman, announced that a re-
ception will be held at the club
from 6 to 7 p. m. and will be
followed by the banquet. The event
is in line with the Elks' policy
of honoring distinguished mem-
bers.

Roy Henshaw To Face Newark Champions In Stadium Inaugural

Rochester fans turned out by the thousands today to wel-
come Billy Southworth and his new Red Wings as they tangled
with the champion Newark Bears at the Stadium in their home
opening.

Memories of the four suc-
cessive championships won by
Southworth's clubs during Billy's
previous reign as Red Wing
manager have stirred interest in
new heights and the Skipper's
return is being hailed by fans as
the beginning of a new era for
baseball in our town. An over-
flow gathering welcomed the
Wings last night at the American
Legion dinner in Powers hotel.

This is Rochester's fifty-first
year in the International League
and Southworth wants ever so
much to give this city a winner,
not only because of the tre-
mendous enthusiasm aroused by
his re-engagement as manager
but also because winning is
Billy's habit.

Further help is expected from
the Cardinals before long and
this aid will include a pitcher
and an outfielder. President
Oliver French has been bombard-
ing Branch Rickey with pleas for
the men needed and an answer
is due before the Wings conclude
their first home stand.

The Reds did very well for
themselves during their first
road trip, coming home in second
place and making an unusual
record for effective pitching at
this stage of the race.

Roy Henshaw who is figured
to become the International's
leading left-hander, was slated
to pitch against the Bears in the
opener and the little southpaw
has what it takes.

H.L. HUNTER CO.

One Of America's Finest Furriers
1 CLINTON AVE. SOUTH

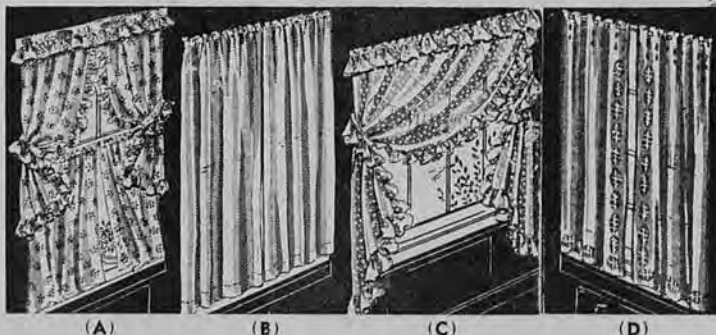
**FRIGID
FUR STORAGE**
• Bonded Messenger Service
• Certified Cold Storage Vauls
• The temperature in our Cold Storage
Vaults last season never exceeded
degrees.
• Experienced For Specialists Handle
• Your Furs No More at Hunters.
• You Pay No More at Hunters.
PHONE: Stone 480
This is Your Seal
of Safety

PAULS Annual Showing New Spring CURTAINS

Gives you an entirely new idea of how much you can get for your money

800 Pairs
New Spring Curtains
Worth
Up to \$1.19
89¢
• COTTAGE SETS • RUFFLES
• LACES • TAILORED

Making money buy more is
largely a matter of where you
buy. When it comes to curtains,
no store in all Rochester com-
pares with PAULS for quality,
for varieties, or for values. Right
now, when you need curtains for
Spring replacements, PAULS
have marked these six most fa-
vored groups at special low
prices! Come into PAULS this
week-end... and let the cheery
freshness of crisp, new curtains
greet Spring from the windows
of your home!



(A) Smartly styled cottage sets, in Mar-
quisettes or Voiles. Every curtain
fashion you could imagine... all with
new color trims. No skipping... every
pair is generously full, to brighten and
beautify your kitchen.

\$1.69
Others 89¢
to \$2.98

(B) Tailored celanese rayon nixon curtains,
whose shimmering loveliness looks
twice this special price! The silky beauty
LOOKS extravagant... but the wear they'll
give you will prove them a wise investment.
Hemmed and headed... 2-yards long.

\$1.69
Usually
\$1.98

(C) Priscilla ruffles, made from excep-
tionally fine quality Marquisette, and
literally covered with dots. Extra wide and
extra long... 47-in. x 2 1/2 yds. The very
same curtains that you pay up to \$2.98 for
in most stores!

\$1.98

(D) Adjusta-Net curtains in all-over plain
designs or with border trims. All of
these are the most attractive of new Spring
curtains... and destined for great popu-
larity. All ready to hang.

\$1.00
Others Up
to \$6.00

EXTRA-LONG CURTAINS IN TWO WIDTHS

Another service of this exclusive curtain store... curtains in two different widths to match
narrow and wide windows! And not just a few pairs... PAULS have a large assortment in
all styles and in all price ranges!



CLEVER NEW
BEDSPREADS

PAULS low prices work wonders with
the family budget. Gorgeous spreads
... silks, chenilles, candlewicks and
others to harmonize with any color
scheme.

\$3.49
Others to \$22.50

Tailored Rayon
Extra Wide
CURTAINS
WORTH \$1.98..
\$1.39

Here's unmatched curtain value!
Extra-wide (full 44-inches) Rayon
Marquisette, specially treated to take
off the lustre. Hemmed and headed,
all ready to hang at your windows.
2-yards and 3-inches long. One of
Rochester's truly outstanding curtain
values... obtainable exclusively at
PAULS.

PAULS CURTAIN SHOP
76 CLINTON AVENUE SOUTH

4 Doors South Of Formans

**LOWEST PRICES and
HIGHEST QUALITY
PAINTS and WALLPAPERS
KOVERALL**
WE DELIVER
19 SOUTH AVE. Main 6054

**Special
SALE!**
Our big Boys' Department...
is ready to save
you money in clothing for Confirmation
or Graduation!

**Boys' Navy Blue
Confirmation
SUITS**

\$5.95 With 2 Knickers

An outstanding clothing value! Finely-tailored, full-cut suits, double-breasted and with belted back. TWO pairs of fully-lined knickers. A regular \$7.98 value at the Jobbing House... for only \$5.95!

JIM DANDY WHITE SHIRTS Reg. 59c
BOYS' SMART WHITE TIES Reg. 25c
BLUE FELT HATS Reg. \$1.00

**BOY SCOUTS
'TEN SHUN!'**
Here are the things you'll need to make a good appearance in the Decoration Day Parade!

Regulation Style Color
• Khaki Shirts 98c
• Khaki Breeches 1.15
• Campaign Hats 1.35
• Wide-Rib Hose 29c
• Neckerties .39c
• Neckerties 5c
• Slides to 85c each
• Official Remington Scout Knives \$1.15

BOYS' Wool Longies Reg. \$1.98
WOOL KNICKERS For play or for school. Niagara Made. \$1.39
ZIPPER SWEATERS New cloth - front style, knit back. \$1.59
BOYS' SPORT SHIRTS Long sleeve styles in all colors. 55c
BOYS' POLO SHIRTS Values up to 85c each! 3 for \$1.00

ROCHESTER JOBBING HOUSE
159-161 JOSEPH AVE. Cor. NASSAU ST.

**WANT
ADS
FURNITURE**

"NOLAN'S" Reconditioned Furniture Department. Simon's bed, springs and mattress \$10.00; Dresser, \$2.00 to \$15.00; Chest of drawers, \$2.00; \$12.00; Cupboard, \$2.00; Porcelain breakfast table, \$3.00; Oak table, \$1.50 to \$15.00; three rugs, 50c; 3-pc. Walnut bedroom suite, \$18.00; Solid cedar chest, \$6.00; Oak chairs, 15c to \$1.50; Lounge chair, \$2.00 up; Dressing table, \$3.00; Rugs, \$2.00 to \$15.00; Slightly damaged mattresses, new \$2.75 to \$6.00; Oak occasional chairs, \$3.50; Lounge chairs, \$3.00 up; 3-pc. living room suite, \$20.00 up; Studio couch, \$2.00; Cabinet radio, \$1.50; Ice boxes, \$1.00 to \$5.00; Air Way vacuum cleaner, \$4.50; Trunk, glassware, rug, toaster, scarf, lamp, etc. 420 State Street. Open evenings.

"NOLAN'S" out of storage, 3-piece walnut bedroom suite, \$20.00; 420 State St. Open Even.

"NOLAN'S" nationally known beauty \$20.00 up; 3-pc. living room suite, \$20.00 up; 420 State St. Open Even.

"NOLAN'S" new inspiring mattresses \$1.50, 420 State Street. Open Even.

"NOLAN'S" living room suite, \$10.00. A price to fit the pocket, cash counts at Nolan's greater bedding store, 420 State Street. Open Even.

"NOLAN'S" super studio couch, regular \$29.50; cash counts, \$14.75, 420 State. Open even.

"NOLAN'S" felt base rug, 6x9, special \$1.50; 6x12, special \$3.00. Self-serv. 420 State. Open even.

"NOLAN'S" greater bedding store. Bed, spring and mattress, new, complete, \$9.75, 420 State. Open even.

"NOLAN'S" living room suite, 3-piece, \$15, 420 State. Open even.

"NOLAN'S" summer swing type camp chair, "Oh what comfort", \$1.35 each, 420 State St. Open even.

"NOLAN'S" children's cabinet, 4 and 3 drawers, \$3 and \$4. Crisp, complete with mattress, \$7.75, 420 State St. Open even.

"NOLAN'S" genuine profit saving white porcelain breakfast set, 4 brace back chairs, \$7, 420 State St. Open even.

"NOLAN'S" 5-piece porcelain breakfast set, new, \$9.75, 420 State. Open even.

"NOLAN'S" genuine profit saving white porcelain breakfast set, 4 brace back chairs, \$7, 420 State St. Open even.

"NOLAN'S" greater miracle price store. Prices that make the furniture public. A visit to our store or show windows will convince you. A few steps from Main Street in the shopping district. Easy parking, 420 State St. Open even.

"NOLAN'S" chromium plated breakfast set, \$12.50, regularly \$49.50, 420 State. Open even.

MOVING

ARE you moving? For moderate priced moving service call Elmer H. Derleth—Main 4664.

PERSONAL

POLISH AND WAXES. — Ladies save money buy quality at low prices. Liquid Self Polishing Floor Wax \$1.50 gallon. Cream Furniture Polish \$1.50. Oil, Cedar or Lemon Oil Polish, \$1.50. Oil, Metal Polish including silver, 12-oz. can 25c; quart 65c. — Mainard Sales, Glenwood 4493.

AUXILIARY CARD PARTY
St. Monica's Auxiliary of the Knights of St. John will sponsor a card party at 2 p. m. Friday at the Edwards auditorium. Refreshments will be served.

**CLIP THIS AD
3-PIECE UNIT
With This Coupon**

**ROGER'S
Silverplate
54c**

This coupon is redeemable for silver at the office of the Rochester Sun, 419 Burke Bldg. or any of the Sun Silver Redemption stations.
(Knife, Fork & Spoon)
CLIP THIS AD

**BAND CONCERT
and BINGO PARTY** 850 HUDSON AVE.
Formerly Holts Clo. Bldg.

More Than \$1,000 In Automobile And Cash Prizes
FREE Parking For 1000 Cars—Slager Band Am. Legion

**ATTENTION LADIES!
SAVE 25% TO 50% ON
UP TO THE MINUTE HATS**
\$1.95 \$2.95 \$3.95
VAN'S MILLINERY
86 AVENUE A Open 9:30 A.M. to 9:30 P.M.

BEST COAL VALUE IN CITY
FILL YOUR BINS NOW AT THESE LOW CASH PRICES

BLACK MAGIC \$10.25
COAL
BUCKWHEAT \$7.75 Ton — PEA COAL \$8.50 Ton
EST. OVER 25 YEARS PHONE GEN. 586
PAYNE & DUNHAM

**The Truckers Strike
Has Jammed Our Warehouse**

**Overstock Sale
RUBEROID ETERNIT
ROOFING and
SIDING**

Due to the Truckers' Strike we cannot deliver to dealers out of town until strike ends. Our Warehouse is jammed with 20 carloads of Roofing and Siding that must be moved to make room for other merchandise. All city deliveries can be made so take advantage of these old low prices now.

SAVE 20%

\$100 Roof Complete \$79.00
\$150 Roof Complete 119.00
300 Complete Siding Job 239.00

Prices Include All Materials and Labor by Insured Workmen.

Materials Only at Bargain Prices

NO DOWN PAYMENT \$5 MONTHLY

KEMP
ROOFING COMPANY
333 WEST MAIN MAIN 1786

NOW OPEN
Free Gifts
To Ladies

Let Norge Preserve the Food
The new and amazing C/M Synchronizer keeps food juicy fresh twice as long. The Marbion is new, lower priced is super-powered by the famous Norge Compressor. The Gold Seal is the greatest Norge Value in the lower price field... with Hermetically Sealed, Self-Cooling Rollator Unit.

Let Norge do the Washing
Ten laundry models... for fastest washing and ironing. New Step-Feed Washer with Steam Sealer does whites, more sanitary washing. Norge Dismantler trapper hat easy control... saves time, effort and temper.

Let Norge do the Cooking
Norge builds Gas and Electric ranges for all home needs. The Electro-Speed Power Range cooks cleaner, easier, cheaper. See its Speed Plates... its scientific Broiler Waffle. See also the Super Concentrator Gas Range. Its burners are fuel... its Reflecto-Plates save heat.

**NEW ERA FURNITURE AND
APPLIANCE CO.**
363 JAY ST. Gen. 1822-M Open Evenings

W H A M

**ALL TIMES GIVEN IN
THIS COLUMN
ARE EASTERN DAYLIGHT
SAVING TIME**

NEW PROGRAMS
YOUNG DOCTOR MALONE — Mondays thru Fridays, 9:30 a. m.

This new dramatic feature presented by General Foods
MIDSTREAM — Mondays thru Fridays, 5 p. m.

A Proctor and Gamble presentation.
BUCK ROGERS — Monday, Wednesday and Friday, 5:45 p. m.

The kids will go for this Popsicle show.
RAY PERKINS — Sundays, 5:45 p. m.

Westinghouse presents your old favorite in interviews

HIGHLIGHTS

from the New York World's Fair. The first show is May 7.

MUSIC
SUNDAY MUSICAL — Sundays, 12:30 p. m.

ON WINGS OF MELODY — Sundays, 1 p. m.

THE GERMAN HOUR — Fridays, 7:15 p. m.

VARIETY
PLANTATION PARTY — Fridays, 9 p. m.

HANK AND HERB — Saturdays, 7 p. m.

RED FOLEY — Saturdays, 8:30 p. m.

NATIONAL BARN DANCE — Saturdays, 9 p. m.

MAGIC KEY — Sundays, 1 p. m.

JACK BENNY — Sundays, 7 p. m.

CHARLIE MCCARTHY — Sundays, 8 p. m.

THE CIRCLE — Sundays, 10 p. m.

THE SPOTLIGHT — Mondays, 7:30 p. m.

EDDIE DUCHIN — Mondays, 9:30 p. m.

TRUE OR FALSE — Mondays, 10 p. m.

INSIDE STORY — Tuesdays, 8 p. m.

INFORMATION PLEASE — Tuesdays, 8:30 p. m.

FIBBER MCGEE and MOLLY — Tuesdays, 9:30 p. m.

BOB HOPE — Tuesdays, 10 p. m.

HOBBY LOBBY — Wednesdays, 8:30 p. m.

KAY RYDER — Wednesdays, 10 p. m.

SMILE PARADE — Thursdays, 4 p. m.

GOOD NEWS — Thursdays, 9 p. m.

BING CROSBY — Thursdays, 10 p. m.

VOCAL VARIETIES — Friday, 7 p. m.

DRAMA
YOU, THE UNSEEN JURY — Sundays, 7:30 p. m.

HOLLYWOOD PLAYHOUSE — Sundays, 9 p. m.

ORPHANS OF DIVORCE — Mondays, 7 p. m.

ONE MEN'S FAMILY — Wednesdays, 8 p. m.

TRUE TROOPERS DRAMA — Thursdays, 7:30 p. m.

NEWS
PETER GRANT — Sundays, 6:45 p. m.

FARM NEWS — Mondays thru Fridays, 1:15 p. m.

COURIER NEWS — Saturdays, 11:15 a. m.

OUR ESSO REPORTER — Four times a day — seven days a week.

COMMENTARY
ATHER COUGLIN — Sundays, 4 p. m.

VALTER WINCHELL — Sundays, 9:30 p. m.

FRITZ BROWNELL — Wednesdays, 9:15 p. m., and Fridays, 7:45 p. m.

LOWELL THOMAS — Monday thru Friday, 6:45 p. m.

BILL ROGERS — Mondays thru Saturdays, 6:30 p. m.

TOWN HALL MEETING — Saturdays, 7:30 p. m.

AL SIGL — Monday thru Friday 8:15 a. m.

Mrs. Halblieb Harrington of Seneca Parkway, entertained her bridge club for luncheon on Wednesday in her home.

GORMEL'S LAWN FOOD
Rich in Organic Matter. Guaranteed by us to do a Real Job
25 lb. . . 90c 50 lb. . \$1.50 100 lb. \$2.65
GORMEL FERTILIZER COMPANY
390 W. MAIN ST. MAIN 401

KIENER'S
SUGGEST FOR... Mother's DAY

Mother's going to need a coat like these... to see her through the Spring, and for cool Summer evenings. Buy it at KIENER'S this week-end... at really remarkable savings!

SALE NEW SPRING
COATS
\$14.95 To \$18.50
Regularly \$18.50 to \$24.50

Every style that has led this important fashion season! Mostly one-of-a-kind... all with that made-for-you custom look!

SALE Our Own Make **COATS** 1950-2450
SALE Spring Coats **COATS** \$9.95
Fine Fortman and Walter materials, tailored right on our own premises. Clever fashions at substantial savings! In sizes 14 to 44.

KIENER'S COAT SHOP
599 HUDSON AVENUE cor. CLIFFORD

DOLAN'S Formerly Clark's Market
600 JEFFERSON AVE.
We Deliver Phone Genesee 1417

Nothing so good as these juicy tender
SIRLOIN STEAKS 29c
Out from prime steer beef... tasty and tender.

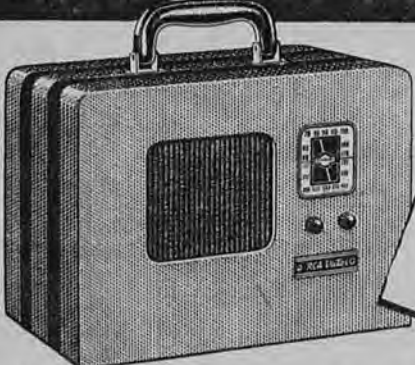
COOKED HAM
Delicious, Tender
Whole or Shank Half 25c
Prime Gov't Inspected
BEEF ROAST 17c
Boneless White Meat
VEAL ROAST 21c
Arpeaks Rindless
SLICED BACON 25c

Tender Plump Young
ROASTING CHICKENS
Meaty young chickens 1 to 4 average 1 to 4 pounds 8 to 10 one for Sunday's dinner.
22c
Fresh Dressed
FOWL lb. 25c
Buy the Cuts of Fresh CHICKEN YOU PREFER
Legs, lb. 35c Necks, lb. 15c Giblets, lb. 15c Breasts, lb. 4c Livers, lb. 45c Wings, lb. 25c

BINGO! — BINGO!
PLYMOUTH CHURCH
SATURDAY and TUESDAY EVENINGS
23 Games 25c at Plymouth and Troup St. 8:30 P. M.

PRICES REDUCED
Buy Now And Save On
MILLER'S SPECIAL STOVE EGG \$9.95
COAL NUT Only Now
GUARANTEED HIGH QUALITY
Visit Our Modern Coal and Coke Yards at 500 West Ave.
• CAREFUL DELIVERIES • COURTEOUS DRIVERS
ARDEAN R. MILLER
Don't Compare This High Grade Coal With Ordinary Low - Priced Coal Offers! One Ton Will Prove The Superiority Of Our Fuel.
PHONE GEN. 20

AT—"SMALLS"—
50c DOWN--WEEK
Will Buy This Sensational
NEW RCA Victor
PICK-ME-UP RADIO
Sensational Portable Battery Radio!



No external wires... nothing to connect!
Model 94BP1 Only
\$19.95
BATTERY INCLUDED

FEATURES!
• Amazing Tone and Power
• Low Operating Cost
• Easy-Reading Clock-type Dial
• No Worry About Electric Current
• Long Life Batteries
• Dependable Performance
• Real Economy

Here's a Radio that doesn't even use house current... it supplies its own power from batteries, neatly tucked away inside its attractive, washable airplane-type luggage covering. Take it with you—anywhere. Enjoy your favorite programs in the country on week ends, picnics, vacations.

Small's
28 EAST MAIN ST.
OPEN SATURDAY EVENING UNTIL 9
JEWELERS—RADIOS—OPTICIANS

TRUTHFUL NEWS

THE ROCHESTER SUN, THURSDAY, MAY 4, 1939

TRUTHFUL ADVERTISING

BONDED PROTECTION
for Your **FURS**
Standard Low **2 1/2%** Storage Rate
FUR STORAGE with Every Assurance of Satisfaction
Main 1993 **E. Kelsey Scott** Main 1994
Fashion Furrier
44 East Avenue

Movie Quiz Winners

Movie quiz contestants literally swamped The Sun Contest editor with their replies to the Mickey Rooney quiz. This week The Sun is collaborating with Loew's Rochester Theater in offering a different form of quiz.

Write a letter, not more than 500 words, describing your most romantic experience and win guest tickets to see Robert Taylor and Myrna Loy in "Lucky Night," opening Friday, May 12. The best twenty-five letters will earn two guest tickets each for the writers.

Each of the following will receive a pair of guest tickets to "The Hardys Ride High," opening tomorrow at Loew's Theater:

John J. Sack, 289 Garson Ave.
Mrs. Harold Mitchell, 72 Francis St.
Irene M. Attridge, 35 Marigold St.
Ray Pink, 66 Gold St.
Margaret O'Connor, 142 Arnett Blvd.
Patricia MacDonald, 29 Vassar St.
Raymond Sprout, 783 Post Ave.
Jane Taylor, 303 Myrtle St.
John Moser, 715 Harvard St.
William Rockefeller, 145 Lehigh Ave.
Mrs. John Meagher, 226 Avenue E.
Harold J. Coker, 43 Sylvester St.
Denny O'Brien, 300 Front Avenue
Olive Malar, 82 Chestnut St.
Robert Zuretti, 123 Clinton Ave. No.
Eleanor Tremor, 192 Cady St.
Joyce Brown, 415 Laver St.
William McDonald, 116 Columbia Ave.
William Starn, 70 Stewart St.
Agnes Brusell, 145 Scutten St.
Francis Hutchinson, 723 Garson Ave.
Eli Newman, 421 No. Goodman St.
Gloria Kannenberg, 1000 Chili Ave.
Virginia Thompson, 137 Le Grand Rd.
Lucille Marion, 114 Trussdale St.

New Lawn Fertilizer At Moderate Price
C. J. Gormel of 390 West Avenue, has developed a new lawn food after five years of research. This lawn food is exceedingly rich in organic matter and Mr. Gormel claims that the results secured are exceptional.

Mr. Gormel has been manufacturing G. B. S. Super Plant Food for seven years and believes that this new lawn food, which sells for much lower price, will fill a very definite place amongst home owners who need a moderate priced fertilizer.

Dr. and Mrs. Harvey J. Vary of San Gabriel Drive, will entertain the Deep Springs Garden Club on Tuesday evening in their home.

Lincoln's are "Specialists" when it comes to VALUES for the "INFANTRY"

BABY WEEK

at LINCOLN'S



Children's 3 to 6x dainty sheers and taffeta
DRESSES
Sunday Best and School Frocks
\$1

Swiss dots, organdies, embroidered sheers and percale prints ruffled, pleated and button styles. Colorfast and washable.

TWIN INSURANCE

If you buy your layette at Lincoln's and they turn out to be twins... we'll give the second layette FREE... the same applies to triplets or quads (if it's quints we'll give you the store).



A Complete LAYETTE
For only \$7.24
Including Twin Insurance

- 2 Shirts 50¢
- 2 Bands 40¢
- 2 Binders 40¢
- 2 Gowns 50¢
- 2 Dresses 50¢
- 2 Gertrudes 50¢
- 1 Dox. Diapers \$1.00
- 1 Pr. Hose 20¢
- 1 Pad (17x18) 19¢
- 1 Blanket \$1
- 2 Wrapping Blankets Size 28x34 40¢
- 1 Rubber Sheet 10¢
- 1 Pin 10¢
- 1 Can Powder 10¢
- 1 Cake of Soap 10¢
- 1 Jacket 50¢
- 1 Pair of Booties 25¢
- 1 Bonnet 50¢

The complete LAYETTE **7.24**



Better quality 4 to 14

RAYON UNDIES

- panties
 - bloomers
 - vests
- 20¢**

Tea rose and white, striped rayons in sizes 4 to 14. All tailored styles.

BIRDSEYE 27x27 or FLANELLETTE DIAPERS
PKG. of 6
50¢

BABY SPOON GIVEN FREE
To the first twelve baby's born during baby week. Just bring in the birth certificate and we'll give you a spoon.



Tots' SILK COATS \$1
Pink, blue and white silk coats in sizes 1 and 2.



Infants' ALL WOOL COAT or SLIP-ON SWEATERS 69¢ - \$1
Pastels and darks with angora or embroidery trims. Sizes 1 - 3.



Organdy - Silk - Pique BABY BONNETS 25¢ and 50¢
Organdies, silks and piques in pink, blue and white. Dainty shirtings and embroidered in lovely pastels. Sizes 12 to 18.

It's the LITTLE THINGS at LITTLE PRICES He must have

- 24x35 Rubber Sheets 10¢
- 36x45 Rubber Sheets 39¢
- 18x27 Stockinette Sheets 39¢
- 36x34 Stockinette Sheets \$1.19
- Infants' Rubber Pants 10¢ to 25¢
- Nursery Beacon Blankets \$1.00
- Madeira Gowns 39¢
- High Chair Pads \$1.19
- Infants' "First Step" Shoes 79¢
- Children's Hats 59¢ to 79¢
- 2 to 8 Corduroy Overalls 79¢
- Teen Girls' Angora Sweaters \$1.59
- Infants' Dresses 25¢ - 59¢
- Muslin Gertrudes 25¢ to 39¢
- Infants' Walking Shoes .pr. \$1.00
- Jr. Boys' Sweaters \$1.00



Children's Sizes 2 to 14 Crepe PAJAMAS 59¢
SIZES X TO 8



Girls' 4 to 14 Sweetheart Rayon SATIN SLIPS 59¢
Tea rose and white printed and plain satins in sizes 4 to 14.



Self-help Balloon Seat CREPE SLEEPERS 39¢
Self help back and button fronts. Pink and blue in 2 to 8.



Fine soft yarn INFANTS' SHIRTS and BANDS
15% wool button front shirts 39¢
Rayon stripe, 2 to 6 shirts 25¢
15% wool, 2 to 6 bands each 25¢

LINCOLN'S

MAIN ST. AT ST. PAUL

THURSDAY, FRIDAY, SATURDAY Only!

SPRING & SUMMER

HAT SALE

88¢

Samples, manufacturers odd lot closeout, our own higher priced models... not a one previously priced below \$1.98.

Vanity MILLINERY
48 E. MAIN At Front St.

NOW OPEN PLAY DAY OR NIGHT GOLF AND TENNIS RANGE AND COURTS
OLYMPIC SPORT CENTER
Scottsville Rd., Opp. Airport Gen. 4193

Metzgers
HAVE A PAYMENT PLAN TO SUIT THE PERSONAL NEEDS OF EVERY WOMAN
NO PAYMENT IN ADVANCE OF YOUR PURCHASE... YOU PAY AFTER YOU BUY!
Repeat Sale of Last Week's Sell-Out... to Start off Your Metzger Account With a Saving Friday and Saturday!

A FRESH NEW STOCK FOR THIS WEEK-END

SALE

Formerly to \$19.95

Spring Coats

\$11.95

A fortunate purchase by our buyer, who has just returned from New York, enables us to offer even greater values than those which sold out so fast last week-end! Coats like these are investments... for they're wearable throughout the summer as well as Spring! These coats were unpacked only yesterday and will be ready for your critical inspection tomorrow for the first time.

All New Fashions - Fitted Styles, Swaggery Tweeds, Soft Fluffy Swing Models, Dashing Reefers.

Metzger's STYLE SHOP

34 EAST MAIN ST.



Worth Looking
Into . . .

\$40⁰⁰ to \$60⁰⁰
GIVEN

For Your Old Stove or Ice Box Toward a New
**REFRIGERATOR
OR STOVE**

5-Leading Makes!

... at their
Nationally
Advertised
Prices!



**HANDY
BANK
GIVEN!**

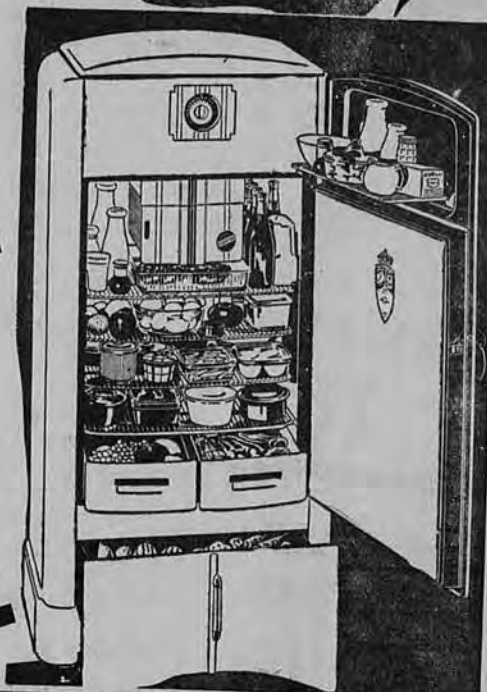


Make
It
Easy to
Save
Your
2
Nickels
a Day!

PAY ONLY

2

NICKELS A DAY



for Only **50^c** DOWN
and
WEEKLY

YOU CAN RE-TIRE YOUR CAR FOR
SPRING WITH BRAND NEW



**GOODYEAR
and MOHAWK
TIRES**

SHOP
HERE
AND YOU
WILL
SAVE

WE SAY WHAT
WE MEAN

SENECA STORES

149 MONROE AVENUE
OPEN EVENINGS UNTIL 10 P. M.

WE MEAN
WHAT WE SAY

JEWELRY and SILVERWARE
on Easy Credit!



An exquisite combination
... diamond engagement
ring and diamond set
wedding band. 14-Karat
Solid Gold, with perfect-
ly matched diamonds.

Beautiful Diamond
**BRIDAL
SET**

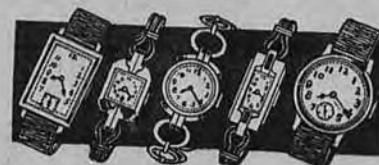
\$23⁷⁵ UP



Pay Only
EASIEST CREDIT
TERMS IN TOWN!

50^c DOWN
and
WEEKLY

INVEST
the
Easy Credit
way!



Nationally Famous
WRIST WATCHES

Ladies
Watches

\$9⁹⁵
Up

Men's
Watches

\$7⁹⁵
Up

This Week - End Only!

Solid Gold Baby Ring or
Baby Locket Given With
Every Jewelry Purchase

**Loudly
Acclaimed As
THE FINEST ALE
IN
ROCHESTER**

**Sam o' Shanter
STOCK ALE**

More Hops • More Malt • More Age
DRAUGHT • BOTTLES
EVERYWHERE

AMERICAN BREWING CO. • Rochester, N. Y.

**SALADA
TEA**
(BLUE LABEL)
1/4 Lb. **19c**

On Sale At Your Grocer
BERGER-KLEIFGEN CO.
Distributors

Mrs. Ely Buell of Portland Avenue, will entertain the Columbian Twig for luncheon on Friday, May 19, in her home.

Miss Ellen L. Todd of Buckingham Street will entertain the Beau Desir Reading Club for tea on Monday in her home.

BINGO
EVERY SUNDAY NIGHT
BETH JOSEPH
1150 St. Paul St.
ALL CASH PRIZES
39 Games—25c 8:30 P.M.

PLAY BINGO
At CENTURY THEATRE

MON., WED.,
FRI., SAT.
2:30 P.M.
MATINEES

WED.,
FRI.,
EVENINGS
8:30 P.M.

\$100 CASH DAILY
SPECIAL FRI. \$150.00 IN CASH

LOEW'S

Myrna Loy & Robert Taylor
LUCKY NIGHT

Spring and love are in the air and romance is everywhere what was the most romantic day or night of your life? Was it a whirlwind succession of events or was the mood slow and sentimental? Did you meet your sweetheart formally or by accident? Would you live it over again or was it just one of those peace-time things?

For the best twenty-five letters of 150 words or less on "The Most Romantic Day of My Life" "Loew's and The Rochester Sun" will award 25 pairs of guest tickets to see "Lucky Night" starring Myrna Loy and Robert Taylor at Loew's, starting Friday, May 12.

Mail Your Letters As Quickly As Possible To The Contest Editor

OPENS FRIDAY, MAY 12th
LOEW'S THEATRE
Hurry! Address All Replies To:
CONTEST EDITOR—ROCHESTER SUN

IT PAYS

TO DO YOUR
FRIDAY & SATURDAY
FOOD SHOPPING

AT



It pays TWO ways... first, on the price you pay, for Wegman's big-volume buying power saves you money... second, on the quality you buy, always the best at Wegman's... and that's GUARANTEED!

Wegman's Quality

PRIME TENDER GRAIN-FED

SHOULDER ROAST

BEEF

18c Lb.

PLUMP MEATY TENDER YOUNG
LONG ISLAND DUCKLINGS... Lb. **17c**

WELCOME HOME
RED WINGS SALE!

WHEATIES
10c pkg.

**HUNT CLUB
DOG FOOD**
5 lb. sack **39c**

No. 2 GOLDEN GLORY
**TENDER
PEAS**
3 cans for **25c**

BLUE PLATE FANCY
**LARGE
SHRIMP**
10c can

Combination Offer!
**SCOTT
TOWELS and
HOLDER**
25c

**SCOT-
TISSUE** 4 roll for **25c**

CLEANS CLOTHES QUICKLY & WHITER
RINSO POWDER... 2 pkgs. **37c**

PURE VEGETABLE SHORTENING
CRISCO, 3-pound can, ea. **47c**

A BLEND OF THE FINEST COFFEES
KILBOURN HALL COFFEE, lb. **19c**

FRESHLY ROASTED EVERY DAY
Wegman's FAVORITE COFFEE **15c**

SERVE THEM WITH BROILED BACON
OLYMPIA LIMA BEANS... lb. **5c**

24 1/2 POUND SACK
DAISY PASTRY FLOUR, each **44c**

THE PERFECT SALAD DRESSING
MIRACLE WHIP... qt. jar **37c**

QUART JAR WEGMAN'S GREEN GABLES
SALAD DRESSING... ea. **27c**

TEN POUND SACK PURE
GRANULATED SUGAR... each **47c**

TALL SIZE CAN PET
EVAPORATED MILK... 4 for **25c**

STOCK UP NOW! HIRE'S

ROOT BEER

With Real Root Juices

12-oz. Bottles **6 for 25c**

26-oz. Bottles **3 for 25c**

Plus Bottle Deposit

**GREATEST PROOF
OF BUTTER VALUE
WE'VE EVER
OFFERED!**

Land O' Lakes... The wonderful sweet cream butter you have read so much about it's 93 score... the top score in butter. Try it! See how much it helps to make every meal taste better.



**EVERY PACKAGE OF
LAND O' LAKES
BUTTER CONTAINS
U. S. CERTIFICATE
OF QUALITY!**



**Today's
Price** Lb. Roll **26c**

Wegman's
HOME OWNED FOOD MARKETS
Famous For
Fine Foods

SUPER SAVINGS FOR THURSDAY FRIDAY SATURDAY & SUNDAY AT

KEY DRUG STORES

470 N. GOODMAN
92 E. MAIN
546 MONROE

CUT RATE

KEY COUPON Large Size
OXYDOL
15c (Limit 1)

KEY COUPON
**MILK OF
MAGNESIA
TABLETS**
Bottle of 100
19c (Limit 2)

KEY COUPON
**HERSHEY
BARS**
**HERSHEY'S
MILK CHOCOLATE**
Regular 15c Large Size **9c** (Limit 2)

KEY COUPON
**WAX
PAPER**
30 Feet
With Cutter Edge
2 FOR 5c (Limit 2)

Double
Edge
BLADES
To Fit
Gillette Razor
Pkg. of 20
10c

Pure
U.S.P.
**BICARBONATE
OF SODA**
lb.
7c

Cordial
Choc. Covered
CHERRIES
Reg. 40c
Lb. Box **18c**

Business
ENVELOPES
Reg. 16c
3 pkgs. For **11c**

8 Oz. Six
EYE BATH
With Eye Cup
Reg. 50c
29c

U. S. P.
**BORIC
ACID**
lb.
16c

**MOTH
BALLS
or FLAKES**
12 oz. Box **6c**

FAMOUS - BRAND PIPES

Nationally Advertised in the Magazines at \$2 Each

EVERY PIPE PERFECT

We cannot advertise the name of this famous pipe because of the price! But the name is on every pipe and all come in the original boxes.

Made from selected natural briar, treated with special patented oil process which makes it sweet smoking and mellow.

Mail and Phone Orders Filled on Two or More.

67c
3 FOR 1.89

POUND TOBACCOS at CUT PRICES

GRANGER 64c GEO. WASHINGTON 46c
VELVET 64c RALEIGH 64c
Union Leader, 14 oz. 56c EDGEWORTH 94c
PRINCE ALBERT 64c HALF & HALF 64c

EASTMAN CAMERAS & SUPPLIES
At New Low Prices!

Reg. 1.00 Baby Brownie 57c
Reg. 2.50 Bullet Camera 1.70
Reg. 2.35 Brownie Jr., No. 620 1.70
Reg. 2.35 Brownie Jr., No. 616 2.00
Reg. 3.00 Bull's Eye, No. 620 2.34
Reg. 3.10 Brownie, No. 620 2.43
Reg. 3.75 Brownie, No. 616 2.77

KODAK FIXING POWDER reg. 25c 19c
HYPO POWDER, reg. 25c 19c
M. Q. DEVELOPER tube 6c
UNIVERSAL DEVELOPER tube 6c

**WOODBURY'S
COLD CREAM & SOAP**
Both For **39c**

NEW Cream Deodorant
safely STOPS under-arm
PERSPIRATION

1. Does not roll dress—does not irritate skin.
2. No waiting to dry—can be used right after shaving.
3. Stops perspiration for 1 to 3 days.
4. White, greaseless vanishing cream.
5. Acid has the American Institute of Laundering Approval Seal for being HARMLESS TO FABRICS.

ARRID 39c and 59c a jar

**WILLIAMS
SOAKS MY
WHISKERS
SOFT!**

says Bill Tilden
Special 39c
Double Size Tube

GEM
all for **29c**
GEM RAZOR

Chrome-plated Gem Micromatic Razor—same as in \$5.00 sets. Super-lean blades. Washable Marble Hot Case.

NEW Teel FOR TEETH

LIQUID DENTIFRICE
A marvelous New Discovery—Not Paste—Not Powder—Contains No Abrasives.
New safe way to brighten teeth and freshen the mouth.

Medium Bottle **23c**
Large Bottle **39c**

There's Beauty in Every Drop

**Electric
SANDWICH TOASTER**
Regular \$1.59 **89c**

**WOODBURY'S
COLD CREAM & SOAP**
Both For **39c**

50c Woodbury Cream both 39c
10c Woodbury Soap for

Beef, Iron & Wine 49c
Pint size, Reg. \$1.00
Squibb's Aspirin 59c
Bottle of 200
Ex-Lax 19c
Regular 25c
Oil of Wintergreen 49c
8 Oz. Regular \$1.00
Cuticura Ointment 16c
Regular 25c
Anti-Colic Nipples 2c
Small or Medium, Reg. 8c
Beechnut Baby Foods 25c
In Glass Containers, 3 for

**will not rub off
CARBONA
SHOE WHITENER**
For Every Kind of White Shoe

25c Size **16c**

We Reserve the Right To Limit Quantities

THIS WEEK'S **LOW RENT SPECIAL**

Never Before! Never Again!
BRAND NEW 1938-7½ CU. FT.

NORGE
REFRIGERATOR

Value \$209.50
\$139.95

Buy Now And Save

3 Years To Pay

HURRY! JUST A FEW!!

Buy **NORGE** the
Majestic Way

A FEW

PENNIES A DAY,

and YEARS TO PAY!



As Low As **\$119.95**

FOR THIS BIG 1939
NORGE Refrigerator

- ★ Greater Cold Saves Food!
- ★ Greater Moisture, Saves Food Flavor!

Visit MAJESTIC this week-end, and see the refrigerator that keeps food fresh TWICE as long . . . and preserves the flavor as well!

FREE FREEZER . . . Near-Zero Temperature for more ice faster.

GLACIER-SEALED ICE COMPARTMENT . . . Purer Ice, no contamination. Only freezer sealed front and rear.

HANDEFROSTER . . . New, Easier Defrosting. Simplest, surest, safest!

COLDPACK . . . a real Cold Storage Plant for Meats.

MOBILE SHELVES . . . Fully adjustable, sliding and removable storage space to fit YOUR needs.

NORGE

CHALLENGES THE WORLD!

Nothing but the best for MAJESTIC customers! That's why we selected this complete line of NORGE electrical appliances. The experience behind their construction is your guarantee of years of satisfactory use. And the manner in which you buy at MAJESTIC makes it possible for you to own them without the slightest financial inconvenience!

NORGE Stera Clean WASHER

STEAM SEALER LOOSENS THE DIRT . . . PORCELAIN AGITATOR REMOVES THE DIRT MORE THOROUGHLY . . . MAKES YOUR WASH LOOK BETTER . . .

Gleaming, sanitary white porcelain . . . bigger, stronger tubs . . . Porcelain-finished agitator that acts most gently . . . oversize Auto-built transmission . . . new type damp dryer that makes the old-fashioned wringer obsolete! See it this week-end at MAJESTIC!

BUY OUT OF THE HIGH RENT DISTRICT AND SAVE!



As Low As **\$49.50**



SEE THE NEW EXCLUSIVE

NORGE
Super Concentrator
GAS RANGES

Norge Super Concentrator Ranges use an entirely new design of heat transmission . . . provides hotter heat, and harnessed heat, for better, cheaper cooking. See the many other new features . . . Mod-fire . . . Broiler Wells . . . smart new styling. Priced much lower than you would dare to hope!

30-28-3-4

SEE NORGE BEFORE YOU BUY!

... and See It At Majestic!

OPEN EVERY EVENING

204 COURT STREET

Out Of The High Rent District

Between S. Clinton and South Ave.

MAJESTIC
FURNITURE COMPANY

PATTY'S Scores Again

WITH THESE THRILLING "BUYS"

\$25⁰⁰ ALLOWANCE

on Your Old Piano Toward
the Purchase of This Beautiful
SUITE OF THE MONTH



Beautiful!

ALL SIX PIECES

\$99 Less
\$25.00
for Your
Piano

- Large Davenport With 2 Pillows
- Comfortable Lounge Chair With Ottoman

Here's the perfect beginning for the home of your dreams—a living room group that combines the utmost in design, with luxurious coverings. It includes the large, comfortable Davenport, with 2 Pillows, Lounge Chair and Reclining Chair with Ottoman.



HAND-RUBBED

**MATCHED WALNUT
3-PIECE SUITE \$79**

Beautiful, full matched walnut veneers... full size, moderately-styled pieces, in the latest fashion. Large plate-glass round mirror. Bed, chest and choice of dresser or vanity. A suite typical of the history-making furniture values you'll find at

Less Piano

**COUPON
Modern METAL CHAIR
for HOME or BEACH**

\$1.69
Reg. \$2.95

Electric Refrigerators
at **GIVE-AWAY** Prices

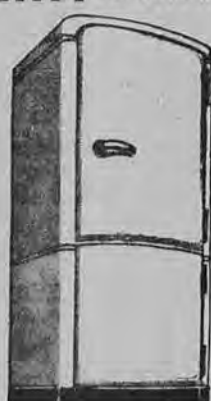
Close-Out!

1936-1937-1938's
Floor Sample Trade-In!

**\$25⁰⁰
ALLOWANCE**

For Your Old Piano
On One Of These
New Refrigerators

JUST 15 ON HAND!



PATTY'S OPEN Every Evening FREE Parking at Station and
Until 9 P. M. Grove Parking Station
366-368 MAIN ST. E.

**CLOSING WEEKS!
AUCTION**
98 MAIN ST. E.
ENTIRE STOCK OF NATIONAL LINEN SHOP
FINE LINENS
LUNCHEON SETS BRIDGE SETS
BANQUET SETS INFANTS' WEAR
HANDKERCHIEFS TOWELING
BED SPREADS PILLOW CASES
TAPESTRIES—LACES RUGS—SHEETS
Everything must go to the highest bidder. No limit—No reserve. We will gladly auction any item upon request.
JOE APPEL—Auctioneer—SAM BETHES
AUCTION STARTS DAILY 10 A. M.
NATIONAL LINEN SHOP
98 EAST MAIN ST., near WATER
SOUVENIRS GIVEN DAILY

**RACLE
RKET** 694
LAKE AVE.

CLE-MAKERS
Friday & Saturday
"Miracle Makers" because it's a miracle
petition how we can sell at such low
Come in this week-end... see
its miracle works... and it will
a miracle next week if you
ren't back for more of
these super-bargains!

Time You Buy!

**ROYAL
PUDDING 3 for 11c**
Chocolate—Vanilla—Butterscotch
Del Monte
PEAS 2 No. 2 Cans 23c

RESSING Full Quart 19c

TTI 2 Large Cans 15c

4 Cans For 25c

IES Large Package 2 For 19c

Full of Bargains Like These

L ROASTS lb. 21c
ASTS lb. 15c
Young Steers

T of BEEF lb. 27c

22c CORNED BEEF lb. 21c
Boneless Brisket Sugar Cured
Rochester Made
Ham Bologna
Wide Casing

WANT OF FRESH CHICKEN CUTS
23c Chicken Breasts, lb. 41c Chicken Legs, lb. 35c
19c Chicken Neck, 3 lb. 25c Chicken Livers, lb. 45c

Coupon Special
10 Lb. Sack DOMINO
SUGAR 44c
WITH THIS COUPON

DOLE PINEAPPLE 9c
GEMS or TIDBITS

2c BUTTER 2 lbs. 47c
Fresh Creamery
15c EGGS 2 doz. 47c
Strictly Fresh
25c LARD 3 Lb. Prints 25c
17c CHEESE lb. 17c
Longhorn

FREE DELIVERIES
On All Orders of \$3.00 or More!

BERGHASH Wine and Liquor SAVINGS

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 1/2 YEARS OLD
CREAM O'GRAIN
STRAIGHT BOURBON
WHISKEY**
3 Quarts \$4.00 **\$1.39** QUART

Est. 1740
BOOTH'S
HIGH AND DRY
Distilled London Dry
GIN 90 Proof
Value to \$1.39 **\$1.39** Fifth

OUR FAMOUS
LONDON INN
90 Proof—Distilled
DRY GIN
Value to \$1.39 **\$1.00** Fifth

**2 1/2 YEARS OLD
90 PROOF
GREYHOUND**
STRAIGHT BOURBON WHISKEY
A \$2.00 Value 3 Qts. **\$1.69** Quart

SCOTCH WATSON'S NO. 10
100% SCOTCH WHISKIES **\$2.69** Fifth
8 YEARS OLD
IMPORTED
One of Scotland's Finest Mellow and Smooth Scotches

APPLE-JACK BRANDY
"RED MILL" 90 PROOF
AGED 2 1/2 YEARS **\$1.59** Full Quart

100% Pure California WINES
\$1.44 GALLON **79c** 1/2 Gallon
• Port • Sauterne
• Sherry • Reisling
• Tokay • Burgundy
• Muscatel • Claret
• Madeira • Chianti

EXTRA IMPORTED RUM VIRGIN ISLAND
AGED 5 1/2 YEARS **\$1.69** Fifth
A really sensational price for Rum of such superb quality. WORTH \$2.25
Excellent in Rum Collins and Rum Swizzles.

Julius Marcus Peach or Cherry 80 Proof Liqueur, fifth \$1.64
Le Jour—Rock-N-Rye 80 Proof quart \$1.69
Italian Vermouth, Imported 30 oz. 98c

RYE BRIARWOOD STRAIGHT WHISKEY
AGED IN WOOD 3 YEARS OLD **\$1.82** Full Quart Worth \$2.29

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

PAGE TEN

TRUTHFUL NEWS

THE ROCHESTER SUN, THURSDAY, MAY 4, 1939

TRUTHFUL ADVERTISING

Mrs. Louis William Chapin of Hawthorn Street, will entertain at luncheon and bridge next Thursday in her home.

Mrs. Verner C. Kreuter of Highland Avenue, will entertain at luncheon and bridge on Tuesday in her home.

Say You Saw It In The SUN

Say You Saw It In The SUN

MANUFACTURERS SINCE 1885 CHAMPION'S ANNUAL SWEATER and JACKET SALE!

ALL
STYLES,
SIZES
AND
COLORS



NEW SPORT
SWEATERS

\$2.69

FINEST SELECTION IN TOWN
LIGHTWEIGHT, SPORT
JACKETS

PRICED FROM

\$1.95 to \$15.00

Champion
KNITWEAR CO. 71 ST. PAUL ST.

30 Minutes Free Parking at 3 Stations, Bills, Strand and Spark

SIMMONS For PLYMOUTH'S

Home of Bacteria-Free Used Cars

You pay no more for this protection—every Used Car in our stock is processed and guaranteed to be absolutely CLEAN.

1937 De Soto Deluxe Brougham	\$685	1935 Plymouth Deluxe Coupe	\$395
1937 Chev. Touring Sedan	485	1933 Ford Deluxe R. S. Coupe	155
1936 Ford Tudor Touring	295	1933 Plymouth PD Sed.	145
1937 Ford "85" Tudor	425	1935 Ford Dix Tudor	245
1936 Plymouth Deluxe R. S. Coupe	365	1934 Chev. Master Ch.	245
1935 De Soto Airflow Sed.	395	1937 DeSoto 7-Pass	645

NO DOWN PAYMENT ON CARS UNDER \$300

SIMMONS MOTORS
306 EAST AVE.

Open Evenings Stone 6380

JUST
ARRIVED

2,000
Brand New

DRESSES

Just in time for Mother's Day... these crisp, fresh new frocks at a record low price for such high fashion! Buy them for yourself, as well as for Mother.

A Small Deposit Will Hold Till Mother's Day!

\$1.00

\$1.95

Cruise Cloth, 50-
w. P. 10-12, 14-
16, 18-20, 22-24,
26-28, 30-32, 34-36,
38-40, 42-44, 46-48,
50-52, 54-56, 58-60,
62-64, 66-68, 70-72,
74-76, 78-80, 82-84,
86-88, 90-92, 94-96,
98-100, 102-104, 106-108,
110-112, 114-116, 118-120,
122-124, 126-128, 130-132,
134-136, 138-140, 142-144,
146-148, 150-152, 154-156,
158-160, 162-164, 166-168,
170-172, 174-176, 178-180,
182-184, 186-188, 190-192,
194-196, 198-200, 202-204,
206-208, 210-212, 214-216,
218-220, 222-224, 226-228,
230-232, 234-236, 238-240,
242-244, 246-248, 250-252,
254-256, 258-260, 262-264,
266-268, 270-272, 274-276,
278-280, 282-284, 286-288,
290-292, 294-296, 298-300,
302-304, 306-308, 310-312,
314-316, 318-320, 322-324,
326-328, 330-332, 334-336,
338-340, 342-344, 346-348,
350-352, 354-356, 358-360,
362-364, 366-368, 370-372,
374-376, 378-380, 382-384,
386-388, 390-392, 394-396,
398-400, 402-404, 406-408,
410-412, 414-416, 418-420,
422-424, 426-428, 430-432,
434-436, 438-440, 442-444,
446-448, 450-452, 454-456,
458-460, 462-464, 466-468,
470-472, 474-476, 478-480,
482-484, 486-488, 490-492,
494-496, 498-500, 502-504,
506-508, 510-512, 514-516,
518-520, 522-524, 526-528,
530-532, 534-536, 538-540,
542-544, 546-548, 550-552,
554-556, 558-560, 562-564,
566-568, 570-572, 574-576,
578-580, 582-584, 586-588,
590-592, 594-596, 598-600,
602-604, 606-608, 610-612,
614-616, 618-620, 622-624,
626-628, 630-632, 634-636,
638-640, 642-644, 646-648,
650-652, 654-656, 658-660,
662-664, 666-668, 670-672,
674-676, 678-680, 682-684,
686-688, 690-692, 694-696,
698-700, 702-704, 706-708,
710-712, 714-716, 718-720,
722-724, 726-728, 730-732,
734-736, 738-740, 742-744,
746-748, 750-752, 754-756,
758-760, 762-764, 766-768,
770-772, 774-776, 778-780,
782-784, 786-788, 790-792,
794-796, 798-800, 802-804,
806-808, 810-812, 814-816,
818-820, 822-824, 826-828,
830-832, 834-836, 838-840,
842-844, 846-848, 850-852,
854-856, 858-860, 862-864,
866-868, 870-872, 874-876,
878-880, 882-884, 886-888,
890-892, 894-896, 898-900,
902-904, 906-908, 910-912,
914-916, 918-920, 922-924,
926-928, 930-932, 934-936,
938-940, 942-944, 946-948,
950-952, 954-956, 958-960,
962-964, 966-968, 970-972,
974-976, 978-980, 982-984,
986-988, 990-992, 994-996,
998-1000, 1002-1004, 1006-1008,
1010-1012, 1014-1016, 1018-1020,
1022-1024, 1026-1028, 1030-1032,
1034-1036, 1038-1040, 1042-1044,
1046-1048, 1050-1052, 1054-1056,
1058-1060, 1062-1064, 1066-1068,
1070-1072, 1074-1076, 1078-1080,
1082-1084, 1086-1088, 1090-1092,
1094-1096, 1098-1100, 1102-1104,
1106-1108, 1110-1112, 1114-1116,
1118-1120, 1122-1124, 1126-1128,
1130-1132, 1134-1136, 1138-1140,
1142-1144, 1146-1148, 1150-1152,
1154-1156, 1158-1160, 1162-1164,
1166-1168, 1170-1172, 1174-1176,
1178-1180, 1182-1184, 1186-1188,
1190-1192, 1194-1196, 1198-1200,
1202-1204, 1206-1208, 1210-1212,
1214-1216, 1218-1220, 1222-1224,
1226-1228, 1230-1232, 1234-1236,
1238-1240, 1242-1244, 1246-1248,
1250-1252, 1254-1256, 1258-1260,
1262-1264, 1266-1268, 1270-1272,
1274-1276, 1278-1280, 1282-1284,
1286-1288, 1290-1292, 1294-1296,
1298-1300, 1302-1304, 1306-1308,
1310-1312, 1314-1316, 1318-1320,
1322-1324, 1326-1328, 1330-1332,
1334-1336, 1338-1340, 1342-1344,
1346-1348, 1350-1352, 1354-1356,
1358-1360, 1362-1364, 1366-1368,
1370-1372, 1374-1376, 1378-1380,
1382-1384, 1386-1388, 1390-1392,
1394-1396, 1398-1400, 1402-1404,
1406-1408, 1410-1412, 1414-1416,
1418-1420, 1422-1424, 1426-1428,
1430-1432, 1434-1436, 1438-1440,
1442-1444, 1446-1448, 1450-1452,
1454-1456, 1458-1460, 1462-1464,
1466-1468, 1470-1472, 1474-1476,
1478-1480, 1482-1484, 1486-1488,
1490-1492, 1494-1496, 1498-1500,
1502-1504, 1506-1508, 1510-1512,
1514-1516, 1518-1520, 1522-1524,
1526-1528, 1530-1532, 1534-1536,
1538-1540, 1542-1544, 1546-1548,
1550-1552, 1554-1556, 1558-1560,
1562-1564, 1566-1568, 1570-1572,
1574-1576, 1578-1580, 1582-1584,
1586-1588, 1590-1592, 1594-1596,
1598-1600, 1602-1604, 1606-1608,
1610-1612, 1614-1616, 1618-1620,
1622-1624, 1626-1628, 1630-1632,
1634-1636, 1638-1640, 1642-1644,
1646-1648, 1650-1652, 1654-1656,
1658-1660, 1662-1664, 1666-1668,
1670-1672, 1674-1676, 1678-1680,
1682-1684, 1686-1688, 1690-1692,
1694-1696, 1698-1700, 1702-1704,
1706-1708, 1710-1712, 1714-1716,
1718-1720, 1722-1724, 1726-1728,
1730-1732, 1734-1736, 1738-1740,
1742-1744, 1746-1748, 1750-1752,
1754-1756, 1758-1760, 1762-1764,
1766-1768, 1770-1772, 1774-1776,
1778-1780, 1782-1784, 1786-1788,
1790-1792, 1794-1796, 1798-1800,
1802-1804, 1806-1808, 1810-1812,
1814-1816, 1818-1820, 1822-1824,
1826-1828, 1830-1832, 1834-1836,
1838-1840, 1842-1844, 1846-1848,
1850-1852, 1854-1856, 1858-1860,
1862-1864, 1866-1868, 1870-1872,
1874-1876, 1878-1880, 1882-1884,
1886-1888, 1890-1892, 1894-1896,
1898-1900, 1902-1904, 1906-1908,
1910-1912, 1914-1916, 1918-1920,
1922-1924, 1926-1928, 1930-1932,
1934-1936, 1938-1940, 1942-1944,
1946-1948, 1950-1952, 1954-1956,
1958-1960, 1962-1964, 1966-1968,
1970-1972, 1974-1976, 1978-1980,
1982-1984, 1986-1988, 1990-1992,
1994-1996, 1998-2000, 2002-2004,
2006-2008, 2010-2012, 2014-2016,
2018-2020, 2022-2024, 2026-2028,
2030-2032, 2034-2036, 2038-2040,
2042-2044, 2046-2048, 2050-2052,
2054-2056, 2058-2060, 2062-2064,
2066-2068, 2070-2072, 2074-2076,
2078-2080, 2082-2084, 2086-2088,
2090-2092, 2094-2096, 2098-2100,
2102-2104, 2106-2108, 2110-2112,
2114-2116, 2118-2120, 2122-2124,
2126-2128, 2130-2132, 2134-2136,
2138-2140, 2142-2144, 2146-2148,
2150-2152, 2154-2156, 2158-2160,
2162-2164, 2166-2168, 2170-2172,
2174-2176, 2178-2180, 2182-2184,
2186-2188, 2190-2192, 2194-2196,
2198-2200, 2202-2204, 2206-2208,
2210-2212, 2214-2216, 2218-2220,
2222-2224, 2226-2228, 2230-2232,
2234-2236, 2238-2240, 2242-2244,
2246-2248, 2250-2252, 2254-2256,
2258-2260, 2262-2264, 2266-2268,
2270-2272, 2274-2276, 2278-2280,
2282-2284, 2286-2288, 2290-2292,
2294-2296, 2298-2300, 2302-2304,
2306-2308, 2310-2312, 2314-2316,
2318-2320, 2322-2324, 2326-2328,
2330-2332, 2334-2336, 2338-2340,
2342-2344, 2346-2348, 2350-2352,
2354-2356, 2358-2360, 2362-2364,
2366-2368, 2370-2372, 2374-2376,
2378-2380, 2382-2384, 2386-2388,
2390-2392, 2394-2396, 2398-2400,
2402-2404, 2406-2408, 2410-2412,
2414-2416, 2418-2420, 2422-2424,
2426-2428, 2430-2432, 2434-2436,
2438-2440, 2442-2444, 2446-2448,
2450-2452, 2454-2456, 2458-2460,
2462-2464, 2466-2468, 2470-2472,
2474-2476, 2478-2480, 2482-2484,
2486-2488, 2490-2492, 2494-2496,
2498-2500, 2502-2504, 2506-2508,
2510-2512, 2514-2516, 2518-2520,
2522-2524, 2526-2528, 2530-2532,
2534-2536, 2538-2540, 2542-2544,
2546-2548, 2550-2552, 2554-2556,
2558-2560, 2562-2564, 2566-2568,
2570-2572, 2574-2576, 2578-2580,
2582-2584, 2586-2588, 2590-2592,
2594-2596, 2598-2600, 2602-2604,
2606-2608, 2610-2612, 2614-2616,
2618-2620, 2622-2624, 2626-2628,
2630-2632, 2634-2636, 2638-2640,
2642-2644, 2646-2648, 2650-2652,
2654-2656, 2658-2660, 2662-2664,
2666-2668, 2670-2672, 2674-2676,
2678-2680, 2682-2684, 2686-2688,
2690-2692, 2694-2696, 2698-2700,
2702-2704, 2706-2708, 2710-2712,
2714-2716, 2718-2720, 2722-2724,
2726-2728, 2730-2732, 2734-2736,
2738-2740, 2742-2744, 2746-2748,
2750-2752, 2754-2756, 2758-2760,
2762-2764, 2766-2768, 2770-2772,
2774-2776, 2778-2780, 2782-2784,
2786-2788, 2790-2792, 2794-2796,
2798-2800, 2802-2804, 2806-2808,
2810-2812, 2814-2816, 2818-2820,
2822-2824, 2826-2828, 2830-2832,
2834-2836, 2838-2840, 2842-2844,
2846-2848, 2850-2852, 2854-2856,
2858-2860, 2862-2864, 2866-2868,
2870-2872, 2874-2876, 2878-2880,
2882-2884, 2886-2888, 2890-2892,
2894-2896, 2898-2900, 2902-2904,
2906-2908, 2910-2912, 2914-2916,
2918-2920, 2922-2924, 2926-2928,
2930-2932, 2934-2936, 2938-2940,
2942-2944, 2946-2948, 2950-2952,
2954-2956, 2958-2960, 2962-2964,
2966-2968, 2970-2972, 2974-2976,
2978-2980, 2982-2984, 2986-2988,
2990-2992, 2994-2996, 2998-3000,
3002-3004, 3006-3008, 3010-3012,
3014-3016, 3018-3020, 3022-3024,
3026-3028, 3030-3032, 3034-3036,
3038-3040, 3042-3044, 3046-3048,
3050-3052, 3054-3056, 3058-3060,
3062-3064, 3066-3068, 3070-3072,
3074-3076, 3078-3080, 3082-3084,
3086-3088, 3090-3092, 3094-3096,
3098-3100, 3102-3104, 3106-3108,
3110-3112, 3114-3116, 3118-3120,
3122-3124, 3126-3128, 3130-3132,
3134-3136, 3138-3140, 3142-3144,
3146-3148, 3150-3152, 3154-3156,
3158-3160, 3162-3164, 3166-3168,
3170-3172, 3174-3176, 3178-3180,
3182-3184, 3186-3188, 3190-3192,
3194-3196, 3198-3200, 3202-3204,
3206-3208, 3210-3212, 3214-3216,
3218-3220, 3222-3224, 3226-3228,
3230-3232, 3234-3236, 3238-3240,
3242-3244, 3246-3248, 3250-3252,
3254-3256, 3258-3260, 3262-3264,
3266-3268, 3270-3272, 3274-3276,
3278-3280, 3282-3284, 3286-3288,
3290-3292, 3294-3296, 3298-3300,
3302-3304, 3306-3308, 3310-3312,
3314-3316, 3318-3320, 3322-3324,
3326-3328, 3330-3332, 3334-3336,
3338-3340, 3342-3344, 3346-3348,
3350-3352, 3354-3356, 3358-3360,
3362-3364, 3366-3368, 3370-3372,
3374-3376, 3378-3380, 3382-3384,
3386-3388, 3390-3392, 3394-3396,
3398-3400, 3402-3404, 3406-3408,
3410-3412, 3414-3416, 3418-3420,
3422-3424, 3426-3428, 3430-3432,
3434-3436, 3438-3440, 3442-3444,
3446-3448, 3450-3452, 3454-3456,
3458-3460, 3462-3464, 3466-3468,
3470-3472, 3474-3476, 3478-3480,
3482-3484, 3486-3488, 3490-3492,
3494-3496, 3498-3500, 3502-3504,
3506-3508, 3510-3512, 3514-3516,
3518-3520, 3522-3524, 3526-3528,
3530-3532, 3534-3536, 3538-3540,
3542-3544, 3546-3548, 3550-3552,
3554-3556, 3558-3560, 3562-3564,
3566-3568, 3570-3572, 3574-3576,
3578-3580, 3582-3584, 3586-3588,
3590-3592, 3594-3596, 3598-3600,
3602-3604, 3606-3608, 3610-3612,
3614-3616, 3618-3620, 3622-3624,
3626-3628, 3630-3632, 3634-3636,
3638-3640, 3642-3644, 3646-3648,
3650-3652, 3654-3656, 3658-3660,
3662-3664, 3666-3668, 3670-3672,
3674-3676, 3678-3680, 3682-3684,
3686-3688, 3690-3692, 3694-3696,
3698-3700, 3702-3704, 3706-3708,
3710-3712, 3714-3716, 3718-3720,
3722-3724, 3726-3728, 3730-3732,
3734-3736, 3738-3740, 3742-3744,
3746-3748, 3750-3752, 3754-3756,
3758-3760, 3762-3764, 3766-3768,
3770-3772, 3774-3776, 3778-3780,
3782-3784, 3786-3788, 3790-3792,
3794-3796, 3798-3800, 3802-3804,
3806-3808, 3810-3812, 3814-3816,
3818-3820, 3822-3824, 3826-3828,
3830-3832, 3834-3836, 3838-3840,
3842-3844, 3846-3848, 3850-3852,
3854-3856, 3858-3860, 3862-3864,
3866-3868, 3870-3872, 3874-3876,
3878-3880, 3882-3884, 3886-3888,
3890-3892, 3894-3896, 3898-3900,
3902-3904, 3906-3908, 3910-3912,
3914-3916, 3918-3920, 3922-3924,
39

HAVE A
1937
mobile Six
\$445
Unleaded Futurized
Cars
WILKINSON
Main or 520 State

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

VOL. II No. 28

THE ROCHESTER SUN, THURSDAY, MAY 11, 1939

10

74,300 COPIES DELIVERED

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.

There's a reason for the
end crowds in this
market! They know
I find low prices here
along with quality of
they can be proud
and most satisfying
service!

1-lb. Fed
Tender Young
ROASTING
OR FOWL
25c
CHICKEN
2 lbs. 25c
BLETS... lb. 19c
EASTS... lb. 41c
GOODMAN ST.
Culver 4870
OR OVER



Smartly Feminine... But
Pleasingly Practical, Too!

NEW "HONEY" COATS

The inspiration came from Hollywood...
America's own fashion center! And acceptance,
we can promise you, will be tremendous, for
they're wearable the whole Summer thru!

Brief in length, "Honey" Coats have a dashing
swing which personifies the pep and vitality
of youth itself. They're being shown in a
grand collection of gay plaids... all-wool of
course... and with stitched lapels and shoul-
der-broadening puff-sleeves. You'll want to
flash a plain-color kerchief in the breast
pocket.

Here's the surprise... and hold your breath!
The price is only \$2.98! The sizes, 12's to 18's.
And a phone call to the ROCHESTER SUN,
Stone 6001, will reveal the name of the store
at which they can be purchased.

Chest Campaign to Open Monday

19th Ward Leadership At Stake

Larger than Poughkeepsie in
the matter of population and
having more than twice as many
inhabitants as the city of Bata-
via, the 19th Ward, home of
44,000 persons, has been the site
of some of Rochester's bitterest
political battles.

There are signs that the next
uprising in the 19th, where in-
surgency thrives, will be a honey.
This one concerns differences
between Emmett Gauhn, ward
leader and the Republican
organization.

GOP headquarters is inclined
to the belief that Gauhn is luke-
warm in his opposition to for-
mer Mayor Lester Rapp, an
avowed insurgent, and it's an
old political custom to punish
such an attitude, because, in
politics, you must be whole-
heartedly for your party—or else.

In brief, observers believe that
Mr. Gauhn must make up his
mind about being for or against
Rapp if he is to continue as
Republican leader in the 19th.

Be a Good Neighbor!



Leaders See Success As Workers Prepare For 22d Annual Drive

BE A GOOD NEIGHBOR!
This familiar slogan again carries the traditional challenge
of the neighborliness that typifies Rochester as workers for the
Community Chest prepare to open their twenty-second annual
campaign for funds.

More than 90,000 persons con-
tributed to the Chest last year
and their contributions helped
forty-five agencies minister to
the varied needs of many thou-
sands of underprivileged men,
women and children.

There is an air of optimism as
leaders and executives concerned
with the Chest Campaign await
the opening of this year's drive
on Monday. One of the reasons
for this optimism is a marked
increase in factory employment,
which means that there will be
a corresponding increase in con-
tributors and contributions, es-
pecially in the individual sub-
scribers division.

The Community Chest asks
that you put yourself in the
place of those whom the Chest
aids; for without YOU there
would be an entirely different
story, an uglier, grimmer story.
There would be neglect instead
of thoughtfulness; there would
be sickness and death instead
of health and life. Without YOU
there would be repeated chapters
telling of families breaking up,
of character breaking down.
Be a Good Neighbor!

NURSES TO GRADUATE

Committees have been named
to arrange the 18th annual com-
munity graduation of the schools
of nursing Friday evening, June
2, in the Eastman Theater. Guest
speaker at the commencement
will be Miss Julia A. C. Stimson,
president of the American
Nurses' Association.

Go first to Neisner's

MAY BARGAIN CARNIVAL

200 MAIN STREET, EAST

See the Hundreds of Other
Carnival Bargains On
Pages 10, 11 and 12 Inside!

COUPON SPECIAL!

SAVE \$1.31

For One

Week Only!

Use this coupon, and save
\$1.31 this week in Nei-
sner's big photographic
studio!



CLIP
This
Coupon

With This Coupon!
7 Lovely Photos
FOR ONLY
\$2.69

6 Ivory tone, 3 1/4 x 4 1/4
1 Platinum, 8 x 10-in.
The same fine quality that
has brought us to us over 40-
300 actual photos. The skill that comes from experience,
the lighting effects, and expert photographic finishing!

Neisner's
5c to \$1.00 Stores

NO WAITING
2 Photographers in
Attendance Always

PHOTO STUDIO
Main Floor
200 EAST MAIN STREET

House of WESTMORE

Amazing New
Make-Up
Discovery!
COLOR-FILTERED
COSMETICS

See Them
Demon-
strated in
Neisner's
Drug Dept.

Transforms
sull complex-
ions into
vibrant
beauty
instantly!
Cosmetics
free of those
hidden tones
that cast a
ugly, aging
shadow.
Start NOW,
and use
these lumen-
ous - tone,
W.F.S.T. -
MORE cos-
metics!

Neisner's
5c to \$1.00 Stores

200 EAST MAIN STREET

ARE YOUR EYES IN STEP WITH SPRING?

Periodic eye examinations are as
important as visits to your dentist.
Stop in at Neisner's and let our ex-
pert optometrist check your vision.



Optical
Department

Come In This
Week-End
● Thorough Examination
● Expert Fitting
● Choice From A Dozen
Fashionable Frames
● Lenses Edge Ground
While-You-Wait
Neisner's Optical Department is
under the skilled supervision of S.
H. STONE, experienced optometrist
with hundreds of satisfied patrons.

S. H. STONE
Registered
Optometrist

Neisner Leads With New Low Prices for the New Season!

NEISNER'S Beauty Shop recognizes that beauty
treatments are a vital necessity in our modern
life — in the Home, Office or Public Life.
Neisner's Policy has always been to offer the
women of Rochester the utmost in beauty treat-
ments at reasonable prices, so we offer these
new low prices, effective at once.

Bargain Carnival Specials! PERMANENT WAVES

Machinists "Quick & Modern Method" of Cool Permanent Waving. Every head treated according to texture.	Regular	NOW
	2.50	1.75
Regular	\$2.95	3.50
	3.50	2.35
		5.00
		3.75

Combination Specials, MONDAY THRU THURSDAY

OIL SHAMPOO	89c	90c
FINGER WAVE		
MANICURE		
OIL FACIAL WITH		
EYE BROW ARCH		
Oil Facial Only 75c		

Neisner's
5c to \$1.00 Stores

BEAUTY
SALON
Second
Floor

Give Neisner Washables

MOTHER'S DAY MAY 14th

Remember Mother with a Neisner
Washable. All sizes... all styles
for every Mother

SIZES 14 to 32

Three lovely Neisner Washables
from an outstanding collection of
smart Spring frocks. In every new
style and color



1.00
Pigment Print
Floral design. All
colors. Regularly
sold for \$2.95.
Size 14 to 42

1.95
Famous DuPont
Thick and Thin
material. Smart con-
trasting studs. All
colors. Regularly
sold for \$2.95.
Size 14 to 42

1.00
Irish Lace
trim on fine count
flowered print. New
colors. \$1.95 value.
Size 36 to 52

Neisner's
5c to \$1.00 Stores

NEISNER'S DRESS DEPT.
DOWNSTAIRS STORE

KEYS

Our Expert Locksmith Will
DUPLICATE Your Keys

WHILE-U-WAIT

LOCKS FITTED AND REPAIRED

Neisner's
5c to \$1.00 Stores

200 EAST MAIN STREET



AUTO
KEYS
MADE
BY
NUMBERS

CLIP THIS COUPON

MOTHER'S DAY BARGAIN CARNIVAL

SPECIAL!
4 PHOTO
POSES
10c
Coupon Offer!
Upon the presentation of this special
coupon, we will give you one beautiful
enlargement.
FREE With Every 4-Pictures
Colored At 25c
Chauffeurs and Police Civil Service Photo-
graphs While You Wait.

Neisner's
5c to \$1.00 Stores

DIME PHOTO STUDIO
BASEMENT
In Front Of Store

WM. F. and S. GEO. SHAFER
Formerly Pres. and Vice-Pres. of

MENG & SHAFER

Dependable FUR Storage Must be FRIGID

2 1/2%

of Your
Valuation
\$3.00 Fur Min.
\$1.50 Cloth Min.

... because HEAT dries out the natural oils in the leather of fur pelts, induces moulting and lessens lustre. Shafer FRIGID Storage provides all protection against Moths, Fire and Theft. PLUS protection against HEAT.

Telephone STONE 18 or STONE 125

for Bonded Messenger

FASHION IN FURS
SHAFER CO.
27-29 GIBBS STREET

SPECIAL FOR Mother's Day

The Quality of all Gifts from Likly's is so in keeping with such an occasion as Mother's Day.



Hand Bags

\$1 to \$7.50

New genuine Leather Bags at \$1. Complete assortments also at \$2, \$3, \$5 and \$7.50.

Florentine Change
Purses ... \$5.00 to \$2
Carafe Sets from \$8.95
Umbrellas ... \$2 to \$7.50
Sewing Kits ... \$1 to \$4
Dresser Sets ... \$2.95 to \$37.50
Book Ends ... \$1 to \$15
Jewel Boxes ... \$1 to \$25
Travel Clocks in Leather Case ... \$2.95 to \$25
Leather Diaries, Travel Books, Address and Memo Books, from \$1

Lady Buxton Bill Folds and Key Case Sets ... \$2 to \$3.50

Leather Photo Frames ... \$1.50 to \$7.50

Leather Back Clothes Brushes ... \$1 to \$3.50

Desk Sets ... \$1 to \$15

Dressing Cases ... \$3.95 to \$45

Overnite Cases ... \$1.95 to \$35

Wardrobe Cases ... \$7.50 to \$59.50



Jewelry

\$1 to \$18

New Summer styles. Necklaces, Bracelets, Brooches, Earrings, Clips and Combs of quality expressed with good taste.

Parker Pen and Pencil Sets ... \$1.95 to \$15
Lacross Manicure Sets ... \$1 to \$10
Gilda Bottle Bags, fitted or without fittings \$1 to \$2.50
Cigarette Cases and Lighter Combinations, in leather or metal ... \$2.95 to \$15

LIKLY'S Stone 915
271 Main E.
Est'd 1844

Fidler in Hollywood

HOLLYWOOD—Settin' Around (RKO-Radio Pictures): Carry Grant, working on this lot in "Memory of Love," has been feeling a few of fame's thorns. Some weeks ago, it was generally reported that he had filed an application for American citizenship. Actually he did no such thing — while visiting the Federal Building on other business, he merely stopped in the naturalization offices to obtain information about a step he has contemplated taking.

The zeal of one of his friends, who promptly jumped to conclusions and called various Hollywood reporters, did the rest. The net result is a picklement for Mr. Grant. The critics who have been panning him for years because, while earning fat pay checks here, he still remained a loyal subject of Britain, will be doubly venomous when they discover that "It" is all a mistake.

And the dyed-in-the-wool Englishmen, who have been furious at Gary's reported desertion of Albion, will not be pacified because, without actually taking out papers, his intention to do so at some future date has been established.

And the third class of carpers — who immediately decided on reading the mistaken report that Carry was taking U. S. citizenship at this time to escape service in the British army should war break out — are such determined nit-wits that they will go right on blasting his reputation on matter what he does.

It's just such situations as this which make Hollywood stars go temperamental. Gary, with criticism to the lot of him and the right of him, has reached the "Oh, Hell" stage.

CHATTER ABOUT RKO IDOLS: Cute trick of Anne Shirley's — always wearing stockings that exactly match the shade of her hair... Look-alikes: Alice Eden and Marjorie Hopkins... Ginger Rogers is a two-bottle-a-day girl — but it's milk, so don't get scandalous... Wonder if Helen Vinson wouldn't further her screen career by making those very catty roles seem like more of an acting job? I would like to see Cary Grant, just once, wear a pair of pants to match his coat... If flawless beauty were the only requisite for stardom, Kay Francis and her stand-in would soon find their positions reversed... Surprise: seeing Janet Beecher, one of the screen's best-dressed women as a calicoed housewife in "Career"... And Eddie Stevens, RKO's fashion expert, to your list of mere maids who feel very bitter about this year's silly hats for silly ladies. (Distributed by McNaught Syndicate, Inc.)

1937 FORD
TUDOR-A Bargain
\$329
SEE
PAGE
5

KIENER'S SALE OF SPRING COATS

ALL SIZES
ALL COLORS
All The Wanted
Materials

\$5.00
Reg. \$22.50
Value!

MOTHER ... is going to need a coat like these ... to see her through the Spring, and for cool summer evenings. Buy it at KIENER'S this week-end. At really remarkable savings.

COATS \$14.95

SPECIAL 3 HOUR SALE

9 A. M. Till 12 O'clock Friday

Tailored
SUITS \$2.00
Just What
You Have
Wanted!

Spring
COATS & \$1.00
CAPES

KIENER'S OPEN EVENINGS
COAT SHOP
599 HUDSON AVENUE cor. CLIFFORD

MEN: Buy Famous

"South Bend" FISHING TACKLE

on Easy Terms

• "South Bend" RODS, All Kinds \$1.75 up

• "South Bend" REELS, All Kinds \$1.40 up

• Come In — See Our Big Assortment of Fine, New Equipment — Pay While Enjoying Your Fishing.

As Little As 25c A WEEK

Smalls
28 EAST MAIN ST.

Movie Quiz Winners

How well do you know American poetry? Love's Theater and The Rochester Sun offer twenty-five pairs of guest tickets for "Only Angels Have Wings" for correct answers to the movie quiz that appears in today's Sun.

Each of the following may obtain a pair of guest tickets to "Lucky Night," opening tomorrow at Loew's, by calling at The Sun office, 419 Burke Building:

Jack Tucker, 55 Prince Street
Mrs. C. D'Arcy, 141 Hayward Avenue
Stanley Plunk, 67 Wakefield Street
Mrs. C. R. Harding, 635 Jay Street
Margaret Malt, 25 Hoff Street
Mrs. E. White, 273 Clinton Ave., So.
Mrs. L. Carter, 985 Bay Street
Mary Kaiser, 1084 Main Street
Matthew Jackson, 178 Rosewood St.
Elsie Reinhardt, 123 Brooks Ave.
Catherine Schultz, 31 LaSalle Street
Mrs. D. Nelson, 38 Laurelton Rd.
Mrs. Thomas Bamford, 119 Salina St.
Violet Cox, 59 Genesee Street
Mrs. James J. Regan, 93 Tyler Street
Madeline Slattery, 664 Genesee St.
Mary Collins, 71 St. Paul Street
Mary Murphy, 159 Joseph Avenue
Perry Williams, 335 Trafalgar St.
June Denckla, 48 Ashbury St.
Mrs. Carl Miller, 219 Grand Avenue
Freda Schramm, 252 Avenue C
Wini Cleary, 72 S. Union St.
Mrs. Fred Lamb, 80 Strong St.
Sam Frederick, 387 Main Street &

Barry's Bruisers Blast
Kurtain's Killers, 107-95

In one of the most sensational soft-ball clashes of all time, Marty Barry's team took the measure of the frequently helpless Curtin nine at diamond five, Cobble Hill. The game was called in the 8th because of falling legs rather than falling darkness.

In all eighteen pitchers were used. Flying Phil Dailley turning in the most creditable job by holding his opponents to 31 hits and 29 runs. Stonewall Lunt at the initial sack had a big night, and Belting Bill Uhlen upset a tradition by snaring two fly balls in succession. Captain Curtin played rover brilliantly for a fielding average of .909. Cotton Dalby was the fair-haired boy at the plate, sharing honors with

JEAN'S COTTON AND SILK DRESS SHOPS MAKE MOTHER HAPPY BUY HER A DRESS AT A NEW LOW PRICE

\$1.00
and \$1.95
Sizes 12 to 52!
Large Selection!
In All Sizes!
2 Convenient Stores
1162 Clinton Ave., N.
AT AVE D
500 LYELL AVE.
Open Every Evening

Cutie Cooley, each getting 18 with an assist. The play was for 22. The most sensational play of the evening was a phantom double killing, Roche to King to Roche, the ball bouncing off the Roche noggin, crediting Roche same place.

**MEN... WHO WANT TO
DRESS BETTER WITHOUT
SPENDING ANY MORE...**
Metzger's Have a Plan for You!
NO SPECIFIC LENGTH
OF TIME TO PAY
You may budget your purchases into easy, small weekly amounts... regular 30 day charge account... or a divided monthly payment plan... pay 1/4 each month.
IN OTHER WORDS METZGER'S PLANS ARE THE MOST LIBERAL AND CONVENIENT IN ALL ROCHESTER!

STYLE—Right
FABRIC—Right
COLOR—Right

2-PANT SUITS

\$29.50
Comparable With \$35.00 Values Elsewhere!

New!
2-PANT
DONEGAL
TWEEDS
\$26.50

Rugged, swanky tweeds that give TRIPLE utility! Wear as a complete suit... wear the coat for sports jacket... wear the trousers for sports slacks!

Metzger's
MEN'S
STORE
34 EAST MAIN ST.

BETTER SLEEP BRINGS BETTER HEALTH

BUY YOUR NEW IMPROVED 1939 BEAUTYREST MATTRESS PAY ONLY



5c
A DAY

AT **Lauer's**
50 STATE ST.

TELEPHONE MAIN 3268

10 minutes after your call Lauer's will have your Beautyrest on its way. Pay Lauer's driver \$1 on delivery and then start paying Lauer's only 5c a day, 35c a week, or \$1.50 per month until your mattress is paid for.

Buy your Beautyrest at Lauer's on the plan that has sold thousands. Don't take chances on sleep. Buy a Beautyrest... get the best. At Lauer's you get the new improved Beautyrest which is deeper... all colors in stock, ready for immediate delivery. If you can't get in the store to buy your Beautyrest, just telephone MAIN 3268.

GENUINE GUARANTEED ROGERS Silverplate

LESS THAN 1/2 PRICE

Exclusively to Readers
of the Rochester SUN

Each week the SUN you'll find a coupon that will entitle you to buy \$1.25 worth of this beautiful ROGERS Silverplate for only 54c! Start this week... assemble your silver set... and save ONE-HALF!

Clip This Coupon Redeem It At The Rochester Sun, Burke Bldg. Or These Stations

JOSEPH AVENUE PHARMACY
223 Joseph Ave.
BEL-AIR PHARMACY
1462 Monroe Ave.
CARR PHARMACY
Genesee & Brooks
FINE'S PHARMACY
139 Park Ave.
KEY DRUG STORES
32 Main St. East
346 Monroe Ave.
170 N. Goodman Street

MANDELL PHARMACY
Portland cor. Norton
RUDNER DRUG STORES
64 Plymouth Ave. S.
640 N. Clinton
SILVER'S PHARMACY
615 Thurston Rd.
SMALLER PHARMACY
221 Ridge Road

Salad Fork
•
Soup Spoon
•
Tea Spoon

CLIP THIS COUPON

UNIT No. 2
Bring it to the SUN office, 419 Burke Bldg. or to any of the stations listed above.

3-PIECES, 54c

NAME
ADDRESS

CLARK'S SAVE YOUR MONEY ON Superior Meats

Fresh Milk Fed
VEAL ROAST
Tender, young white-meat roasts. lb. 15c

Gov't Inspected
BEEF ROASTS
lb. 15c

Arpeko Bando
SLICED BACON
The perfect breakfast bacon! Arpeko 23c quality... lb.

Milk Fed Roasting
CHICKENS
Young and tender, 2 1/2 to 4-pound average... lb. 22c

Large Bologna (Wide Casing) or
Club Frankfurts
Rochester fresh-made quality... lb. 15c

Tender Fresh Young
READY-CUT-UP CHICKEN

Chicken Breasts... lb. 41c | Chicken Wings... lb. 23c
Chicken Legs... lb. 35c | Chicken Necks... lb. 15c
Chicken Livers... lb. 45c | Chicken Giblets... lb. 19c

CLIP THIS COUPON

4 Tall Van Camp's
EVAP. MILK
4 cans for 19c
With This Coupon

Jello or Royal
DESSERTS
4 pkgs. for 17c
With This Coupon

CLARK'S 906 NO. GOODMAN ST.
Near Bay St. Culver 4870
WE DELIVER ORDERS OF \$1.00 OR OVER

There's One Day in the whole year you
should never forget . . . It's Your

LINCOLN'S

Mother's Day

A Free Engraved MOTHER'S DAY CARD with All Purchases!

Give her the "Famous
"FRUIT of the LOOM" or
Genuine PEPPERELL
HOUSE DRESSES

- 80 Square PERCALES
- PIGMENT SHEERS
- PRINTED DIMITIES
- DISTINCTIVELY STYLED

\$1

The most famous of all housedresses
... genuine Fruit of the Loom per-
cales and Pepperell sheers. Wash-
able percales, crisp dotted Swiss and
sheers. Hundreds to select from in
sizes 14 to 52.

A FREE ENGRAVED MOTHER'S
DAY CARD WITH ALL PURCHASES

ALL SIZES
14 to 20 and 38 to 52

Give her the BEST... for LESS
Give her "Audrey" full fashioned
Ringless Chiffon or Service



Audrey FULL FASHIONED
SILK HOSE

4-Thread chiffons or
walking - service
hose. New Spring
and Summer shades
in sizes 8 1/2 to 18 1/2.

59c

PAIR

What better gift for mother
Ringless full fashioned
SILK CREPES

2 thread sheer
crepes in 7 lovely
new shades. Fine
straight seams and
curved French
heels.

69c

PAIR

YOU COULDN'T BUY A BETTER GIFT FOR A DOLLAR

New Spring **BAGS**



- "Candid Camera"
Shoulder
straps
- Pouches
and
underarms

\$1

Huge flat tipped bags, tiny
pouches, shoulder straps in
patents and calf. Ice-cream
pastels as well as black, japa-
nese and navy.

EAST MAIN ST. AT ST. PAUL

SPECIAL SALE!

Manufacturers cooperated to
bring you these new Spring

DRESSES

\$2.98

Compare them with
\$4 and \$5... they're
that good.

LOOK

- Beautiful florals
Bemberg Sheers
- Floral mono-
tone printed
jacket Dresses
- Sheer Romanes
in high shades

Soft floral sheers
prints with
jackets... sheer
Romanes all tucked
and shirred and
smartly fitted.
Lovely new Spring
and Summer shades
in numerous differ-
ent styles.

All Sizes
12 to 20
38 to 44
46 to 52



New light summer prints in

DRESSES

OF SPUN
RAYON

\$1.59

- Rose
- Powder
- Aqua
- Navy

New light sum-
mer prints tall-
ored and semi-
tailored styles
with full pleated
skirts. Cool, spun
rayons guaran-
teed washable.
Sizes 14 to 44.

For business
or afternoon
wear.



COMFORT PLUS STYLE
ARCH-PROTECTOR WOMEN'S
HEALTH SHOES

Soft, supple leathers con-
structed with strong, steel
arch supports. Pump
ties, straps in patent and
calf. Sizes 4 to 8 in
widths B - D - EEE.

\$2.00



Lincoln's BONDED
SLIPS

FIT... better because of the high yoke
LOOK... better because of better materials
ARE... better because we've improved them

5 Distinctive Styles

"BONDED" TO GIVE
SATISFACTION or a
NEW SLIP FREE

\$1

Camisole slips, tailored, embroidered satins and lace
trimmed crepes. New bias styles that mould smoothly
and smartly to the figure. Seams reinforced. Half panel
front, if you prefer. White and tea rose in sizes 34 to 44.

Just a few of the many
GIFT SUGGESTIONS

ELECTRIC TOASTERS

2 slice, all electric toasters
with genuine mica element.
Black, metal base, chrome
top. Complete with cord and
plug.

\$1.00

ELEC. KITCHEN CLOCKS

Genuine Miller clocks fin-
ished in red, blue, green or
ivory. Round, square or
hexagonal. Guaranteed for
1 year.

\$1.98

BOUDOIR or PINUP LAMPS

Crystal base boudoir lamps
and metal or maple pin ups.
Nautical, floral and novel-
ty designs.

\$1

Cannon Pastel Turkish Towels

Heavy, double thread, genu-
ine Cannon towels in pastel
shades of rose, green, blue,
teal and gold.

29c

1 P.C. MIXING SETS

Oven proof sets in 5, 6, 7
and 8 1/2 inch bowls. Gay
bright colors in green, la-
gerine, blue and yellow.

\$1

ALL LINEN BRIDGE SETS

Embroidered and hemmed in
colorful hues. 36" cloth and
4 matching napkins in blue,
red, brown, orange and
green.

\$1



Youthful Matron's
HATS

- Baby Pedalines
- Straws
- Brims - Sailors

\$1.98

Youthfully styled, matrons' hats with wide
brims and shallow crowns... tailored sailors
and tan effects. Black and navy with crisp
white veils, ribbons or gay flower trims.



Smartly Styled
FABRIC GLOVES

Novelty eyelet patterns
... leather trimmed
fabrics and tailored
gauntlets. White, navy
or pastels in sizes 6
to 7 1/2.

59c



In Vogue and Harper's
**Famous FOWNES
GLOVES**

Mesh or doekin with white
butterfly cuffs, sea breeze
mesh backs and others in
Victorian pink, Romantic
blue, eggshell, black, navy,
and white.

\$1

Practical yet
inexpensive!

80 Square Percale
Coverall
APRONS

25c

Floral prints

Fine count, 80
square percale,
coverall aprons
in washable pat-
terns. Wide ash
and colored bias
trims.

"Still the Best by Test"

Edythe
**RAYON
UNDIES**

39c

- Panties
- Bloomers
- Vests

Run-resistant
char donized
rayons in pan-
ties, bloomers
and vests. Tea
rose shade.



CIO State Official Takes Over New Duties

Gustave A. Strebel, well-known in Amalgamated Clothing Workers of America circles here, has been made manager of 30,000 CIO laundry workers affiliated with the Amalgamated in New York City.

Strebel, 62-year-old state CIO secretary, was feted at a testimonial dinner given at Hotel Seneca Saturday night by Cutters Local 205 of the ACW.

Mrs. Charles W. Pembroke of Edgeview Lane, entertained her bridge club for luncheon on Wednesday in her home.

The Way To A Man's Heart

BY IRENE MUNTZ

Any season is pie season for most Americans. And with the coming of spring, our markets and, a little later, our gardens begin to display the gay succession of fruits that go to make up for our favorite dessert.

First of all, of course, we see the rosy rhubarb, so popular for this purpose that it commonly goes by the name of pie plant. Whether you serve it between two golden brown, flakey crusts, dress it up with a basketweave

top that shows off its juicy tart filling to perfection or whether you top it with a fluffy, delicately browned meringue, rhubarb pie is a "must" for May menus.

RHUBARB PIE

Temperature: 425 Degrees F
Time: About 45 Minutes
4 c sliced rhubarb 1/2 c flour
1 c to 1 1/2 c sugar Grated rind 1 lemon

Wash and dice rhubarb. It need not be peeled unless it is old and stringy. (About 2 bunches will be required.) Mix

sugar and flour and combine with rhubarb. Add grated lemon rind, if desired. Line pie plate with pastry and add rhubarb mixture. Cover with top crust, seal edges and flute. Bake in a preheated oven.

The lemon rind complements that rhubarb flavor to perfection, so be sure and include it if you have a lemon on hand. For a crisp-crust topping, roll out dough as usual and cut in strips 1/2" wide. Arrange strips on top of filling and paste ends firmly to lower crust with water. Bake as above.

With any fruit pie, it is best

not to add the sugar to the fruit until just before putting it in the pie shell, as the sugar draws out the juices and your pie will have a greater tendency to run over in the oven.

For a rhubarb meringue pie, omit 1 T of the flour and add the slightly beaten yolks of 3 eggs. Bake without any topping at 425 degrees F for 30 minutes. Beat the three egg whites until stiff, add 6 T sugar gradually and when lightly and fluffy pile on pie, making sure that the meringue touches the edges of the crust all the way around. Reduce oven to 325 degrees F and bake 15 to 20 minutes longer, until golden brown.

Here's another delicious pie to serve at your next party:

STRAWBERRY WHIPPED CREAM PIE
2 egg whites 1 c heavy cream
6 T sugar 1 T sugar
1 pint strawberries 1 baked pie shell 9"

Beat egg whites until they hold in glossy points. Add sugar gradually and beat until well blended. Wash and hull berries, drain well. Pile meringue in baked cooled pie shell. Press whole berries into this. Whip cream, beat in the sugar and pile on top of pie. Garnish with berries, if desired.

If a sweeter pie is desired, more sugar may be folded into the cream. It will depend somewhat on the sweetness of the berries. This will be grand for your next dessert bridge.

Another delicious party pie is made with a Bavarian cream filling. It's especially nice with a graham cracker crust. If you would like a fruit Bavarian cream, substitutes 1 c crushed fruit (strawberries or canned pineapple are especially good) for the 3/4 c milk.

BAVARIAN CREAM PIE
1 T gelatin 1/2 c scalded milk
1/2 c cold water 1 T vanilla
2 eggs 1/2 t salt
1 c sugar 1 c heavy cream

Soak gelatin in cold water. Separate eggs, mix the slightly beaten egg yolks with the sugar and scalded milk and cook in a double boiler until slightly thickened. Pour over the gelatin and stir until dissolved. Add vanilla and salt, and cool. Fold in a stiffly beaten egg whites and whipped cream. Pour into a baked pie shell or graham cracker crust and chill in the refrigerator 2 or 3 hours. Delicious and different!

LEONARD Saves You Money

6 DIFFERENT WAYS . . . Come In, We'll Prove It!



See the new 1939 LEONARD with all the new features . . . every one of which will save you money! LEONARD, with its new low prices, is the fastest selling and most popular refrigerator in Rochester today. See it at BRAUN'S . . . Rochester's kept food safe in Leonard's than any other Refrigerator.

Only The Quiet Leonard Has the Famous Master Dial!

BARGAINS IN 1938 MODELS

36-Sold last week! Only a few left, so you'll have to hurry! It's no wonder they're selling so fast, for the prices will "knock your eyes out!"

BRAUN'S

900 Portland Ave.

STONE 122

Open Evenings and Sunday Afternoon

FREE

Grandma's Old Time Recipe Book. Just ask for yours!

Springtime Bargains In Good Used Cars

Play Safe! Drive One Of BANCROFT'S Better Used Cars!

Thousands of satisfied customers will tell you that we sell better used cars at the lowest possible prices . . . and stand squarely behind every sale we make. Play safe! See Bancroft before you buy . . . and be sure of a car that will give you dependable, trouble-free service! Big selection—come in and look them over. No obligation.

LOOK AT THESE VALUES!

Olds Six Convertible	\$200
Coupe '35	\$275
Terraplane '35	\$295
DeLuxe Sedan	\$295
Hudson '35 Six	\$365
Plymouth '36	\$365
DeLuxe Coupe	\$445
Buick '36, Model 40,	
Trunk Sedan	\$495
Packard '36, Model 120,	
Trunk, Sedan, Radio	\$495
Studebaker '37,	
Trunk Sedan	\$445
Pontiac '36	
DeLuxe Sedan, radio	\$695
Packard '37, Model 120,	
Trunk Sedan, radio	\$445
Terraplane '37 DeLuxe	
Trunk Sedan, radio	\$795
Packard '38 Six Sedan,	
like new, radio	

MANY OTHERS TO CHOOSE FROM
Liberal Allowance for Your Present Car

Phone Stone 3723
BANCROFT MOTORS
33 Stillson Street

Spring Clean-Up SALE of Reconditioned, Guaranteed FORDS

We Must Have the Room,
Therefore, Prices Are Reduced

'38 Tudor	\$495	'35 Coupe	\$175
'38 One owner		'34 Tudor	\$130
'38 Deluxe Coupe	\$549	'34 Fordor	\$140
'38 Like new		'34 Cabriolet	\$225
'37 Coupe	\$339	'34 Tudor	\$99
'36 Tudor	\$269	'32 Tudor	\$99
'36 Deluxe	\$319	'30 Sport Coupe	\$49
'36 Coupe		'30 Roadster	\$39
'36 Cabriolet	\$365		

MANY OTHERS

'37 Chevrolet	\$449	'31 Pontiac Coupe	\$59
'36 Chevrolet	\$389	'31 Cadillac Coupe	\$59
'35 Chevrolet	\$239	'31 Plymouth Sedan	\$49

See This
SPRINGTIME
SPECIAL



SERGEANT'S 90 DAY GUARANTEE
COVERS ALL CARS OVER \$150

SERGEANT'S

727 East Main St.

SIMMONS FOR PLYMOUTHS World's Fair Specials PLUS Bacteria-free Protection

Every car carefully reconditioned — every car guaranteed CLEAN—It costs no more for this extra protection. "Get in and GO". The cars are right—the prices are right—see them today!

'37 Chev. Touring Sedan	\$485
'35 Buick Sedan	\$395
'36 Buick Sedan	\$450
'34 Chevrolet Coach	\$245
'35 De Soto Airflow Sedan	\$395
'37 De Soto Tg. Brm.	\$595
'37 De Soto 7-Passenger	\$650
'38 De Soto Tg. Sedan	\$745
'36 Oldsmobile Coupe	\$445
'36 Ford Sedan	\$345
'36 Ford Tudor Tg.	\$325
'37 Ford '85" Tudor	\$425
'36 Ford Tudor Tg.	\$335
'33 Ford Coupe	\$125
'33 Ford Coach	\$125
'36 Plymouth Deluxe Coupe	\$385
'36 Plymouth Business Coupe	\$375
'36 Plymouth R. S. Coupe	\$375
'33 Plymouth Sedan	\$225
'35 Plymouth Coupe	\$285

SIMMONS
SPRINGTIME
SPECIAL!



SIMMONS MOTORS

306 EAST AVE.

Special Feature For These Last Days Of Our Close-Out Sale!

BURKE'S gigantic close-out sale of floor samples ends Saturday night! The entire 5-floor stock has been re-grouped and re-priced for this week-end. These biggest mattress bargains of the year are just one of the record-breaking specials you'll find at BURKE'S!

NATIONALLY-KNOWN INNERSPRING



- ★ ROLL-EDGE
- ★ TURNING HANDLES
- ★ REAL SISAL PAD
- ★ AIR-VENTS
- ★ BUTTON-TUFTED
- ★ ALL BED SIZES
- ★ INNERSPRING

\$8.95

95c DOWN!

OPEN TONIGHT UNTIL 9 P. M.

BURKE'S

Furniture of Quality
34 South Ave.

MORE CAR FOR YOUR MONEY!

'37 FORD "85" COUPE	\$349
'34 CHEVROLET MASTER COACH	\$199
'32 FORD COUPE	\$79
'36 FORD TUDOR TRUNK	\$299
'33 CHEVROLET MASTER COUPE	\$159
'37 FORD "85" TUDOR	\$359
'33 PLYMOUTH COACH	\$159
'35 FORD COUPE	\$199
'36 FORD COUPE	\$289
'36 CHEVROLET SEDAN	\$359
'36 STUDEBAKER COUPE	\$349
'38 FORD DELUXE FORDOR	\$589
'34 FORD SEDAN	\$159
'36 CHEVROLET CABRIOLET	\$359

100 OTHERS TO CHOOSE FROM
NO CASH REQUIRED ON CARS UP TO \$300
60 DAY WRITTEN GUARANTEE

Cabriolet
SPRINGTIME
SPECIAL!



JUDGE'S

81 Lake Ave. 777 Monroe Ave.

SPECIAL AT CHAMPIONS
FRIDAY
and **SATURDAY**
PLAIN WHITE
CREW
SHIRTS
29^c
4 for \$1.00



Champion
KNITWEAR CO. 71 ST. PAUL ST.
30 Minutes Free Parking at 2 Stations: Bills, Strand and Sparks

LOWEST PRICES and
HIGHEST QUALITY
PAINTS and WALLPAPERS
KOVERALL
WE DELIVER Main 6054
19 SOUTH AVE.

ROCHESTER'S
FINEST AND
LARGEST SELLING
STOCK ALE
Tam Shanter
STOCK ALE
More Hops • More Malt • More Age
DRAUGHT • BOTTLES
EVERYWHERE
AMERICAN BREWING CO. • Rochester, N. Y.

Dramatic Club To Present
Three-Act Comedy Drama
The Dramatic Club of Holy Apostles' Parish will present "The Brat," a three-act comedy drama on Monday and Tuesday evenings, May 15 and 16. The play will be given under the direction of Joseph Weiss of the Blackfriars Guild.
The cast includes Thomas Dentinger, Florence Gullfohl, Dean Coffey, Monica Dentinger, Jack Cannan, Vera Dentinger, Mrs. R. Conheady, Sara Walsh, Virginia Gould, Helen McCormick and Ed Anuswith.

1936 FORD
Cabriolet
\$369
SEE PAGE 5

P. T. A. MEETING
Dr. Daniel B. Peeler will address the PTA of No. 7 School in the Assembly Hall on Tuesday evening, Earl Parr, bass soloist of the Orpheus Male Chorus, will present a musical program.

NOLAN'S
Furniture Contractors
Representing 42 Factories and Syndicates
5 Rooms of Furniture on Sale of One-Room Flat
Here's the Place to Save Money
420 State St. Main 4633
Open Evenings

FURNITURE
RECONDITIONED
Re-upholstering, Refinishing 2-3c; Suits re-covered in Trinitate cloth \$28.50, Occasional Chairs, \$2.00; Cogswell Chairs, \$7.50.
TEXTILE Upholstering Co.
MAIN 4633

SAVINGS
with
SAFETY
... the Safety
Which Is Assured By
Wegmans Guarantee
of QUALITY!
It's economical to buy for less... IF you're sure you're not GETTING less in quantity or quality! That's the advantage of saving at Wegmans... quantity is unquestioned, and quality is GUARANTEED!

Wegmans Quality
PRIME STEER TENDER-FED
SHOULDER ROAST
BEEF
19^c
lb.
The kind of beef roast around which you can build a dinner for most particular guests! Tender juicy and of that fine-grained quality that comes from prime, grain fed steers!

MEATY FIRM FRESH CAUGHT MACKEREL lb. 12^c

CRAB MEAT
21^c
can
EMPIRE STATE BRAND

DR. PHILLIP'S FLORIDA or ROYAL RIO TEXAS
GRAPEFRUIT JUICE
4 cans for 25^c
Two famous brands at one low price... for Friday and Saturday only! Stock-up at a saving!

ALE or BEER
4 bots. for 25^c
Plus Bottle Deposit

DR. PHILLIP'S FLA. or ROYAL RIO TEXAS
GRAPEFRUIT, 3 cans 25^c
No. 2 SIZE CAN TENDER TASTY YELLOW GOLDEN BANTAM CORN, 4 cans 25^c
No. 2 SIZE CAN DELICIOUS PHILLIP'S TOMATOES, 4 cans 25^c

CHICKEN-OF-SEA RED LABEL
TUNA FISH
2 Cans for 25^c

NUTRITIOUS... EASILY PREPARED FRENCH'S
HASTY TAPIOCA
9^c
A dainty, tasty dessert... ready in a few minutes! Try it with fresh pineapple cut in... it's delicious!

NO. 2 SIZE, SLICED
APPLE PINE
10^c
lb.

NO. 2 SIZE CAN TENDER GREEN GOLDEN GLORY PEAS, 3 cans 25^c
ONE POUND JAR FLOWER'S DELICIOUS PEANUT BUTTER, each 14^c
WEGMAN'S OWN GREEN GABLES SALAD DRESSING, quart jar 25^c

WEGMAN FRESH ROAST
COFFEE
Three different blends... each one roasted fresh every day right in Rochester.
FAVORITE BLEND 3 bag 39^c
KILBOURN HALL lb. 21^c
SPECIAL BLEND lb. 25^c

MAKES PERFECT BISCUITS IN 90 SECONDS
LARGE BISQUICK
25^c
Even bride's biscuits are good right from the start, when they're made from this prepared biscuit flour. pkg.

WEGMAN FRESH ROAST
COFFEE
Three different blends... each one roasted fresh every day right in Rochester.
FAVORITE BLEND 3 bag 39^c
KILBOURN HALL lb. 21^c
SPECIAL BLEND lb. 25^c

SIX DELICIOUS FRUIT FLAVORS
FRESH JELL-O, package 4^c
CRISP, APPETIZING AND OVEN-FRESH SKYFLAKE CRACKERS, pkg. 19^c
BIG No. 2 1/2 SIZE CAN YELLOW WHITE LILY EACHES, can 12^c
BIG No. 2 1/2 SIZE CAN HURFF'S PORK and BEANS, 2 can 15^c
HUNDREDS OF USES FOR KITCHEN CHARM WAX PAPER, 40-ft. roll 4^c

WEGMAN FRESH ROAST
COFFEE
Three different blends... each one roasted fresh every day right in Rochester.
FAVORITE BLEND 3 bag 39^c
KILBOURN HALL lb. 21^c
SPECIAL BLEND lb. 25^c

HIRE'S REAL ROOT JUICE
ROOT BEER
36-Ounce 12-Ounce
3 bots. for 25^c | 6 bots. for 25^c
PLUS BOTTLE DEPOSIT

GREATEST PROOF OF BUTTER VALUE WE'VE EVER OFFERED!
EVERY PACKAGE OF LAND O' LAKES BUTTER CONTAINS U. S. CERTIFICATE OF QUALITY!
Land O' Lakes!... The wonderful sweet cream butter you have read so much about! It's 93 score... the top score in butter. Try it! See how much it helps to make every meal taste better.
CERTIFICATE OF QUALITY
United States Department of Agriculture
U. S. SCORE 93
LAND O' LAKES BUTTER
Today's Price
26^c
Wegmans
HOME OWNED FOOD MARKETS
Famous For Fine Foods

MAY DRUG SALE
KEY DRUG STORES
470 N. GOODMAN Near Main
92 E. MAIN Near Water
546 MONROE Near Goodman
CUT RATE

Key Coupon
PALMOLIVE SOAP
3 for 13^c
Limit 3

Key Coupon
CLEANSING TISSUES
Box of 500
12^c
Limit 2

Key Coupon
PRORAK ID. BLADES
Reg. 10c
3^c
Limit 2

BREWERS YEAST TABS.
Bottle of 500
Reg. \$1.75
87^c

KREML HAIR TONIC
Reg. 60c
31^c

THERMOS JUGS
Gallon, Reg. \$1.35
89^c

MINIATURE CHOCOLATES
Regular 60c
Box Lb. **21^c**
Delicious Tasty Nibbles!
In Beautiful Gift Box!

New
AYER BEAUTY CADDY
OF 1939
Repeated by popular request! A New Ayer Beauty Caddy has just arrived from Harriet Hubbard Ayer. Contains Luxuria, Skin and Tissue Cream, Face Powder, Skin Tonic, Pink Clover Perfume.
Priced at only... **1.00**

BORAX, 1b can, reg. 20c 9^c
POTNAM DYES, reg. 15c 10^c
FLASHLIGHT BATTERIES, 2 for 7c
AGAROL, reg. \$1.00 79^c
HINKLE PILLS, Bottle of 100 3^c
WATERMAN S INK, reg. 10c 6^c
DENTAL FLOSS, reg. 15c 7^c
SWEETHEART SOAP, 4 for 15c
FLIT SPRAY Regular 35c 16^c

DETECTO SCALES
Regular \$2.50
177
Weight to 250 lbs.

BOBBY PINS 2 for 5c
Card of 25
HORLICK'S MALT Regular \$1.00 69^c
Bisodol Powder 49^c
Insect Sprayers Regular 25c 13^c

TREET SHAVING BRUSH
Reg. 50c
23^c
LUCKY STRIKE CIGARETTES
A Mild Smoke

ZIPPER BAGS
Regularly Sold for 98c
49^c
Made of durable water-proof material, double stitched, and completely lined with rubber.

WATER GLASS 11^c
Pint Size, Regular 20c
TYPEWRITING PAPER 17^c
Pkg. of 200, Regular 25c
LINEN STATIONERY 17^c
24 Sheets—24 Envelopes—Regular 35c Box
ATLAS SHOE POLIS 3^c
Black or Brown
Garcia Grande Cigars, 7 for 25c
Regular 5c
Forhan's Tooth Paste, 3 for 98c
Regular 50c
SAFETY PINS 4^c
Bunch of 40

CLOSEOUT! Just 100
SAMSON ELECTRIC TABLE STOVES
Regular \$2.00
Special At 98^c
Hi-speed nichrome heat unit — gives quick, concentrated heat. Compact, convenient — does the work of a kitchen range. Sturdy heavy steel body. Durable, heat resistant finish.
As Illustrated

TOURNAMENT Golf BALLS
Reg. 35c Each
21^c
5 for 99c
2.19 Doz.
A real live, long distance ball

MULTISIFIED SHAMPOO
Regular 50c 26^c
SPIRIT OF CAMPHOR
2 ounces, regular 35c 17^c
ELECT. IRONING CORDS
Regular 25c 11^c
Dog Food 4 cans for 17c
50c a doz.
ASPIRIN TABS. 2c
Tin of 12
ANACIN TABS. 59^c
Bottle of 50, reg. 75c
BAYER ASPIRIN 59^c
Bottle of 100, reg. 75c
PAPER PLATES 7^c
Save a day! Reg. 10c

WATER GLASS 11^c
Pint Size, Regular 20c
TYPEWRITING PAPER 17^c
Pkg. of 200, Regular 25c
LINEN STATIONERY 17^c
24 Sheets—24 Envelopes—Regular 35c Box
ATLAS SHOE POLIS 3^c
Black or Brown
Garcia Grande Cigars, 7 for 25c
Regular 5c
Forhan's Tooth Paste, 3 for 98c
Regular 50c
SAFETY PINS 4^c
Bunch of 40

WATER GLASS 11^c
Pint Size, Regular 20c
TYPEWRITING PAPER 17^c
Pkg. of 200, Regular 25c
LINEN STATIONERY 17^c
24 Sheets—24 Envelopes—Regular 35c Box
ATLAS SHOE POLIS 3^c
Black or Brown
Garcia Grande Cigars, 7 for 25c
Regular 5c
Forhan's Tooth Paste, 3 for 98c
Regular 50c
SAFETY PINS 4^c
Bunch of 40

WATER GLASS 11^c
Pint Size, Regular 20c
TYPEWRITING PAPER 17^c
Pkg. of 200, Regular 25c
LINEN STATIONERY 17^c
24 Sheets—24 Envelopes—Regular 35c Box
ATLAS SHOE POLIS 3^c
Black or Brown
Garcia Grande Cigars, 7 for 25c
Regular 5c
Forhan's Tooth Paste, 3 for 98c
Regular 50c
SAFETY PINS 4^c
Bunch of 40

WATER GLASS 11^c
Pint Size, Regular 20c
TYPEWRITING PAPER 17^c
Pkg. of 200, Regular 25c
LINEN STATIONERY 17^c
24 Sheets—24 Envelopes—Regular 35c Box
ATLAS SHOE POLIS 3^c
Black or Brown
Garcia Grande Cigars, 7 for 25c
Regular 5c
Forhan's Tooth Paste, 3 for 98c
Regular 50c
SAFETY PINS 4^c
Bunch of 40

WATER GLASS 11^c
Pint Size, Regular 20c
TYPEWRITING PAPER 17^c
Pkg. of 200, Regular 25c
LINEN STATIONERY 17^c
24 Sheets—24 Envelopes—Regular 35c Box
ATLAS SHOE POLIS 3^c
Black or Brown
Garcia Grande Cigars, 7 for 25c
Regular 5c
Forhan's Tooth Paste, 3 for 98c
Regular 50c
SAFETY PINS 4^c
Bunch of 40

WATER GLASS 11^c
Pint Size, Regular 20c
TYPEWRITING PAPER 17^c
Pkg. of 200, Regular 25c
LINEN STATIONERY 17^c
24 Sheets—24 Envelopes—Regular 35c Box
ATLAS SHOE POLIS 3^c
Black or Brown
Garcia Grande Cigars, 7 for 25c
Regular 5c
Forhan's Tooth Paste, 3 for 98c
Regular 50c
SAFETY PINS 4^c
Bunch of 40

WATER GLASS 11^c
Pint Size, Regular 20c
TYPEWRITING PAPER 17^c
Pkg. of 200, Regular 25c
LINEN STATIONERY 17^c
24 Sheets—24 Envelopes—Regular 35c Box
ATLAS SHOE POLIS 3^c
Black or Brown
Garcia Grande Cigars, 7 for 25c
Regular 5c
Forhan's Tooth Paste, 3 for 98c
Regular 50c
SAFETY PINS 4^c
Bunch of 40

WATER GLASS 11^c
Pint Size, Regular 20c
TYPEWRITING PAPER 17^c
Pkg. of 200, Regular 25c
LINEN STATIONERY 17^c
24 Sheets—24 Envelopes—Regular 35c Box
ATLAS SHOE POLIS 3^c
Black or Brown
Garcia Grande Cigars, 7 for 25c
Regular 5c
Forhan's Tooth Paste, 3 for 98c
Regular 50c
SAFETY PINS 4^c
Bunch of 40

WATER GLASS 11^c
Pint Size, Regular 20c
TYPEWRITING PAPER 17^c
Pkg. of 200, Regular 25c
LINEN STATIONERY 17^c
24 Sheets—24 Envelopes—Regular 35c Box
ATLAS SHOE POLIS 3^c
Black or Brown
Garcia Grande Cigars, 7 for 25c
Regular 5c
Forhan's Tooth Paste, 3 for 98c
Regular 50c
SAFETY PINS 4^c
Bunch of 40

WATER GLASS 11^c
Pint Size, Regular 20c
TYPEWRITING PAPER 17^c
Pkg. of 200, Regular 25c
LINEN STATIONERY 17^c
24 Sheets—24 Envelopes—Regular 35c Box
ATLAS SHOE POLIS 3^c
Black or Brown
Garcia Grande Cigars, 7 for 25c
Regular 5c
Forhan's Tooth Paste, 3 for 98c
Regular 50c
SAFETY PINS 4^c
Bunch of 40

WATER GLASS 11^c
Pint Size, Regular 20c
TYPEWRITING PAPER 17^c
Pkg. of 200, Regular 25c
LINEN STATIONERY 17^c
24 Sheets—24 Envelopes—Regular 35c Box
ATLAS SHOE POLIS 3^c
Black or Brown
Garcia Grande Cigars, 7 for 25c
Regular 5c
Forhan's Tooth Paste, 3 for 98c
Regular 50c
SAFETY PINS 4^c
Bunch of 40

WATER GLASS 11^c
Pint Size, Regular 20c
TYPEWRITING PAPER 17^c
Pkg. of 200, Regular 25c
LINEN STATIONERY 17^c
24 Sheets—24 Envelopes—Regular 35c Box
ATLAS SHOE POLIS 3^c
Black or Brown
Garcia Grande Cigars, 7 for 25c
Regular 5c
Forhan's Tooth Paste, 3 for 98c
Regular 50c
SAFETY PINS 4^c
Bunch of 40

WATER GLASS 11^c
Pint Size, Regular 20c
TYPEWRITING PAPER 17^c
Pkg. of 200, Regular 25c
LINEN STATIONERY 17^c
24 Sheets—24 Envelopes—Regular 35c Box
ATLAS SHOE POLIS 3^c
Black or Brown
Garcia Grande Cigars, 7 for 25c
Regular 5c
Forhan's Tooth Paste, 3 for 98c
Regular 50c
SAFETY PINS 4^c
Bunch of 40

WATER GLASS 11^c
Pint Size, Regular 20c
TYPEWRITING PAPER 17^c
Pkg. of 200, Regular 25c
LINEN STATIONERY 17^c
24 Sheets—24 Envelopes—Regular 35c Box
ATLAS SHOE POLIS 3^c
Black or Brown
Garcia Grande Cigars, 7 for 25c
Regular 5c
Forhan's Tooth Paste, 3 for 98c
Regular 50c
SAFETY PINS 4^c
Bunch of 40

WATER GLASS 11^c
Pint Size, Regular 20c
TYPEWRITING PAPER 17^c
Pkg. of 200, Regular 25c
LINEN STATIONERY 17^c
24 Sheets—24 Envelopes—Regular 35c Box
ATLAS SHOE POLIS 3^c
Black or Brown
Garcia Grande Cigars, 7 for 25c
Regular 5c
Forhan's Tooth Paste, 3 for 98c
Regular 50c
SAFETY PINS 4^c
Bunch of 40

WATER GLASS 11^c
Pint Size, Regular 20c
TYPEWRITING PAPER 17^c
Pkg. of 200, Regular 25c
LINEN STATIONERY 17^c
24 Sheets—24 Envelopes—Regular 35c Box
ATLAS SHOE POLIS 3^c
Black or Brown
Garcia Grande Cigars, 7 for 25c
Regular 5c
Forhan's Tooth Paste, 3 for 98c
Regular 50c
SAFETY PINS 4^c
Bunch of 40

WATER GLASS 11^c
Pint Size, Regular 20c
TYPEWRITING PAPER 17^c
Pkg. of 200, Regular 25c
LINEN STATIONERY 17^c
24 Sheets—24 Envelopes—Regular 35c Box
ATLAS SHOE POLIS 3^c
Black or Brown
Garcia Grande Cigars, 7 for 25c
Regular 5c
Forhan's Tooth Paste, 3 for 98c
Regular 50c
SAFETY PINS 4^c
Bunch of 40

WATER GLASS 11^c
Pint Size, Regular 20c
TYPEWRITING PAPER 17^c
Pkg. of 200, Regular 25c
LINEN STATIONERY 17^c
24 Sheets—24 Envelopes—Regular 35c Box
ATLAS SHOE POLIS 3^c
Black or Brown
Garcia Grande Cigars, 7 for 25c
Regular 5c
Forhan's Tooth Paste, 3 for 98c
Regular 50c
SAFETY PINS 4^c
Bunch of 40

WATER GLASS 11^c
Pint Size, Regular 20c
TYPEWRITING PAPER 17^c
Pkg. of 200, Regular 25c
LINEN STATIONERY 17^c
24 Sheets—24 Envelopes—Regular 35c Box
ATLAS SHOE POLIS 3^c
Black or Brown
Garcia Grande Cigars, 7 for 25c
Regular 5c
Forhan's Tooth Paste, 3 for 98c
Regular 50c
SAFETY PINS 4^c
Bunch of 40

WATER GLASS 11^c
Pint Size, Regular 20c
TYPEWRITING PAPER 17^c
Pkg. of 200, Regular 25c
LINEN STATIONERY 17^c
24 Sheets—24 Envelopes—Regular 35c Box
ATLAS SHOE POLIS 3^c
Black or Brown
Garcia Grande Cigars, 7 for 25c
Regular 5c
Forhan's Tooth Paste, 3 for 98c
Regular 50c
SAFETY PINS 4^c
Bunch of 40

WATER GLASS 11^c
Pint Size, Regular 20c
TYPEWRITING PAPER 17^c
Pkg. of 200, Regular 25c
LINEN STATIONERY 17^c
24 Sheets—24 Envelopes—Regular 35c Box
ATLAS SHOE POLIS 3^c
Black or Brown
Garcia Grande Cigars, 7 for 25c
Regular 5c
Forhan's Tooth Paste, 3 for 98c
Regular 50c
SAFETY PINS 4^c
Bunch of 40

WATER GLASS 11^c
Pint Size, Regular 20c
TYPEWRITING PAPER 17^c
Pkg. of 200, Regular 25c
LINEN STATIONERY 17^c
24 Sheets—24 Envelopes—Regular 35c Box
ATLAS SHOE POLIS 3^c
Black or Brown
Garcia Grande Cigars, 7 for 25c
Regular 5c
Forhan's Tooth Paste, 3 for 98c
Regular 50c
SAFETY PINS 4^c
Bunch of 40

WATER GLASS 11^c
Pint Size, Regular 20c
TYPEWRITING PAPER 17^c
Pkg. of 200, Regular 25c
LINEN STATIONERY 17^c
24 Sheets—24 Envelopes—Regular 35c Box
ATLAS SHOE POLIS 3^c
Black or Brown
Garcia Grande Cigars, 7 for 25c
Regular 5c
Forhan's Tooth Paste, 3 for 98c
Regular 50c
SAFETY PINS 4^c
Bunch of 40

FURNITURE
RECONDITIONED
upholstering, Refinishing 3-
Buttes re-covered in Frisco
\$25.00. Occasional Chairs,
C. Cooper, Chairs, \$7.50.
KYLE Upholstering Co.
MAIN 4832

quality
UNDER-FED

ROAST
EF
19^c
lb.

lb. 12c

ROYAL RIO TEXAS

JUICE
25^c

TO TEXAS 25c

YELLOW 25c

4 cans 25c

cans 25c

VARIED FRENCH'S

PIOCA

9^c

in

ash

us!

cans 25c

icious 14c

jar 25c

N 90 SECONDS

QUICK

25^c

4c

FRESH 19c

kg. 12c

15c

N CHARM 4c

R

5^c

F

26^c

POUND ROLL

26^c

26^c

26^c

26^c

26^c

26^c

26^c

26^c

26^c

26^c

26^c

26^c

26^c

26^c

26^c

26^c

26^c

26^c

26^c

26^c

26^c

26^c

26^c

26^c

26^c

26^c

PLAY BINGO AT CENTURY THEATRE

MON.,
WED.,
FRI., SAT.
2:30 P.M.
MATINEES

WED.,
FRI.,
EVENINGS
8:30 P.M.

\$100 CASH DAILY
SPECIAL FRI. \$150.00 IN CASH

Mr. and Mrs. Merle L. Dutton of Sagamore Drive, will entertain at dinner and bridge today in their home.

Miss Ann Osborne daughter of Mr. and Mrs. Robert K. Osborne of Arnold Park, has returned from Stockholm, Sweden, where she spent a year.



SEE
PAGE
5

Takes New Post



Jack McCabe

The popular Jack McCabe is the newest member of the sales staff of the Manhattan Wine and Liquor Co., Genesee St. McCabe, well known in local sales circles, is planning spring and summer promotions to increase the store's volume and to win new customers, according to John Kelly, owner of the store.

Dr. and Mrs. Thomas Jameson of Mt. Vernon Avenue, have returned from a month's stay in California.

Mrs. Eugene Chrysal of Beverly Street, entertained the Kodak Current Event Group for luncheon today at the Century Club. Dr. Dexter Perkins was the speaker.



"NOT EVEN ONE MOVING PART?..."

"NO, not even one with this refrigerator! A tiny gas flame does all the work. Servel Electrolux has no moving parts in its freezing system! That's why it's always silent. And that's the reason, too, for its freedom from wear and continued low running cost. Servel operates for only a few cents a day... year after year!"

See the Electrolux (gas), Frigidaire and General Electric models on our main floor.

ROCHESTER GAS & ELECTRIC CORPORATION

89 East Ave. Main 3960

SIMPLIFIED 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

BAND CONCERT & BINGO

By and for SLAGER POST BAND
American Legion, Tickets \$1.00

MAMMOTH

BINGO

Grand Prize, 1939

20 CASH PRIZES \$10 to \$100

Plus 100 FREE Door Prizes!

FREE PARKING FOR 1,000 CARS

Friday, May 12th 8:30 P. M.

850 HUDSON AVE.

Formerly HOLTZ Clothing Factory

JOIN THE PARADE OF WINNERS! \$15,000.00

Has Been Paid to Hundreds of Bingo Players at the

HIPPODROME

ADMISSION 40^c 184 CLINTON AVE. NORTH (ROLLER DROME)
8:30 Every Monday Night Just a Step from Andrews St.

ALWAYS A GOOD TIME AT THE CHATEAU

Monroe Ave. At 12 Corners

FLOOR SHOW

The Greatest Aggregation of Scintillating Stars in the Chateau's History

- * Gloria Manners Goldenrobed Contralto
- * Raoul & Virginia Ballroom Dancers Extraordinary
- * Duval Sisters Tops In Taps
- * Ginger Allen A Study In Terpsichorean Pep.
- * Eight Raoulettes Snap-Beauty-Grace
- * Peter Randall M. C.

NEW LOW PRICE!

DELICIOUS FULL COURSE

SUNDAY DINNERS

\$1.00

Steak, chicken, duck, turkey or fish... the finest foods that ever tempted the palate of the most discriminating epicure!

BERGHASH

ARGAINS of The Week
MAKE YOUR PURCHASES NOW IN ADVANCE OF THE PENDING NEW STATE TAX

LIQUOR Specials!

LONDON INN GIN \$1.54
Greyhound Straight BOURBON WHISKEY 2 1/2 YEAR OLD 90 PROOF \$1.54

A SENSATIONAL VALUE! JULIUS MARCUS CHERRY OR PEACH LIQUEUR WITH BRANDY \$1.58

CREAM O'GRAIN STRAIGHT BOURBON WHISKEY 2 1/2 YEARS OLD 3 CASE OF 12 BOTTLES \$15.00

ENGLISH PEER BRAND COCKTAILS \$1.75

RUM \$1.69

BOTTLED IN BOND STRAIGHT BOURBON WHISKEY 100 PROOF FARMBROOK \$2.39

100% Pure California WINES

PORT TOKAY MADEIRA BURGUNDY CHIANTI WHITE PORT \$1.39 Gal.

SHERRY MUSCATEL SAUTERNE CLARET ANGELICA REISLING

BERGHASH NEXT DOOR TO LOEW'S THEATRE 124 CLINTON AVE. SOUTH FREE PARKING OPPOSITE OUR STORE

The MIRACLE MARKET 694 LAKE AVE.

Not Only Lowest Everyday Prices BUT ALSO Sharply Reduced Week-End Specials

We Meet or Beat Any Advertised Price In Rochester!

GROCERY BARGAINS

RINSO Large Pkg. 17^c

Flaked TUNA 2 for 19^c

CRABMEAT 20^c

PUDDINGS 4^c

PEAS Large No. 2 Can 9^c

Vegetables or Carrots Large No. 2 Can 5^c

Hundreds More at Miracle Market

Winston ASPARAGUS 2 cans 23^c

BEER AND ALE 2 for 15^c

DOG FOOD 2 for 25^c

Brick Cheese 81^c

Amer. Cheese 38^c

EGGS doz. 23^c

CHEESE lb. 24^c

Pickles 6 for 10^c

Spinach pk. 10^c

Tomatoes lb. 12^c

Oranges doz. 15^c

Grapefruit 3 for 10^c

Potatoes pk. 25^c

Coupon Special

SPRY 3-lb. Can

44^c

With This Coupon

BEEF ROASTS

Fresh Milk Fed VEAL ROASTS 15^c

Boneless Rolled Fillet of VEAL ROASTS 21^c

Milk Fatted Young-Roasting CHICKENS 22^c

Rochester Fresh Made-Large BOLOGNA 15^c

CLUB FRANKFURTS 15^c

ALL YOU WANT OF FRESH CHICKEN CUTS

Chicken Wings lb. 23^c Chicken Breast lb. 41^c Chicken Leg lb. 35^c Chicken Neck lb. 15^c Chicken Liver lb. 45^c

TRUTHFUL NEWS

THE ROCHESTER SUN, THURSDAY, MAY 11, 1939

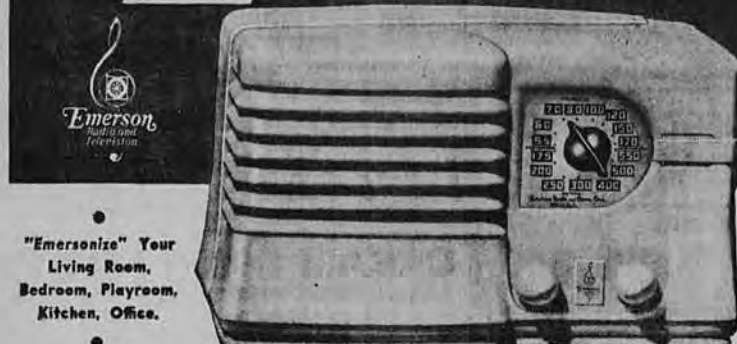
TRUTHFUL ADVERTISING

Seneca Stores Celebrate With Savings!

23RD — Birthday

AMERICA'S No. 1 RADIO BY POPULAR ACCLAIM!
YOU'RE RIGHT WHEN YOU CHOOSE THE WORLD'S BIGGEST SELLING LITTLE RADIO

Emerson



"Emersonize" Your Living Room, Bedroom, Playroom, Kitchen, Office.

Emerson Models for Every Purpose and Every Purse. \$9.95 to \$219.95

Model CH-246 with "Miracle Tone Chamber" Streamlined Beauty in Ivory Plaskon

5-Tube AC-DC Superheterodyne (7-Tube Performance) • Standard American Broadcasts and Police Calls • Electro Dynamic Speaker • Automatic Volume Control • Full-Vision Illuminated Dial • Built-in Antenna.



The "STRAD" — Model CH-255 — 5-Tube (7-Tube Performance) AC-DC Superheterodyne in magnificent violin-shaped, hand-rubbed walnut cabinet. The highest quality small radio ever produced. \$19.95

\$12.95

For Your Kitchen—Model 257 What every housewife has always wanted with "Miracle Tone Chamber" 5-Tube AC-DC Superheterodyne (7-Tube Performance) • Standard American Broadcasts and Police Calls • Electro Dynamic Speaker • Automatic Volume Control • Full-Vision Illuminated Dial • Built-in Antenna • White enameled finish cabinet. \$19.95

"Self Powered" PORTABLE



World's Smallest Practical Radio Model CF-255 Your Choice of Walnut, Ivory, Green or Red (Ivory, Green or Red Models 50c Extra)

TODAY — see and HEAR this sensational set — for the traveler, home, office, playroom — the IDEAL GIFT.

Other EMERSON MODELS, \$9.95 to \$219.95

"YOUR Constant Companion" WHEREVER YOU GO!

\$29.95 COMPLETE

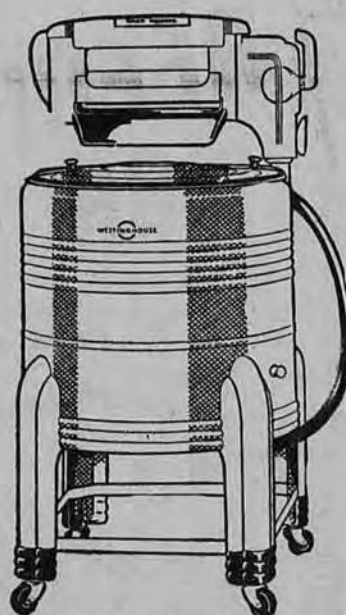
ON EASY TERMS

Plays EVERYWHERE (indoors and outdoors) Completely Self-Contained MODEL CE-259

- 5-Tube Superheterodyne.
- Standard American Broadcasts and Police Calls.
- Automatic Volume Control.
- Permanent Magnet Dynamic Speaker.
- Self-Contained Aerial.
- Rugged case covered with durable material in attractive tan and brown design.
- Weighs only 15 lbs.

Westinghouse WASHERS

PAY ONLY 2 NICKELS A DAY



Look At These Features!

This is a big capacity washer with overall finish of lustrous white. It has a massive, streamline wringer. It washes 8 lbs. of clothes per load (dry weight), and is the ideal washer for the average-size family.

LARGE AUTOMATIC PRESSURE WRINGER: Die cast wringer, with large 2 1/4 inch balloon-type soft rubber rolls to eliminate clothes wear and broken buttons. Even roll pressure is maintained by four powerful coil springs without manual adjustment, assuring uniform drying of all articles. Convenient touch-bar safety release frees all roll pressure instantly. Drain-board reverses automatically with the rolls.

PORCELAIN ENAMEL TUB: The scientifically corrugated tub is finished with three coats of fused-on glistening white porcelain enamel, inside and out. Easy to clean — easy on clothes — maintains water temperature.

IMPROVED LYNITE TURBULATOR: Upper and lower wings are designed with multiple ribs and perforations. Water action created by upper wings prevents clothes from tangling.

"NATURAL WASHING ACTION": Clothes are drawn, by suction, toward the wings, and are then swished at the top and bottom of the tub. They are rubbed across the corrugations of china-smooth tub and the turbulator. This gives a fast, thorough washing action similar to that of hand washing — but one that is so easy on the clothes it assure less wash-wear.

PRECISION MECHANISM: Gears and drive shaft precision made. Drive mechanism sealed in one-piece gear case. Runs in bath of oil.

SELLING PRICE \$79.95
ALLOWANCE For Your Old Washer 20.00

YOU PAY ONLY \$59.95

FREE! FULL YEAR SUPPLY OF RINSO WASHING POWDER With Each Washer

PAY ONLY 2 NICKELS A DAY

SENECA

WE SAY WHAT WE MEAN

Open Evenings 'Til 10 P. M.

149 MONROE

Nearly a Quarter-Century of Business!

SALE - 23RD

June Bride
SPECIALS!



Begin
With This

**DIAMOND
BRIDAL SET**

An exquisite combination... diamond engagement ring and diamond set wedding band. 14 - Karat solid gold, with perfect blue - white diamonds!

\$19⁹⁵

INVEST
the Easy Credit way!

Pay Only

EASIEST CREDIT
TERMS IN TOWN!

50^C

DOWN
and
WEEKLY



THIS WEEK ONLY
WILLIAM ROGERS SON
SILVERWARE

Service For 8
REG. \$30.50 OPEN STOCK
44 PIECE SET

\$18⁰⁰
YOU DON'T NEED CASH



**EASY
TO PAY
THE
SENECA
WAY**

Special

Nationally Known
Wrist Watches

Ladies
Watches

\$9⁹⁵
Up

Men's
Watches

\$7⁹⁵
Up

7 TO 21 JEWELS

7 TO 21 JEWELS

FREE THIS WEEK!

Useful GIFT - - - To Every Lady or Gentleman
Visiting Our New Jewelry Department

COME IN FOR YOURS
OPEN EVENINGS

STORES

AVENUE

Open Evenings
Til 10 P. M.

**WE MEAN WHAT
WE SAY**

Our Birthday
Gift To You!

\$60.00

IN MERCHANDISE...ANYTHING IN OUR STORE

FREE

For Your Old Stove or Ice Box
On A Brand New

**REFRIGERATOR
OR STOVE**

5-Leading Makes!

PAY ONLY

2

**NICKELS
A DAY**

CHOOSE FROM

5

**LEADING
MAKES**

BRAND NEW MODERN

**STOVES AND
REFRIGERATORS**



All at
Nationally-
Advertised
Prices!

**YOU
POSITIVELY
WILL GET
THE BEST DEAL IN
ROCHESTER ON A
REFRIGERATOR or STOVE**

**HANDY
BANK
GIVEN!**



Make
It
Easy to
Save
Your
2
Nickels
a Day!



Give Her a Gift Both Practical And Pretty!

Here are a few of the hundreds of Mother's Day suggestions you'll find in Neisner's big May Bargain Carnival! Buy it this week-end at Neisner's... and get ever so much more for the money you spend!



FAMOUS "SWEETHEART" SATIN Lace Trimmed or Tailored

SLIPS

Lovely slip fashions... full cut, rip-proof taped seams. New laces and trim tailored styles with embroidery. The new striped patterns are included. Form-fit, bias cut.

59c

Tea Rose And White! Sizes 34 to 44!



White and White Trim HAND BAGS

The hand of fashion will clasp bags like these all Summer long! Under arm, pouch, and envelope styles. Soft Pig-tex and Calf textures. Well-lined, with change purse and mirror. White, white combinations, white with navy or Japonica trim.

For Summer

59c

DAINTY NEW BLOUSES

A most wanted summer fashion, frilly or tailored, sheer chiffon, jabot ruffled front or tuck styles. Many new shades including white.

\$1.00



FULL-FASHIONED Sheer Chiffon HOSIERY



59c

Beautiful full-fashion sheer hose in all the smart Summer shades. First quality, in all sizes. Stock-up at this super-saving price!

Buy For Mother...and Buy For Yourself!



Mother's Day CARDS
You will need a card to give the message. Complete selection at Neisner's.



LOVELY PILLOWS
Special "Mother's" or Colonial designs. Faint satin. Pretty pastel shades.

25c



HANDKERCHIEFS
Fine quality with fancy embroidery. Initial or special "Mother" patterns.

5c



HANKY CASE
Soft two-tone colored case with a delightful faint scent. Individual box.

25c



Mother's Day MOTTOES
Appropriate verses and designs in 8x10 metal frames. Individually boxed.

25c



CHOICE CHOCOLATES
A delicious variety of choice candies. Fresh! Special one pound boxes.

25c



A Value Scoop! Rayon Undies

Well-Made, Pretty, Dainty Styles... Lowest Price of the Year!

Smart, wearable styles... both lace trim and tailored, with contrasting trim. White or tea rose. Step-ins, panties or briefs.

12 1/2c

This wide selection contains large and extra sizes. Stock up for Summer at this big Bargain Carnival savings!

Pure Thread Silk Chiffon



HOSIERY

39c

Perfect quality in most wanted Summer shades. Heel and toe reinforcement, double stitched tops. An extra value!

WHITE GLOVES

59c pair

Soft texture angelskin. Pull on and button. All sizes.

Lovely Rustling Taffeta SLIPS

Beautifully tailored styles, full length with rip-proof seams. Made of fine quality taffeta with adjustable shoulder straps. Bias cut. White or Tea Rose in sizes 36 to 44.

25c

Go First To NEISNER'S Annual May Bargain

5¢ to 20¢
Steele

A Sale Of Thousands Of Pairs
Women's And Children's

ANKLETS

8c Pair

Stock up now with enough to see you through the Summer. Plain colors, trim combinations and smart new patterns. All sizes for women and children, for sport, play or garden wear.

ALL SIZES



TABLE LAMPS



69c

Complete

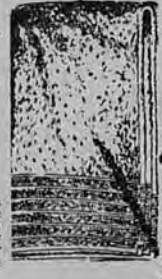
Charming colorful pottery fashions with parchment shades to match, contrasting trim. Complete with cord and plug.

GENUINE CANNON TURKISH TOWELS

Regularly 35c Value!

19c

Big, thirsty, genuine Cannon towels at the lowest price in years! Thick, soft and fluffy with colored border stripes, or check designs. Size 23x46.



Ladies' Hd'kerchiefs
2c

Thousands to choose from. Every one a five cent value! First quality, fancy embroidery, attractive patterns, also fancy prints.

Men's Large Hd'kerchiefs
3c

You will want a dozen of these! The big fine quality that men like. Each a regular five cent value, specially priced at three cents.

Broadcloth Aprons

17c

Assorted patterns, all guaranteed fast color, gaily printed broadcloth. Large size overall, and you'll want several.



WHITE CUPS



Special Purchase!

LARGE WHITE PLATONITE

2 1/2c

Throw out those old cracked cups and stock up now at this record low price.

ROLLED-EDGE CRYSTAL Mixing Bowls

Clear crystal with a decorative design. Every household should have several of them... and can at Neisner's Bargain Carnival.



Large 7 1/2 in. Size

Rayon & Cotton TABLE COVERS



21c

Full 48x72 in. Plain table covers that you can wash on and off in a flash.

OIL CLOTH



46-IN. WIDE **15c** yd.

Brighten your kitchen at an extra low saving price! Long-wearing, easy to clean oil cloth, in a grand stock of new Spring patterns and colors. Slightly irregular.

EXTRA SPECIAL! LARGE CANNON DISH CLOTH **3c**

You'll want a dozen at this record low price!



The Heads of Summer Hats

Greet summer with a new hat. You dozens of clever creations: crown crowns, snug little bonnets, tip-top lones and priced really low.

6c

All headsets and summer shades. Veil and trim. Ribbon trim to suit costume. You can see new hats at this price.

STRAWS! FELTS!



HIGH FASHION NEW 1939 WOMEN'S FLOCK DOTILE DRESSES

Here are the dress fashions in demand this Summer in new advanced styles, fresh, cool and made to show the very trimmest, to keep the whole Summer of many styles.

Sizes 14 to 44—Narrow Colorful Patterns Summer

50c



ORANGE SLICES

A luscious, whole-some, confection that will win you with your first bite! A fresh shipment for this week-end ending.

8c



SALE Cottage Setroom, Ruffled Corded

This sensational sale of the windows of your home by voiles, with tie-backs. Novelty and tailored Colorful cottage sets, in value or gains throughout.

Go first to 5c TO \$10

**5¢ to 10¢
Store**

Follow The Crowds to Rochester's
"Bargain Spot" ... Bigger and
Better Values Than Ever Before!

Bargain Carnival

The Headers of 1939!
Summer Hats

Greet summer with a new hat. You'll find dozens of clever creations, crowns, peak crowns, snug little bonnet tip-tops. Fashioned right and priced right low.

6¢

All head sizes and summer shades. Veil and trim. Ribbon trim to suit costume. You can see new hats at this price!

STRAW! FELT!

FASHION With Price Penalty!
FLOCK DOT
RESS

Here are the dress fashions, fresh prints in demand this Summer, made and cleverly trimmed, to keep you cool and smart the whole Summer. Show but five of many styles.

Sizes 14 to 44—Colorful Patterns

5¢

SALE Cottage Setroom, Ruffled Cord
Curtains

This sensational sale of curtains is the time to dress-up the windows of your home! New voiles, ruffled top and side, tie-backs. Novelty and tailored styles in fine ecru. Colorful cottage sets, in blue or green. Fresh new patterns throughout.

to Neisner's
\$1.00 STORE 200 MAIN ST. E.

2-Days of Big Savings
FRIDAY and SATURDAY

"Go First To Neisner's" was never more saving advice than in this big May Bargain Carnival! Stock-up the whole family for the Summer, and you'll save enough to attend the World's Fair! Check every item... for every one's a graphic demonstration of Neisner's 110-store buying power! And remember, there are hundreds of similar savings waiting for you at the big Neisner store!



NEIS-NAP SANITARY
NAPKINS
Box of 12 **10¢**

Scientifically prepared, fine soft quality. Specially designed for comfort. A regular 15¢ value.



300 Sheets
Facial Tissue
10¢

You can afford to buy a dozen boxes at this big value price! Large size, soft texture.



WHITE FLOATING
SOAP
Big 6 oz. Bar **3¢**

of pure white floating soap. Made from the finest ingredients.

Everything Kiddies Need For Summer!



PLAY CLOTHES 59¢

AT NEISNER'S
Neisner's Bargain Carnival is the time to stock up on kiddies wearables for Summer! Attractive, clever creations, well made. Long wearing quality.

GIRLS' PLAYSUITS
(A) Genuine Pepperell. Various new prints and attractive styles. Sizes 7 to 14. Exceptional values.

DUTCH STYLES PLAYALLS
(B) We have these clever new styles in a wide variety of patterns and colors for boys and girls. Sizes 1 to 6. Copies of \$1.00 value. Fine check percales and solid colors, embroidered designs.

BOYS' KITE JUMPERALLS
(C) Combination kite jumperalls and playall suit. Blue chambray with red trim. Sizes 2 to 8 years.

SUN SUIT AND BONNET SET
(D) Darling little sun suits with bonnet to match. Made of printed percales with organdy trim. Sizes 2 to 6 years. Special values.



Cute Peg Top
PLAY SUITS 25¢

Well made of sturdy blue chambray with contrasting red trim. Double stitched seams, reinforced at all points or strain. Perfect for play. Sizes 3 to 6.



Sturdy Gabardine
PLAY-ALLS 39¢

Here's the play costume that will take hard knocks! Fast colors of wine, navy and brown, with shoulder straps, novelty trim. Sizes 2 to 8.

SHEER, DAINTY NEW
Summer DRESSES 59¢

All brand new styles, in pretty flowered voiles, dimities and organdies. Expertly fashioned in a wide selection for children from one to six years. Quality that would ordinarily cost much more!

FAST COLOR
Sun SUITS 10¢

Suits as cute as they are wearable, to keep the kiddies neat and cool the whole Summer through! New styles! Gay prints! Fast colors!

Another Neisner Carnival Scoop!

SHIRTS and SHORTS

SWISS-RIB SHIRTS... FAST-COLOR SHORTS. Popular styles for both men and boys! Athletic shirts that will stand plenty of tubbing. Shorts in new, fancy long-wearing broadcloth. Cool and comfortable, in a full range of sizes. Take advantage of the low Carnival price to buy your entire Summer's supply!

Shirt Sizes, 24 to 46... Short Sizes, 30 to 42!

13¢

A Stellar Sale Value!



JUST ARRIVED! New Summer BELTS **12¢**

A nationally famous make that usually sells at a much higher price! Smart styles in white and combinations to wear with Summer slacks.

Children's
POLO SHIRTS 19¢

Kiddies will "go" for these clever new Polo Shirts! Plain colors, blazer stripes, all the new combinations. Small, medium and large sizes... at a record-breaking low price!



Look Cool... Keep Cool

Men's Polo SHIRTS 39¢

Every man will want several of these! New blazer stripes in the latest crew neck and net mesh styles. Small, medium and large sizes.



Carefully Tailored!
The Best Buy in Town!

MEN'S SHIRTS 79¢

Fine quality dress shirts of genuine broadcloth. Plain whites and assorted patterns for summer wear. Form cut and all sizes. See these shirt values today.

GENUINE BROADCLOTH

GUARANTEED FAST COLOR

STAND UP FUSED COLORS

FULL FORM CUT

WHITES or PATTERNS All Sizes!



WASH TIES 2 FOR 15¢

New pastels... Stripes, checks, small figures and solid colors! Every tie well-made to stand plenty of washing. Buy a dozen to see you thru the Summer!

Brand New Patterns
MEN'S HOSE 8¢



PAIR 2 for 15¢

A huge stock of new styles! A full range of every wanted pattern and color! Elastic tops, reinforced heel and toe. All sizes, and all regular 15¢ values, reduced for Carnival Sale only!

No Need to Pay More
STRAW HATS \$1



A man can have several in a season at a price like this! Newest styles, in all head sizes. Several different ribbon patterns.



10-Qt. Round Grey Enamel
DISH PANS 17¢



SAVE 40%! Guaranteed
SILVER PLATE TEASPOONS 6¢

Marquette pattern, quality silverplate at a record low price!

Carnival Specials
IN THE BIG, CLEAN NEISNER
CAFETERIA

EXTRA SPECIAL!
FRIDAY & SATURDAY

Mummy Hanna
FRIED CHICKEN 25¢

Hamburger on Bun and Large Stein **8¢**

Old Fashioned HOME-MADE Strawberry Shortcake **10¢**

With plenty of whipped cream and fresh strawberries.
FRUIT SALAD SUNDAE 8¢

NEISNERS May BARGAIN Carnival

"Shoe Values for EVERYONE During This GREAT SALE"

SALE SPORTS OXFORDS Breezy, Colorful for Summer SALE PRICE!  59c SIZES 3 TO 8 REAL VALUES	LOW PRICES LEISURE SLIPPERS Attractive Crepes or Zapon BIG VALUE!  33c SIZES 3 TO 8 BUY NOW	GREAT SAVINGS PLAY SANDALS To Protect Active Little Feet ONLY!  66c ALL SIZES TO 3 BIG VALUES	SMART STYLES BRIDGE SLIPPERS Popular Styles for Women LEATHER SOLES  54c SIZES 3 TO 8 BARGAIN PRICES	GREAT SALE ZAPON SLIPPERS For Women and Girls ALSO SAME IN FELT  23c SIZES 3 TO 8 SALE
--	--	--	---	---

SADDLE OXFORDS

"Swing Styles" for College Girls
 WHITE ELK WITH TAN SADDLES
 Good Wearing Crepe Soles

\$1.44
 SIZES 4 TO 8
 Wear them for Sport... for Business... for Dress... for Dancing or "Jeeping!"

BOYS' SPORTS OXFORDS

Dressy Styles
 Whites, Tans or Black

\$1.00
 A PAIR
 SIZES 1 TO 6
 Good Wearing Soles

Misses' and Child's CREPE SOLE SANDALS

Cute Two-Strap Summer Styles

98c
 WHITE ELK, TAN
 Sizes 8 1/2 to 11

Smart Whites

15 BEAUTIFUL STYLE HITS
 Ready for Summer
 • STRAPS
 • SANDALS
 • PUMPS

\$1.00
 Others At \$1.44 to \$1.98
 Buy 2 Pairs!
 See Them All At Our Store
 Only a few of the many lovely new styles shown here.
 HIGH HEELS! LOW HEELS! FLAT HEELS!

Newest "Sports Flash" for Outdoor Girls Fabric Bargie "KOEDS"

Lighter! Cooler! Smarter! For Every Occasion

\$1.00
 A Pair
 Colors: Red-White, Green-White, Blue-White
 Wear these for Picnics... Hikes... Tennis... Beach and all active Sports.

Misses' and Child's White Strap SLIPPERS

Hurry for these... They'll Be A Sell-Out!

79c
 SIZES 8 1/2 to 12
 Good Looking Good Wearing

Infants' Adorable STRAP SLIPPERS

Beautiful Styles for Little Tots!

79c
 SIZES 3 to 4
 Small Raised Heels

Sport Clogs

for Women, Girls
 THE SEASON'S NEWEST STYLE SUCCESSES

\$1.00
 A Pair
 Very Smart Colors:
 • Whites • Blues
 • Tans • Browns
 • Multicolors
 • WOOD SOLES!
 • CORK SOLES!
 • CREPE SOLES!
 Perhaps you prefer a more conservative sports shoe, such as the Fabric "KOEDS" pictured here.
 Select Yours Early!

LITTLE BOYS' and GIRLS' "FAVORITES" Crepe Sole Oxfords

Two of Our Most Popular Styles
 • BARGIES
 • SADDLES

98c
 Sizes 8 1/2 to 13
 Smart styles with thick crepe soles exactly as pictured and known for wear!
 • WHITE • TANS • BLACKS
 BARGIES Special Value!

NURSES' OXFORDS

With Metatarsal Supports

\$1.44
 Sizes 4 to 9
 Ideal for Beauticians, Waitresses, Clerks, Maids and all energetic women.
 The lowest price we have ever offered these very popular "Health Shoes" for.
 EXTRA ADDED METATARSAL SUPPORT

BOYS' STURDY Tennis "Sneaks"

BROWN OR WHITE
 Only **49c**
 Extra Good Wearing Soles
 SIZES TO BIG 6

Men's Big Value... WORK SHOES

GOOD WEARING COMP. SOLES

\$1.00
 A Pair
 Rubber Heels
 Men! Get In on this and SAVE!

BARGAINS for MEN

SPORTS OXFORDS

Marvelous Values!

\$1.69
 A Pair
 Choice of WHITE ELK OR BLACK
 Good Wearing Composition Soles
 But Worth Much More
 A GENUINE BARGAIN!
 Sizes 6 to 11

SALE FELT SLIPPERS Men's Comfort Favorites BIG VALUE!  33c SIZES 6 TO 12 REAL VALUES	LOW PRICES MEN'S "Loungers" Newest House-Slippers LEATHER SOLES  94c SIZES 6 TO 11 FOR HOME OR GARDEN	GREAT SAVINGS SATIN D'ORSAYS For Women and Girls SEVERAL STYLES  47c SIZES 3 TO 8 BUY NOW	SMART STYLES WOMEN'S EVERETTS Mother's "Favorite Style" LEATHER SOLES  84c Handsomely Trimmed, Several Smart Colors BIG VALUES	GREAT SALE STURDY TENNIS OXFORDS BIG VALUE!  49c LIGHT! SPEEDY! ALL SIZES FOR MEN, BOYS, WOMEN AND GIRLS SALE
---	--	--	---	--

Refrigerators - Ironers - Gas, Oil And
Combination Ranges - Oil Burners
Washers - Home & Auto Radios - Tires

\$1⁰⁰ DOWN - \$1⁰⁰ WEEK

UNION 286 EAST AVE.

Quality Furniture - Vacuum Cleaners
Electrical Appliances - Auto Acces-
sories - Lamps - Girls' & Boys' Bicycles

\$1⁰⁰ DOWN - \$1⁰⁰ WEEK

PRICES ARE "HOT" TO MAKE WARM FRIENDS!
BUY EVERYTHING YOU NEED FOR HOME AND AUTO \$1⁰⁰ DOWN - \$1⁰⁰ WEEK

**ROCHESTER'S
GREATEST VALUES IN
Furniture & Appliances!**

**SAVE \$20 ON AN
All Porcelain Gas Range**



Porcelain Enamel inside and out, heavy insulation throughout, High Speed Economy Burners and extra large oven - an outstanding "Union" Value at today's low price!

\$39⁹⁵

\$1⁰⁰ DOWN \$1⁰⁰ WEEK!

**BUY THIS GENUINE
"PHILCO" AUTO RADIO
REGULAR \$49.95**

\$39⁹⁵

\$1⁰⁰ DOWN - \$1⁰⁰ WEEK

**BEAUTIFUL 8 PIECE
DINING ROOM SUITE**



Full size extension table, Buffet, 6 Chair, One Arm, and five Side Chair, upholstered seats. Choice of beautiful new veneers and cabinet woods. Complete set is a marvelous value at this special price.

\$69⁹⁵

\$1⁰⁰ DOWN \$1⁰⁰ WEEK!



**OWN A GENUINE
AUTOMATIC WASHER**

REGULAR \$69.95

For exclusive and outstanding features of real merit and value the AUTOMATIC Washer has been a leader for 29 years. Come in compare its features with washers costing many dollars more - You'll appreciate this Extraordinary Saving!

\$39⁹⁵

\$1⁰⁰ DOWN - \$1⁰⁰ WEEK!

We've printed the prices in today's advertisement in "Red" to make new warm friends for our three stores. It takes but a minute to open a "Union" Credit Account - \$1.00 DOWN delivers any article you purchase for Home and Auto and \$1.00 a week pays for it. Take advantage of these sensationally low prices and get everything you need for home and auto on Union's Easy Credit Terms.

\$1 DOWN - 3 YEARS TO PAY!

**A REFRIGERATOR THAT GIVES YOU EVERYTHING
YOU WANT AT A PRICE YOU WANT TO PAY!**



**The New GIBSON
BIG 6 CUBIC FOOT ALL
STEEL REFRIGERATOR!**

Here is the all-time Masterpiece! - a genuine 6 foot GIBSON, with all the refrigerator advantages you want, AT THE PRICE YOU WANT TO PAY! It's the refrigerator sensation of America and the only refrigerator of its kind on earth, for less than a hundred dollars. Don't even consider buying an electric refrigerator until you see the new Gibson created by a Company with 62 years experience.

**YOU'LL HARDLY BELIEVE ANYTHING
SO FINE CAN BE BOUGHT FOR SO LITTLE!**

Keeps Perishable Foods Fresh! * 1939 All-Steel Triple Sealed Cabinet! * Makes More Ice Cubes Faster! * Sealed Thrifty-Scotch Yoke Mechanism!

Guaranteed For 5 Years!

**THE ONLY BIG SIX
CUBIC FOOT, ALL STEEL
HERMETICALLY SEALED
REFRIGERATOR IN ALL
AMERICA, SELLING
FOR LESS THAN \$100!**

The Refrigerator Sensation Of The Age!

\$99⁹⁵

Tested & Approved By Good Housekeeping Institute!

**\$1⁰⁰ Down
Delivers This
New Gibson
Get Yours Today!**

**STONE
PHONE
5007**

**If You Can't Visit The Union Stores - Phone
And Our Representative Will Call And Give
You Particulars On Your Purchase**

**PHONE
STONE
5008**

**UNION
TIRE COMPANY
MAIN STORE
286 EAST AVENUE**

OPEN EVENINGS UNTIL 10 P.M.

OPEN SUNDAYS UNTIL NOON

**ENJOY HAPPY MOTORING
RE-TIRE NOW!**

Play safe on the highways equip your car now with safe new rubber and enjoy a full season of trouble-free motoring. Your choice of all standard makes, including Firestone, Goodyear, Goodrich, U. S. Royals - Pay while you ride on "Unions" generous \$1.00 down and \$1.00 week credit terms - Takes but a minute to open a "Union" tire account.



\$1⁰⁰ DOWN - \$1⁰⁰ WEEK!

**ROCHESTER'S
Lowest and Most Generous
BUDGET TERMS!**

**FIVE PIECE
LIVING ROOM GROUP**



Extra large Davenport and Chair. Strong sturdy construction, choice of a variety of coverings - included in this group is a beautiful Coffee Table, End Table and Table Lamp. All 5 pieces for this amazing price.

\$39⁹⁵

\$1⁰⁰ DOWN \$1⁰⁰ WEEK!

**BEAUTIFUL NEW
"Royal" Vacum Cleaners
REGULAR \$49.95**

Powerful brush that gets all the dirt, fully guaranteed to give years of efficient service. **\$29⁹⁵**

\$1⁰⁰ DOWN - \$1⁰⁰ WEEK

**BEAUTIFUL 3 PIECE
BEDROOM SUITE**



Bed, chest and choice of dresser or vanity with bench. Lovely, new cabinet woods, styled in new modern design and sturdily constructed for long service. Buy this beautiful Jamestown Suite on Union's Easy Terms.

\$49⁹⁵

\$1⁰⁰ DOWN \$1⁰⁰ WEEK!

60 NORTH MAIN ST., FAIRPORT, N. Y. * 3 BIG STORES TO SERVE * 114 WEST COMMERCIAL STREET EAST ROCHESTER

DOLAN'S

Formerly
Clark's
Market

600 JEFFERSON AVE.

We Deliver Phone Genesee 1417

EXTRA TENDER
**COOKED
HAM**
Whole or
String
Half **27c**
lb.

Prime U. S. Gov't Inspected
BEEF ROASTS
Tender, prime steer
beef. **17c**
lb.

Rib-End Roast Fresh Young
PORK LOINS
Freshly dressed 5 to 6 lb.
young corn-fed porkers. **17c**
lb.

Tender Juicy Prime Steer
SIRLOIN STEAKS
Real tender, thick and
juicy, from prime steers. **29c**
lb.

Buy the Cuts of Fresh
CHICKEN YOU PREFER
Legs, lb. 35c Neck, lb. 15c
Giblets, lb. 15c Breasts, lb. 41c
Livers, lb. 45c Wings, lb. 23c

Tender Monty Young
Frying or Roasting
CHICKEN
Delicious, they'll
meet in your
mouth. 3 to
4 lb. average. **22c**
lb.



Picnic Needs
Coney Island
PARBOILED
HOTS **25c**
lb.
SKINLESS
HOTS **19c**
lb.
ASSORTED
COLD CUTS **29c**
lb.

Store Owner



H. B. FITELSON
H. B. Fitelson, popularly known
as Hy Fitch, has opened his new
appliance store at 477 Joseph
Avenue. The Fitch Appliance
Company carries only nationally
known and popular lines.

Learn To Swim Campaign Launched By YWCA

The annual adult "Learn to
Swim" campaign of the Frank-
lin Street YWCA will open next
Monday and continue through
June 2. Miss Dorothy E. Borden,
senior Red Cross lifesaving ex-
aminer, is instructor.

Registrations for the six-lesson
course are being received this
week. Classes are scheduled
Mondays and Wednesdays at
8:30 p. m. and Tuesdays and
Fridays at 9:30 a. m. and 1:30
p. m. Physical examinations and
suits will be provided at the
"Y."

Percentage with Player Who Chooses Safest Way

By VIRGINIA LEVY

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

The frequently given advice, "when a hand offers more than
one method of play, choose the safest way," cannot be too often
repeated.

This was very evident in the
hand illustrated below, which
was taken from a recent local
tournament.

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

CONTRACT DOOMED

The nine of hearts was opened
by west, and declarer played the
jack from the dummy, which
east covered with his queen,
south winning with the ace. Up
on looking over the hand, de-
clarer decided that if the
trump finesse was successful, he
could make six on the hand, as
he could use one of dummy's
clubs on which to discard a
heart loser.

Thereupon, with this object in
mind, he laid down the ace of
spades and ruffed his other
spade in the dummy. This was
followed by the trump finesse,
which, of course, lost to west.
With west now in the lead,
south's contract was doomed, as
a heart was returned, east win-
ning and leading back another
one for his partner to ruff.

SOUND REASONING

Had south, instead of hoping
for all the breaks to be in his
favor, decided upon a simple
safety play, he could have made
his contract. It can be seen that
had declarer ducked the first
heart lead, allowing east to hold
the trick, five diamonds could
have been made without any
trouble, as when west did get in
with the diamond king, he would
have had no hearts to lead back
to his partner.

Declarer, however, was quite
right in discarding this line of
play, as with a two-heart over-
call by east, he had every right
to assume that that player held
five hearts. There was, though,

Smith College Club President Re-Elected

Smith College Club elected of-
ficers for the coming year at its
annual luncheon meeting Sat-
urday in Genesee Valley Club.

Mrs. Leonard Lee Bacon, pre-
sident, and Mrs. Thomas M.
Durston, for another year. Miss
Jane Bennett was elected vice-
president and Mrs. Edward Ly-
man Miller secretary. Mrs. Maro
S. Hunting was elected to re-
present the club on the Alum-
nae Council, which meets in
February at Smith College.

Mrs. William Childs of Elmira,
was the week-end guest of Mrs.
Walter V. Whitmore of Barrington
Street.

Baseball Leagues Set for Opening

World's Fair and Centennial
Leagues met in league head-
quarters, Champion Knitwear
Co., 71 St. Paul St., with Bud
Thompson, manager of the
Carrs, selected as president of
the circuits. Norm McCarthy,
manager of the Olympics, was
chosen vice-president, and
Chuck Higgle, secretary and
treasurer. These teams will play
in the leagues.

World's Fair: Carrs, White
Oaks, Moose, AFL Opticals, Jays,
Olympics, 15th Ward Merchants
and Titus Merchants. Centen-
nial: Sibleys, Evergreens, North-
east Merchants, Crystals, Mar-
ites, Polish Falcons, Pfaffs and
Fifth Ward Democrats.

Another meeting will be held
Friday, to prepare for the league
opening next week.

CORRECT PLAY

The correct play is for de-
clarer to lay down the ace of
diamonds and follow with a
small one. Now West is stripped
of his trump and, though he
leads a heart and his partner
returns one, there can be no
ruff. Played in this manner,
south loses the king of diamonds
and one heart trick and the con-
tract is in.

Laying down the trump ace
as suggested, assures the con-
tract if east has the king, or if
west has it alone or guarded
once. This play can lose only if
west has three to the king, in
which case the finesse losses
anyway.



OVERSTOCK SALE

to Make Room in Our Warehouse
for Incoming Stocks of Roofing!

ROOFING AND SIDING

Due to cold, unreasonable weather—
the threat of war and the recent
trucks' strike our warehouse is full
of roofing from ceiling to cellar—
we need space for other merchandise
that is coming in—so take advan-
tage of old low prices and save
money.

Save 20%

\$100 Roof Complete **\$ 79.00**
\$150 Roof Complete **119.00**
\$300 Complete Siding Job **239.00**

Prices Include All Materials and
Labor by Insured Workmen.
Materials Only at Bargain Prices

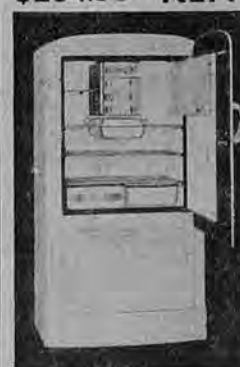
**NO DOWN
PAYMENT \$5 MONTHLY**

Phone for
Free
Estimate—
No
Obligation
KEMP
ROOFING COMPANY
333 WEST MAIN MAIN 1786

\$65.00 In Your Pocket!

... And You Don't
Have to Trade In
ANYTHING!

BIG 6½ CU. FT. **DE LUXE**
\$204.50 REFRIGERATOR



For Only
\$139.50

- * Built-In Thermometer
- * 16-Pt. Dial Control
- * Interior Light
- * Vegetable Crisper
- * Handy Door Basket
- * 1-Pc. Porcelain Interior
- * Door on Evaporator
- * All-Steel Cabinet
- * Good Housekeeping Approval
- * LOWEST OPERATING COST OF ANY REFRIGERATOR BUILT!

**\$1.00 Weekly
Buys It!**

Full Family Size Refrigerator

The biggest refrigera-
tor value in Roches-
ter! A regular \$139.50
value, in original fac-
tory crates. As dis-
tributors, we're sell-
ing out this special
shipment at a record-
low price!

\$99.50

71c Weekly

**\$5 DOWN 3 YEARS 5 YEAR PRO-
TECTION PLAN**

**SMITH &
HIRSCHMANN**

Universal Cooler Distributors **79 State St.** Corner Church

Open Every Evening

We Bought This Smashing Value AT A PRICE!

**Another Big Washer Scoop By
FITCH APPLIANCE
COMPANY**

Thor Washers

You Save \$25.50
On This Combination Offer!
• Lovel Wringer, Insula-
neous Release, Adjustable
Pressure!
• Corrosion-Proof Porcelain
Enameled Tub!
• All White Finish!

**IMAGINE! WASHER,
WRINGER AND IRONER
All 3 for \$59.50**

Complete

Thor Attachment Ironer

Do all your ironing from sheets to shirts in one-half the
time, with one-third the effort. Just as useful for pressing
suits, steaming out velvets, restoring ties, etc.

Fitch Appliance Co.
477 Joseph Ave.
Complete Line of Home Appliances
OPEN EVENINGS **STONE 5972**

The Most Dramatic Liquor Offer Rochester Has Ever Seen!

POE CLEMENT
Champagne
\$2.25 Quart
The famous 1928 vintage...
over ten years old!

Charles & Pommard
Champagne
\$1.25 25-oz. Bottle
Flat and Cle, vintage of 1929
... a product of France!

10-Yr.-Old
Sauterne
99c 25 Ounces
Real Haute Sauterne... 1928
vintage! A sensational low
price for this big 25-ounce
bottle!

BOTTLED IN BOND
D. L. MOORE ROCK CAVE
STRAIGHT BOURBON **\$2.45** 100 Proof
STRAIGHT PENN'S RYE **\$2.45** 100 Proof
Both Schenley Products
FULL QUART **\$1.25** PINT **65c** ½ PT.
All More Than 4 Years Old!

DEVONSHIRE GIN
Pint **90c** 5th **\$1.45** Qt. **\$1.75**
94.4 proof... distilled from grain! Bottled under the
supervision of the Black Prince Distillery, Schiedam
in Holland!

DON O RUM
\$1.89 Full Fifth
Ideal for the famous Rum
Collins... the perfect
warm-weather drink!
Pint, 98c

**HOLT MT. CREAM
SCOTCH**
\$2.79 Full Fifth
Bottled in Scotland... full
56 proof. An excellent Scotch.

N. Y. STATE WINES
79c Quart
Port, Sherry, Tokay, Musca-
tel... quality that equals
many of the finest imported
varieties.
HALF-GALLON... \$8.10

MANHATTAN WINE & LIQUOR Co.
GENESEE 4928 **917 Genesee** CORNER BROOKS **FREE** Deliveries in Neighborhood

HARRIS NUSBAUM — Helps You To Observe ...

MOTHER'S DAY

It takes a store like Nusbaum's to give
you MORE FOR YOUR MONEY...
MAY VALUES like these! WE PRICE
CLOSE TO WHOLESALE because our
overhead costs are lower in our location
AWAY FROM DOWNTOWN.

SILK SLIPS \$1.00
White, Tea Rose
SIZES 32-50!

HANDBAGS \$1.00
Black, Navy, White
Jap-
onica

Millinery
\$1.19
\$1.49
\$1.95
The very newest in
straws... also plenty
of white and pastel
felts.

**OPEN TONIGHT
UNTIL 9:30 P. M.
FRIDAY 9 A. M. to 8 P. M.**

Mother Will Love
one of these grand
NEW SUMMER
Dresses
\$1.95
3 for \$5

SIZES: 38 to 50
12 to 20
New Fashion Fabrics
• Bemberg
• Spun Rayons
• Acetate Sheers
• Crown Rayons
Adorable street and afternoon styles in the
fabrics usually used only in \$2.95 dresses.
Rich colors, fine details, dozens of prints,
black and pastels.

A Fine Selection of Better
SILK DRESSES
\$3.95 to \$6.95

HARRIS NUSBAUM
221-229 JOSEPH AVE. AT KELLY STREET

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

VOL. II No. 29

THE ROCHESTER SUN, THURSDAY, MAY 18, 1939

10

74,300 COPIES DELIVERED

Play-Things

*Big Boys and Girls Will
be Wearing This Summer*

Nothing is a-dada about men's recreation ensembles this Summer! Sure, they're easy to look at, but they're also the height of comfort and practicability to wear. This shirt and slacks suit is Sanforized. The shirt's as wearable on the outside as it is tucked into the slacks. In colors, plain or natural, the set is priced from \$1.95 to \$2.95.

The lady strikes an agrarian note in an overall set of cool, comfortable cotton that sells for only \$1.00. She wears it with a Brooks-neck polo shirt, that can be had in a riot of bright colors, for only 79c. And note the "Loafer" sandals, in natural-color twine. They're as easy on the feet as on the pocketbook... only \$1.59... both men's and women's sizes!

Want to know where to buy them? Just phone the Rochester Sun, Stone 6001, and we'll reveal the name of the Rochester merchant.



Episcopal Bishop Instituted

Solemn and simple services Tuesday evening in St. Paul's Church marked the institution of the Rt. Rev. Bartel Hilten Reinheimer as the second bishop of the Episcopal Diocese of Rochester.

Bishop Reinheimer was instituted by his predecessor, the Rt. Rev. David Lincoln Ferris, in a service used for the first time in the history of the Episcopal Church. The words pronounced by Bishop Ferris were:

"I, David Lincoln Ferris, by the authority committed to me by its Convention, do institute you, Bartel Hilten Reinheimer, as the Second Bishop of the Episcopal Diocese of Rochester. The Lord preserve thy going out and thy coming in from this time forth forever more."

Immediately preceding the ceremony of institution, Bishop Reinheimer received a crosser, the gift of laymen of the diocese, from the Rev. William C. Compton, D. D., president of the diocese.

Delegates to the eighth annual diocesan convention decided that the Episcopal Church will not change its diocesan name.

Ladies' Civic Band Lists Concert Sunday

The Ladies Civic Band will give a concert at Convention Hall on Sunday evening. Proceeds will be used to procure new uniforms and equipment for the band.

Organized two years ago, the Ladies Civic Band is a non-profit, non-sectarian organization devoted to bringing cheer to others.

Feature presentations of the 36-piece band will include cornet solos by Miss Rita Holmeyer and petite Jean Austin, 12-year old triple-tongue and mascot of the band.

Community Chest Drive Gets Encouraging Start

Reflecting an improvement in business conditions generally, Community Chest workers are finding their prospects more willing and more generous in the matter of giving.

Early reports from Chest workers who are striving to raise \$1,152,672, the goal set for this year's campaign show that many subscribers have increased the amounts of their pledges.

While the total pledged for the opening day of the drive was lower than the record for a similar period, the number of pledges was larger.

Harry P. Wareheim, campaign manager, declared that the drive under way this week was off to the most encouraging start in the 22-year history of the Chest.

Thomas School PTA To Meet Wednesday

The closing meeting of the year of the George T. Thomas School No. 49 Parent-Teacher Association, will be held May 17 at 2 p. m.

Following the business session, at which reports of various committees will be heard, refreshments will be served by a committee composed of seventh grade mothers.

New officers recently elected are: Mrs. Fred Gutfrucht, president; Mrs. John Moore, vice-president; Mrs. Floyd Reynolds, secretary; and Mrs. Charles Wright, treasurer.

Red Wings Move to Bolster Infield as Team Climbs Up

Comfortably ensconced in the first division, the Red Wings will shove off tonight for Montreal. Billy Southworth and his boys are happy, and they have plenty of reasons for their happiness, not the least of which is to be found in the fact that the Reds are the first club to win a series from the Jersey Giants this season.

The Wings slipped into high gear during the final week of their first home stay, uncovering a batting attack that has seldom been seen at the Stadium through the last few seasons. They powdered the offerings of right-handers and southpaws without discrimination and kept bearing down, regardless of the extent of the advantage they held over an opponent.

There's an old axiom in baseball that runs something like this: "Show the bums no mercy and break even with the strong clubs." The Wings followed that advice in their Sunday game with Toronto and in their opener with Jersey City. As a matter of fact, they made the Jerseys, league leaders, look even worse than the cellar-dwelling Leafs.

Negotiations are under way to bolster the Rochester infield and the contemplated deal, if and when it goes through, should make the Wings just about what the doctor ordered.

With Johnson, Ryba and Henshaw as his pitching headlines and Marty Marion due to return to the shortstop job within a week or so, Skipper Southworth should be able to look forward to a pleasant summer, especially if his dynamiters continue to slough the old apple as they have been doing in recent games.

Claude Bragdon Dinner Speaker

Claude Bragdon, former Rochester architect and stage designer who learned his profession here, will address the Rochester Society of Architects Thursday evening at the society's annual election and dinner at the University Club.

A charter member of the society, Bragdon was designer of the New York Central Station, First Universalist Church and other local landmarks.

His topic will be "The Mathematics of Beauty." The dinner will celebrate the 20th anniversary of the founding of the society.

Summer Schedule for Collection

Attention of householders is called to an announcement by William H. Roberts, commissioner of public works, that the collection of ashes and rubbish has been placed on the summer schedule, which means a collection every two weeks.

Hereafter householders will be required to provide separate receptacles for ashes, rubbish and garbage. All non-combustible refuse, such as ashes, bottles and tin cans, must not be mixed with combustible refuse, which includes paper, rags and leaves.

Garbage collections will be made weekly, as usual, and householders must provide covered receptacles of not less than three gallons or more than ten gallons capacity.

It's HARRIS NUSBAUM

THIS YEAR FOR
Graduation
DRESSES
\$4.95-\$10.95

Every new sweet-girl graduate style of 1939 is here in big variety for your selection. AND, at the low prices made possible by Harris Nusbaum's big volume in a low overhead location away from downtown.

SIZES
• Nets 10-16
• Vests 11-17
• Sheers 12-20
• Taffetas 11-17
• Organza 11-17
• Mousseline de soie 12-20



OPEN TONIGHT
UNTIL 9:30 P. M.
FRIDAY 9 A. M. to 8 P. M.

HARRIS NUSBAUM

Rushes The Summer Season of Sun, Fun; Travel and Vacation — With an...
ADVANCE SALE of Summer Wear

SAVE MONEY... plan your SUMMER WARDROBE ahead, NOW—so you can take advantage of these low SALE PRICES. You'll get BETTER CHOICE and more fun and wear out of your clothes, too. CLOSE TO WHOLESAL PRICING plus big volume buying permit these LOW PRICES in our low overhead location just a short ways from downtown.

Ladies' Summer Sale! PLAY TOGS



Buy Now Get Best Choice... And Save, Too

SLACKS SUITS \$1.95
Cute two piece combinations with plenty of summer color contrasts. Sanforized.

Sale! SHORTS 59c-95c
Well made and well styled to make you attractive in the sun. All colors. Sanforized.

SLACKS or OVERALLS \$1.00
A big variety of all the new styles. All popular colors. Pretty, practical, flattering fit. Cuff bottoms.

SWIM SUITS \$1.89-\$2.59
Wool or Laste Models. Smart, zippy swim suits that will attract the kind of beach attention every girl wants.

"TRU VAL" In-n'-Outer POLO SHIRTS



Shapings... Rayons... Crash and all the wanted new novelty fabrics. All colors and sizes. A sensational value

Wear It Out Like This: 59c
Wear It In Like This: 95c

BOYS' WASH SHORTS 95c
Elastic Backs... Self Belts... Plain Colors... Khaki... Twills... Coverts... Novelty Prints

BOYS' WASH SUITS 59c
Short Sleeves... Shantung... Twills... Crepes... Basket Weave... Novelties, Etc.

Extra Special Value! MEN'S and BOYS' Slacks

EXTRAORDINARY VALUES at \$1



In a HUGE Variety of
• STYLES
• FABRICS
• PATTERNS
• SHADES
• STRIPES
• CHECKS
• HERRING-BONES
• TWILLS

So finely styled and tailored they're suitable for wear in ensembles or in sport jackets.

The Fit! The Style! The Materials!
Usually Found Only In More Expensive Dresses!

Scoop! Purchase New Summer Silk DRESSES \$3.95

JR. Sizes 9 to 15
Misses' Sizes 12 to 20
Women's Sizes 38 to 50

A BRAND NEW—just-purchased group—dresses that are really WORTH \$5.95 to \$7.95. Printed Chiffons! Crepes! Bemberg Silks! Silk Prints! The new lilac colors... Navy and White combinations... Black and White combinations... Navy and White combinations... Polka Dots... Colorful Stripes... almost unbelievable values at this feature price. See them right away for best choice.

Lovely New Summer
• BEMBERGS
• ACETATE SHEERS
• SPUN RAYON
DRESSES \$1.95
3 for \$5

HARRIS NUSBAUM
The Complete Apparel Department Store
221-229 JOSEPH AVE. AT KELLY STREET

RUGS Shampooed

\$1.50 for 6x9 Size
Domestic

Call
MAIN
1030

or Main 7021

Renews the color and lustre... lengthens life by removing grit and soil. Thoroughly dusted, sized and shampooed. Other sizes proportionately low.



BLANCHARD STORAGE CO., Inc.
Workmanship Is GUARANTEED!

Two Rochester Men On Editorial Board

Two Rochester youths, Harry C. DeRitis and Charles M. Freeman, have been elected to membership on the editorial board of the Wharton Review, undergraduate publication of the Wharton School of Finance and Commerce, University of Pennsylvania.

DeRitis is son of Mr. and Mrs. Vincent DeRitis, 201 Rugby Ave., and Freeman is son of Mr. and Mrs. Charles A. S. Freeman, 82 Merchant Rd.

Mrs. Roy C. Kates of San Gabriel Drive, entertained at tea on Friday in her home.

May Festival of Bargains at Lincoln's

"Our biggest sale event of the spring is Lincoln's May Festival, starting Friday," said Arthur Kane, manager of Lincoln's Stores, Main Street East at St. Paul.

"Our buyers have been working for this sale for the last three months," continued Mr. Kane, "and they have made store-wide purchases at a frac-

Lincoln Chief



ARTHUR KANE

DR. M. W. LOCKE

SHOES

For Women

SPRING CLEARANCE

\$8.85

Values to \$12.50

PARK & SONS
46 East Ave. Stone 1600

New York Clergyman To Address Graduates

Dr. Eugene C. Carder, associate minister of Riverside Church, New York, will deliver the baccalaureate sermon to 28 students of Colgate-Rochester Divinity School at exercises next Sunday at 4:30 p. m.

President Albert W. Beaven will award the degree of bachelor of divinity to the young ministers Monday at 7:45 in the school auditorium.

Members of the graduating class and their wives will be guests of the faculty at a dinner Thursday evening at Stony Point Manor.

Now on the

Starlight Roof

Bob Caspers

Correllians

Direction of Norman Haines

Dinner Dancing 7 to 9

Late Supper Dancing 10 to 1

Every Night but Monday

Sagamore Hotel

SUMMER CURTAIN SALE

Curtains for Every Room in the Home
Every desired style, in every wanted fabric is included in this Sale! Prices have been reduced as much as 40%... and every curtain in stock is NEW!



Crisp Fresh New
COTTAGE SETS

88c Values to \$1.39

Clever cottage sets in fine quality materials. Colors to match every kitchen color scheme. Values you won't find duplicated anywhere in Rochester!

OILSILK BATHROOM CURTAINS 88c
Regular \$1.29 Values

Pretty Ruffled
PRISCILLA STYLES

\$1.69
Reg. \$2.25 Values!

Full 92-inch width by 2 1/2 yards dotted Marquette. In cream, ecru, rosebud, blue, peach and green. Quality you'd expect to find at much higher prices!



MOST FAVORED FASHIONS IN TAILORED TYPES
Tailored curtains, hemmed and headed, all ready to hang. 36-inches by 2 1/6 yards. 1-inch side hems. Fine quality rayon or cotton marquisette. In ecru or ivory. **88c** Regular \$1.19

CHENILLE BED SPREADS



Reg. \$6.98 Values! **\$4.98**

Also a Complete Line of Oilskin Window and Shower Ensembles, Bath Mats, Draperies, Venetian Blinds and Accessories.

We Guarantee to Please or Your Money Refunded!

ROCHESTER CURTAIN SHOP

In Loew's Rochester Theater Building

134 Clinton Ave. S.

Supply Missing 'Wings' Line And Win Free Movie Tickets!



Loew's Theater and The Rochester-Sun would like to have you see Columbia's new Howard Hawks production, "Only Angels Have Wings", co-starring Cary Grant and Jean Arthur, and they offer guest tickets to the first twenty-five persons who can supply the missing line in today's contest.

One of the greatest romantic poets, who died at the age of 26, winds up our "Wings" famous poetry contest. English, he lived in the eighteenth century. Now supply his name and the missing line.

There was an awful rainbow once in heaven.
We know her too, her texture; she is given
In the dull catalogue of common things.

POET'S NAME

OPENS FRIDAY, MAY 26th

LOEW'S THEATRE

Hurry! Address All Replies To:
CONTEST EDITOR—ROCHESTER SUN

BUY DIRECT FROM THE GROWER
—ALL STOCK GUARANTEED TO BLOOM OR REPLACED FREE—

— PLANT NOW —

This is fine planting weather and we have plenty of good stock in perfect condition for planting now. Our modern storage facilities enable us to keep trees, shrubs, roses, etc. in dormant condition regardless of the weather, so you can plant right along just so long as we have the stock on hand. Some varieties are getting scarce, so plan to plant as soon as possible.

SPECIMEN EVERGREENS

We have the finest assortment of specimen evergreens you will find anywhere in the city. Over 30 varieties, including beautiful trees in upright and spreading varieties. Let our experienced men help you plan an evergreen planting for your home that will be different and distinctive. Every evergreen guaranteed to grow or REPLACED FREE. Browse around our spacious grounds and look over our hundreds of specimen evergreens.

Our Own Northern Grown ROSES

The best you can plant. Will bloom freely this summer.

NO. 1 GRADE 70c Per Doz. \$7.50

No. 2 grade 39c ea. \$3.50 Doz.

SHADE TREES

The Two Best Trees For Yard And Street Planting

SILVER MAPLE A very rapid growing, soft wooded Maple growing 30 to 60 feet tall. **\$1.75 each**

AMERICAN ELM Grows 60 to 80 feet tall. One of the most beautiful street trees. It has graceful, wide-spreading, outward-curving top branches. **\$1.50 each**

A complete line of shade, ornamental and fruit trees, including Weeping Cherries, Mountain Ash, White Birch and many others too numerous to mention.

SPECIMEN B & B PLANTS

(Many of which you will find only at our store)

- FLOWERING DOGWOOD
- JAPAN RED LEAF MAPLES
- MAGNOLIAS
- DAPHNE
- DAPHNE MEZEREUM (February Daphne)
- VIBURNUM CARLISII (Fragrant Viburnum)
- HOLLEY LEAF BARBERRY
- HYBRID LILACS
- ILEX GLABRA
- AZALEAS
- KALMIA (Mountain Laurel)
- RHODODENDRONS

HEDGE PLANTS — VINES — FRUIT TREES FERTILIZERS — PEAT MOSS

"ROCHESTER'S GARDEN HEADQUARTERS"

CHASE GARDEN STORE

2045 EAST AVE. Phone Monroe 1166

OPEN DAILY AND SUNDAYS UNTIL DARK

NOTE: Our tulips are in bloom. 34 varieties in our gardens. Come out and see them.



JOHN MURPHY

tion of the prices we expected we would have to pay." Mr. Kane himself went to the New York markets and was able to select store-wide best sellers at real savings that Lincoln's are passing on to the public. Lincoln's will have plenty of extra clerks for this event. Today's Rochester Sun carries five full pages describing the special new seasonal merchandise that will go on sale tomorrow morning at 9 o'clock.

John Murphy, assistant manager, and Christopher Cutler,



CHRIS CUTLER

manager of the street floor, are Mr. Kane's principal aides in the Lincoln Store. Both have had long and thorough training in the ranks of this organization.

Movie Quiz Winners

Want to see "Only Angels Have Wings", opening May 26 at Loew's Theater? Fill in the missing line in today's contest and you may be one of the twenty-five who will receive guest tickets.

Each of the following may obtain a pair of guest tickets for "Only Angels Have Wings" by calling at the Sun office, 419 Burke Building:

- Rhoda Levens, 569 Meigs Street.
- Mrs. Ralph Coon, 76 Crawford Street.
- Anna C. Russell, 396 Ravine Avenue.
- Melvin Lutz, 262 Avenue A.
- Dora M. Levin, 63 Edward Street.
- Mrs. Frank A. Biel, 252 Colingwood Dr.
- James A. Bell, 184 Peck Street.
- E. M. Delcher, 325 Park Avenue.
- Laura Clark, 101 Westview Terrace.
- Harriet Dean, 141 Mulberry Street.
- Mrs. R. H. Mosher, 112 Iceland Park.
- Mrs. W. J. Carnahan, 58 Magee Avenue.
- Erma W. Parks, 38 Winans Street.
- M. I. Kenneally, 707 Main Street, W.
- George Reineman, 712 Meigs Street.
- James Kramer, 15 Arvine Pk.
- Heleen Allen, 919 Genesee Street.
- George Savage, 20 Revere Street.
- Mary Ellen O'Connell, 221 Belcoda Drive.
- Peter Willems, 174 Eastland Avenue.
- Dorothy Green, 268 Winchest-
- er Street.
- Mrs. O. F. Hanson, 133 Wheel-
- don Drive.
- Mary Stratton, 27 Beverly Heights.
- Mrs. Fred Blum, 739 Harvard Street.
- Betty Phillips, 46 Fairview Avenue.

Projansky Clearance

\$16.95 to \$49.95 Dresses
\$11.00 to \$33.00
Spring Coats and Suits
Reg. \$22.95 to \$69.95 **\$16 to \$46**

New Fur Coats and Jackets
1/4 to 1/2 off

Winter 1939-40 Fur Coats and Fur Jackets coming through our workroom... to keep expert craftsmen employed in an otherwise "off" season. Every sale now insures them continued employment.

Call Stone 337 for Bonded Messenger for FRIGID Storage in which FURS Thrive

- Charge Accounts
- Budget Accounts

39 East Avenue
Center of Things Fashionable

NOW! at Smalls FISHING TACKLE on EASY TERMS!

Your Choice of Famous
...AM. FORK & HOE
...PFLEUGER and
...SOUTH BEND

RODS and REELS

50c DOWN 50c A WEEK

SPECIAL REEL Reg. \$1.10 Value 79c

Come In—Look Over Our Big Display Of Fine Equipment—Pay On Smalls Easy Terms

OPEN SAT. TILL 9

Smalls

28 EAST MAIN ST.

LAUER'S

NEW DRAPERY DEPT. FEATURES THE BEST!

These Fuller—Finer—More Beautiful

CURTAINS

\$3.50 Per Pair

When Lauer's opened their new drapery department—they decided first of all to carry a line of drapes—curtains—towels—bedspreads and slip-covers that you "can't find just anywhere". You know as well as we that the city is full of 49c curtains... they're pretty enough for the money—but is it wise to buy them? Lauer's believe it pays to buy beautiful, guaranteed sun and tubfast curtains—that's why we carry so many styles from \$1.98 to \$4. See Lauer's drapes and curtains. We believe you'll agree with us!

LAUER'S FINER BED SPREADS

- EXTRA HEAVY CHENILLE SPREADS **\$6.95 to \$20**
- SATIN SPREADS—Plain and Figured **\$12 to \$30**
- WEDGEWOOD DECORATOR PRINT Fruit of the Loom Fabric Spreads **Special \$3.50**

Drapes or Spreads

Lauer's
50 STATE ST.

LINCOLN'S *annual* May Festival

Sale Starts
Friday 9. A.M.

Be here early when the doors open to share in these

Sale Starts
Friday 9. A.M.

MAY FESTIVAL SUPER-SPECIALS



Here's front page news for MEN ---
when you can buy **NATIONALLY ADVERTISED**

Famous make \$1.65 quality

SHIRTS

• In Genuine Woven Madras

• Because of this low price we cannot use the name but the original maker's labels are right under the present labels—you'll know it.

If we could tell you the name you'd know right away what a real value this is—not a printed shirt in the group... 90% are fancies, all have the permanently smart non-wilt, no starch collars that require no ironing. Hurry for this value!

(Slight irregulars)

\$1.

MEN'S NATIONALLY ADVERTISED

Regular \$1.65 quality broadcloth or percale

Famous maker's closeout... all **FIRST QUALITY**... you'd recognize the name right away.

PAJAMAS \$1



Men's and Boys' athletic style
SHIRTS and SHORTS

Regularly 26c each
2 FOR 25c

THE SHIRTS

1x1 fine rib knit, combed yarn, white athletic style shirt. Men's sizes 36 to 46... boys' sizes 26 to 34.

THE SHORTS

Vat dyed, fast color shorts with fitted elastic side tabs... men's sizes 30 to 44... boys' sizes 24 to 32.

Men's Gabardine, nub crases, twill or broadcloth



SPORT SHIRTS

68c

Regularly 1.59

Tailored sport shirts with short sleeves. Light weight gabardines, rough crases, washable broadcloths and twills in small, medium and large sizes.

Tremendous Purchase Rayon Undies at Big Savings



First Quality RAYON
Briefs - Panties

Half price **12 1/2c**

Brief fitting undies in regular 35c rayon. Tea rose in small, medium and large sizes.

Non-run TAILORED
Rayon Undies

Usually 39c **24c**

Tailored panties, bloomers and stepins of genuine non-run rayon cloths. Sizes 5, 6, 7.

CHILDREN'S ELASTIC BACK **UNION SUITS 18c**
Size 2 to 12 Regularly 29c



A famous manufacturer's closeout of regular 25c

MEN'S SOCKS

→ AT HALF PRICE ←

12 1/2c

• Blazer stripes
• Fancy patterns
• Lisle, rayons
• Reinforced heels and toes

Short length, crew socks with elastic-knit tops... rayon and lisle clox patterns. Hundreds of new fancy hose in stripes, plaids and colors in sizes 10 to 12.



Beat this
SUPER SPECIAL
if you can!

Famous
Make!

Full Fashioned

Ringless Silk

HOSIERY

Usually 69c
a pair
Selected
Irregulars

39c

First Quality
FULL-FASHIONED RINGLESS-SILK HOSIERY

48c
Reg. 79c

Famous Makers Closeout
OF
1939 BRAND NEW STYLES
COTTON DRESSES



• Flocked Dots
• Gay Floral Prints
• Pastel Dotted Swisses
• Sheer Polka Dots

69c

20 NEW 1939 STYLES
TO CHOOSE FROM!

We continue to make history with another smashing sale event! Just 1000 cool, soft sheers in outstanding styles that have sold at higher prices. They wash and iron like a hankie.

Fine Count Percale

BIB AND COVERALL

APRONS 12 1/2c
Fast Color—Values to 25c

LINCOLN'S *annual* May Festival

TREMENDOUS PURCHASE OF THOUSANDS OF CURTAINS

Because we "specialize" in CURTAINS...design and make Our-selves thousands of pairs annually...keep many large mills busy...and sell at prices that are consistently lower... WE LEAD IN CURTAIN VALUES! AT ALL TIMES!



Super Special

3 Length Feature—Smart
Ripple Top First Quality

**ADJUSTA
NETS**

A Much Superior
Quality Than
You'd Usually
See Selling for
\$1.

69¢

Over 12 new expensive looking designs

Rich, heavy, natural ecru nets with beautifully designed floral borders and plain centers and all with the easy-to-hang, 3-row adjustable tops. Easily laundered give years of service . . . (Limit of 8 pairs to a customer).



Now You Buy These
Regular \$1.00 Grade

CURTAINS

69¢

Hollywood Mesh NETS

Gay, multicolored, attractive mesh tailored curtains excellent for summer use. Cedar, brown, green and gold.

69¢

Sheertex delustered

**Rayon Tailored
CURTAINS**

Usually
\$1

69¢

Exquisitely sheer, tailored rayon marisettes with deep 3 inch hems at sides and bottom. Hemmed and headed, ready to hang in eggshell or beige.

"Brentwood" Chenille Marquisette tailored

CURTAINS

Regularly
\$1.19

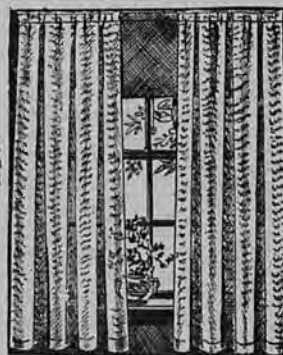
89¢

Fine quality marisettes designed in a chenille festoon pattern. In white, ivory and ecru. Hemmed and headed, ready to hang.

**Shadow Striped Rayon
Tailored Curtains**

Sheer, delustered rayons tailored and designed in the new shadow stripe pattern. Eggshell and beige.

89¢



"Parisienne" knitted mesh
CURTAINS

Regularly \$1.49

\$1

Knitted mesh, lateral striped curtains especially attractive in dining rooms, living rooms and sun parlors. Wine, blue, green, rust and brown.

**82 inch figured lacy
MARQUISETTES**

Regularly \$1.49

\$1

Extra wide, 82" lacy marisettes edged with deep, fluffy ruffles and designed in a dainty lateral stripe. White, ivory and ecru.



**WASHABLE
FIBRE WINDOW SHADES**

• Regularly 35¢ white - buff - ecru - green
CUT DOWN TO ANY SIZE 5¢ EXTRA

26¢



Swissster VOILE
Dutch Style Ball Trimmed
COTTAGE SETS

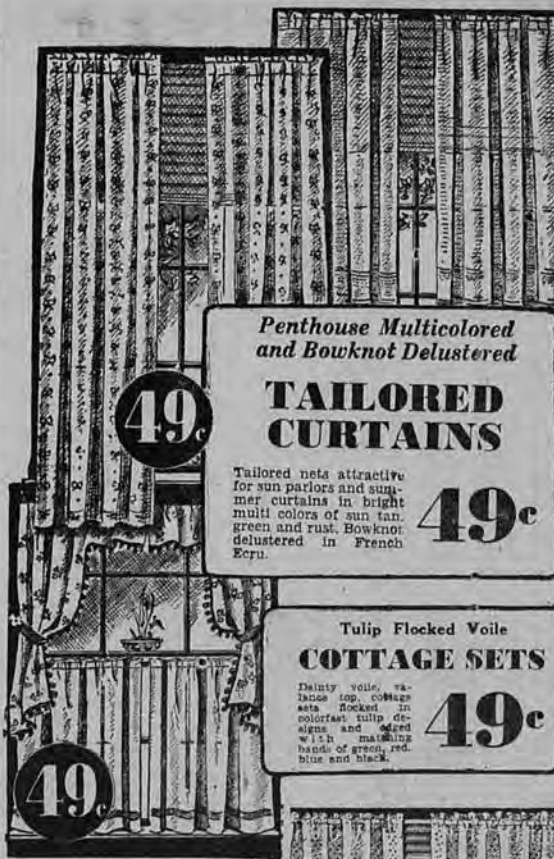
\$1.00 Value

Valance style, colorfast cottage sets of extra fine checked swiss and trimmed with colored ball fringe edging. Red, green, blue, gold, black.

69¢

THE BEST VALUES
and the largest ASSORTMENT
we have ever offered at

49¢



Penthouse Multicolored
and Bowknot Delustered

**TAILORED
CURTAINS**

Tailored nets attractive for sun parlors and summer curtains in bright multi colors of sun tan, green and rust. Bowknot delustered in French Ecru.

49¢

Tulip Flocked Voile
COTTAGE SETS

Deluxe voile, valance top, cottage sets flocked in colorfast tulip design and edged with matching bands of green, red, blue and black.

49¢

68 inch overall
Cushion dot

Marisettes

79¢

Value

49¢

Crisp, fine marisettes covered with big, puffy chenille dots in white, ivory and ecru. Tailored with 3 inch hems . . . hemmed and headed, ready to hang.



49¢

LINCOLN'S annual May Festival

Now is the time and this is the sale to save on
OUT DOOR FURNITURE



Tubular Steel modernistic
Porch Chairs

\$1.88

Comfortable spring tube base and solid metal back and seat. Finished in orange and green.



Smoothly Finished
ADIRONDACK CHAIRS

\$1
Sturdy hardwood Adirondack chairs smoothly sanded, and ready to paint. For lawns or porches.



ALL STEEL FOLDING LAWN TABLES

\$1.69
Smart, all steel, round tables for porch or outside use. Green, orange, blue or red enamel finish.



FOLDING PORCH CHAIRS

\$1
Heavy hardwood frame and colorfast striped canvas seat and back.

ALL METAL OUTDOOR SMOKERS

44¢
New modernistic metal floor smokers with removable ash tray. Finished in black, orange or green.



Heavy Quality Red and White

ENAMELWARE

Regularly 39¢

- Bake Pan
- Sink Strainer
- Pudding Pan
- 2 Qt. Sauce Pan
- 2 1/2 Qt. Sauce Pan
- Wash Basin

22¢ each



Solid Hardwood Unfinished

KITCHEN CHAIRS 77¢

Solid hardwood kitchen chairs reinforced, sanded, ready to paint.

WALNUT OR MAPLE FINISHED END TABLES

\$1.29

Reg. \$1.98



16 in. highly polished. Rich maple or deep walnut finished with extra shelf.



Golden Arrow ALARM CLOCKS

78¢

Finished in rose, black and chrome, brown, zinc copper, green or ivory and nickel.



One Pint Size VACUUM BOTTLES

48¢

For hot or cold drinks... completely air tight. Finished in green or brown.



100 Feet CLOTHES LINE

28¢

Heavy, sturdy, weatherproofed, genuine hemp clotheslines in 100 ft. lengths.



ELECTRIC TOASTERS

78¢

2 slice, chrome and black toasters with genuine mica element 1 year guarantee.

Now for a gay old summer with Mexican colors in Pottery and

GLASSWARE

Fiesta Colorful

WATER JUGS

35¢
39 oz. ball shaped, water jugs in tangerine, blue and yellow.

Matching GLASSES

5¢
9 oz. colorful matching tumblers in tangerine, blue and yellow.

Mix or Match in Tone
CUPS and SAUCERS

9¢ set
Colored glass cup and saucer especially treated to resist heat.

4 Piece Colored Pottery BOWL SETS

88¢
5, 6, 7 and 8 inch bowls in orange, blue, yellow and green.

6 Cup DRIP COFFEE MAKER \$1

Gaily Colored 9 oz.

GLASSES

4¢ ea
Tall 9 oz. glasses decorated in colorful floral and Mexican patterns.

Wire Rack for 8 Glasses 25¢



24x48 Simulated hand

HOOKEED RUGS

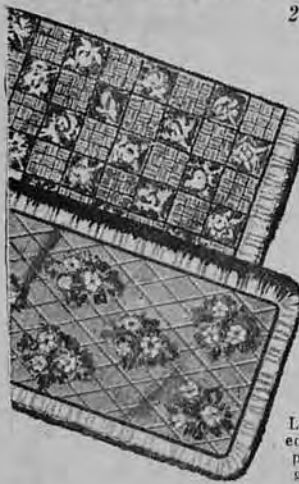
\$1
Thick, heavy rugs in copies of rare Colonial hooked patterns, smart modernistics, orientals and colorful floral designs. For bedrooms, bath and living rooms.

3x5 Foot As Above \$2.00

Famous Avalon IMPORTED RUGS

\$1.66
Chinese Overlay Replicas

Large 24x48 rugs with deep fringed edges and thick, soft nap. Floral patterns in green, blue, rust, burgundy and beaver.



FAMOUS GOLD SEAL CONGOLEUM 7 1/2 x 9 Ft. FELT BASE RUGS \$2.98

Genuine Congoles in rich, glowing colors that retain their newness for years. Choose in bathroom and kitchen tiles, living room and dining room patterns.

Large Room Size 9x12 FELT BASE RUGS (Slight Second)

Regularly \$4

\$4.98



Genuine spun rayon pleated parchment

LAMP SHADES

12" Bridge Style **38¢**
Pastels and White

14" Table or 19" Floor LAMP SHADES **48¢**



KITCHEN GADGETS

OF EVERY DESCRIPTION

8¢ EACH
Egg Beaters
Strainers
Potato Mashers
Apple Corers
Cake Turners
Spatulas
Mixing Spoons
Basting Spoons
Paring Knives
Can Openers
Perforated Ladles
Pouring Ladles



Now... a topnotch value in women's

White SHOES

- New open TOES
- Open Heels — Sandals
- Crepe Sole OXFORDS

\$1.49

Dressy shoes with open toes and heels, dainty Tee straps, sandals, flared crepe sole and heel sport shoes in natural leathers and white. Cuban, high or college heels in sizes 4 to 8.

Instead of \$2.19

Men's, Boys' and Youths' heavy reinforced

Sneakers

48¢



Sizes 11 to 2 2 1/2 to 6 and 6 1/2 to 11

Brown and blue sneakers with heavy rubber soles and ankle patches. Well ventilated and cool for summer wear.

Children's white or brown elk

Barefoot SANDALS

68¢



Smooth, soft white or brown elk play shoes for smaller boys and girls. Durable, long wearing leather soles. Sizes 7 to 2.



The best dollar value in women's

White SANDALS

that we've seen in a long time

- All the wanted styles and leathers

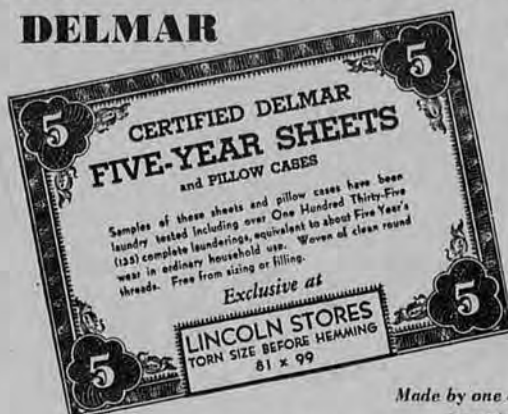
You can buy two pair for the price you'd usually pay for one. Every wanted style... all genuine leathers... flat heels, high heels and cubans in sport, sandal and tie styles. Natural linens and white kid in sizes 4 to 8.

\$1

Regularly \$1.98

TRIED - TESTED and PROVEN to be the best value ever!

DELMAR



5 YEAR TESTED SHEETS

SIZE
72x99

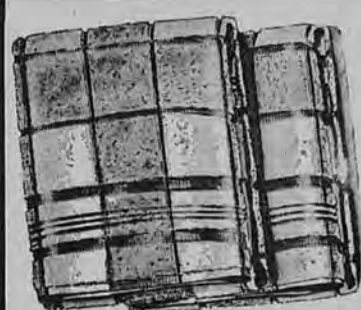
79^c

SIZE 81x99 89c
SIZE 81x108 99c

Made by one of the biggest mills in the country to our exacting specifications—for over 10 years

- U. S. Government inspected
- Every sheet laundry tested
- Heavy, smooth-finish cottons
- Woven to last for years

Threads woven finely and closely to wear for years... materials carefully bleached to a clean, snowy whiteness... special balance in the weave to give equal strength to length and width. And with every sheet goes Lincoln's Certified Guarantee.



A Super Value in This Big Size
20x40 Pastel Checked TURKISH TOWELS

Regularly 39c to 49c

QUALITY TOWELS so heavily looped, so spongy, so thick and absorbent that they drink up moisture thirstily and remain dry long after most towels are damp. Green, peach, blue, gold checks.

22^c

Genuine Cannon "Run of the Mill"

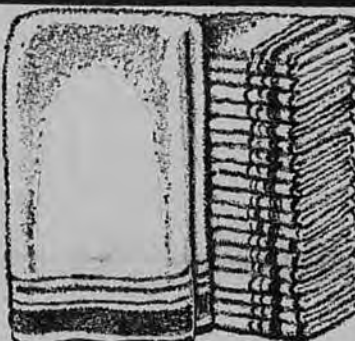
GUEST SIZE
16x28

TOWELS

Regularly 29c if first quality

You'll want a dozen when you see these fine quality Turkish towels in red, green, blue, gold or peach. The irregularities are so slight... a pulled thread, or tiny oil stain.

14^c



52 x 52 linen finished crash printed



TABLE CLOTHS

AT HALF PRICE

39^c

• FAST COLORED FLORAL PATTERNS

Dress up your kitchen and table with these gay charming cloths. Natural, linen-finished crash with colorfast floral patterns in brilliant color combinations. Full 52x52 size.

17x32 PRINTED FLORAL-PRINTED GEOMETRIC PART LINEN

DISH TOWELS

• SLIGHT SECONDS

Heavy, colorful part linen dish cloths... they'll wear well and wash well. Gay, colorful floral and geometric patterns in brilliant color combinations.

12^c



Reg. 29c
Plaid Woven Rayon

TABLE CLOTHS

Gay check plaids in gold, blue and green. An outstanding value. Full 52x52 size.

19^c

Extra Large Regular 10c

Dish Cloths Wash Cloths Pot Holders

3^c

LINCOLN'S *annual*

**FAMOUS NEW YORK
OUT \$30,000 WOT
AND DRESS FABRIS**

TO BE SOLD IN THIS SENSATIONAL SALE



SAVE NOW on your Summer

**THOUSANDS of YDS
DRESS GOODS**

80 square **GLAZECH**

Reg. 29c Slub **BROACL**

88 square 29c **PERAL**

Assorted **SPORTAB**

Pastel spun **DRESSRA**

Slip Cover MAEL

Gabardine **SPORTCL**

Assorted **SHEER GOODS**

(Remnants of 19c materials)

- DIMITIES • ORGANDIES • BATISTES
- VOILES • UNIDIE LAWNS • DOTTED SWISSES

80 Square Unbleached Cotton

8^c

Reg. 19c Fine Count rcale

Reg. 15c Plain Color Broadcloth

9^c

Values to 15c Plain New Clot

Reg. 15c Fine Count Percal

9^c

Reg. 29c Spun Rayon

42 inch assorted

CURTAIN MATERIALS

Crisp colored dot margul-
seities... dainty white
checked Swiss... cross
stripe voiles in pastels and
white.

10^{yd}

**RAYON CREPES
and
TAFFETAS**

- Regularly 19c
- Tea rose, white or pink

12^{yd}

CRION

- Regular
- All new

h Sunf
tub fas

Annual May Festival

YORK HOUSE CLOSING WORTH OF DRAPERY FABRICS TO LINCOLN'S

ONAL SALE at a fraction of their regular prices!

Save on your inner needs... it's like putting money in the bank

HUNDREDS of YARDS of HIGHER PRICED FABRICS and
GOODS in one GROUP at practically HALF PRICE

GLAZED CHINTZ

BROADCLOTHS

PERCALES

PORT FABRICS

DRESS RAYONS

COVER MATERIALS

SPORT CLOTHS

15^c
YARD

10^c
yd

Fine Countercable **12^{1/2}^c**
yd.

15c Plain New Cloths **8^c**
yd.

Spun Rayon **19^c**
yd.

with Sunfast
tub fast

CRIONNES

19^c
yd

The dress print sensation of 1939
Guaranteed NON-RIP washable.

"CROWN TESTED"

39 inch Acetate

**DRESS
PRINTS**

Slight
irregulars of
59c grade **29^c**
yd.

- Every color sunfast and tub fast
- Stripes, florals, monotonies and paisleys

Everybody's sewing
smart. Summer ward-
robes. See these cool,
beautiful prints! Non-
slipping, easy to sew
acetates guaranteed rip-
proof. Hundreds of love-
ly colors and every one
washable.



NOW SAVE $\frac{1}{3}$ to $\frac{1}{2}$ on nationally advertised
extra fine finish (made for U. S. Government)

FIRST QUALITY 4-YEAR SHEETS

MADE BY A NATIONALLY FAMOUS MILL

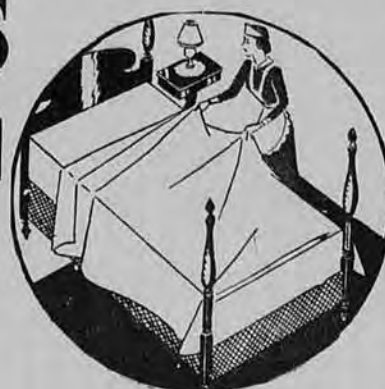
SIZES

63x97

72x97

81x97

59^c



Sheets you've always paid twice this price for but because of a
slight shortage in length they did not come up to exact U. S.
Government specifications and had to be sold at half. Stock
up now on these famous 4-year sheets... everyone is guaranteed
perfect.

• Rejected because of an inch
or two shortness in length

Regular 19c "PERCO" quality
PILLOW CASES

A super special at

It was a complete sellout last
year at a higher price. Every
case first quality in 42x36 size.

11^c

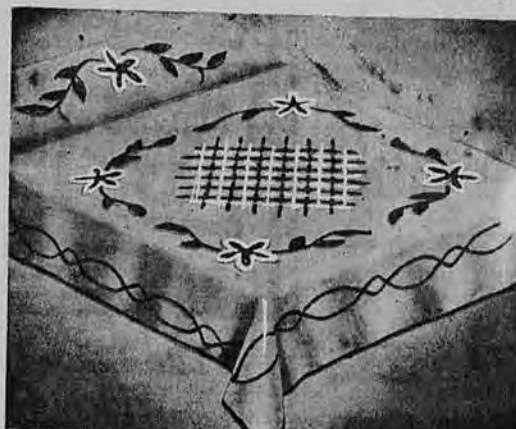
"MATEX" 80 square PERCALE
PILLOW CASES

- FIRST QUALITY
- SIZE 42x36
- REGULARLY 25c

16^c

Because we buy our spreads direct from the South in huge
quantities for our chain... you get the lowest prices possible

MULTI-COLORED - heavy quality, regular 2.98



**CHENILLE
SPREADS**

\$1.78

Blue
Wine
Orchid

Rose
Green

White
Woodrose
Peach

Only through a tremendous purchase could we
offer these beautifully styled spreads at this
ridiculously low price. Rich, thick heavy chenille
tufts on extra weight sheetings. Beautiful "Ro-
mance" patterns woven in colorfast designs.

Genuine 12 strand, extra heavy, multi-colored
(single or full bed size)

**CHENILLE
SPREADS**

Regularly
\$4

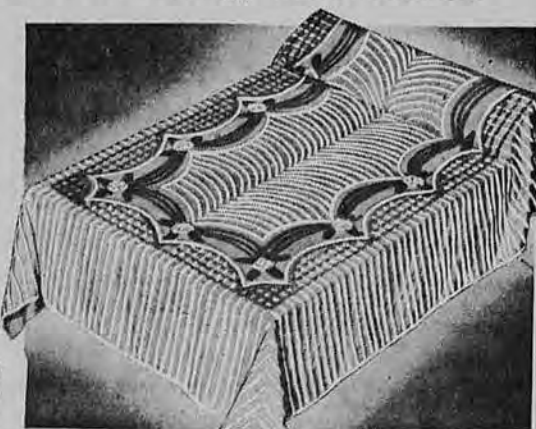
\$2.98

Dusty Rose
Green
Gold

Blue
Orchid

Aqua
Rose
Beige

One of the most gloriously full, soft chenilles
you've ever seen. Row on row of thick, high
piled chenille tufts are placed close together
to give this spread its luxurious wave and scal-
loped border designs. (Exactly as illustrated).



Heavy 6 oz. duck gaily striped

AWNINGS

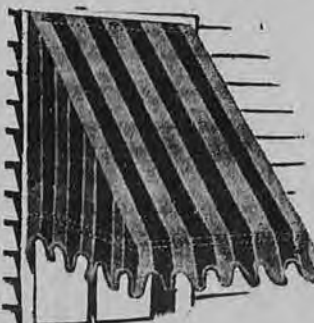
ORANGE, GREEN
and WHITE STRIPE

2 ft., 6 inch
or 3 ft. size

\$1.00
with fixtures

3 ft., 6 inch size **\$1.49**

4 ft. size **\$1.59**



Heavy, 6 oz. striped duck
awnings with heavy in-
serted frames. Brilliant 5-
color combinations that
are sunfast.

PAGE EIGHT

TRUTHFUL NEWS

THE ROCHESTER SUN, THURSDAY, MAY 18, 1939

TRUTHFUL ADVERTISING

SPECIAL SPRING OFFER

FOR 10 DAYS ONLY!

MAKE YOUR CAR
LOOK LIKE
FOR \$12.50

NEW
Reg. \$28.50 — Doll Up

★ YOU SAVE \$16 ★

Here's What You Get

- 1 Clean and wash your car. Regularly \$1.00
- 2 Touch up all rusted and chipped parts on body, fenders, fenders and wheels. Regularly \$5.00.
- 3 Restripe car completely. Regularly \$2.00.
- 4 Rubdown, polish and simulate your car completely. Regularly \$6 to \$10.
- 5 Steam clean and paint the running gear and underneath all fenders and bumpers. Regularly \$6.00.
- 6 Clean and polish all chrome plate work on your car. Regularly \$1.00 to \$2.50.
- 7 Dry clean or enamel and reveal top complete. Regularly \$2.50.
- 8 Vacuum and spot clean upholstery in your car. Regularly \$1.00.

SPECIAL Bring In This Ad And We Will Alminate Your Car FREE With Above Special Offer.

Rabe's Complete Auto Service
98-100 Manhattan St. Phone STONE 1755

Holy Name Men Enlist in Drive

Holy Name societies in 93 Rochester Catholic Diocese parishes are solidly in the fight against indecent literature. Spearheads of the attack were the systematic visits to stores selling magazines and books by members of the Holy Name society committees. Store proprietors were being asked voluntarily to ban literature "not fit for home consumption" from their stands.

Placards will soon be distributed to cooperating merchants. The Rev. F. W. Stauder, Holy Name Society director of the diocese and drive chairman, said today. The displayed signs, he said, would act as guides to Rochester purchasers of magazines and books.

COOKED FOOD SALE

Clara Barton Tent Daughters of Union Veterans of the Civil War will sponsor a cooked food sale and award party Friday afternoon and evening at the home of Miss Louisa Adams, 606 Brooks Avenue. It will be open to the public.

The Way To A Man's Heart

BY IBENE MUNTZ

With the advent of warmer days, frozen desserts take a more and more important place on our menus. Because they are made several hours in advance of serving time, or even the day before, if you like, because they are light and refreshing, and finally because they contain fruits, milk, eggs and cream, all ingredients that are valuable in our diets, they make an easy, delicious, nutritious dessert.

Strawberries and rhubarb, two of our popular spring fruits, make deliciously colored, fresh-tasting frozen desserts. Fresh pineapple is delicious, but must always be cooked before being added to a frozen mixture so it is usually simpler to use the canned product.

Always be sure fruits are finely crushed before adding them to the dessert, as fruits have so much juice that large pieces will freeze in icy lumps. Another success secret is to be sure and have your control at the coldest point before putting the dessert in the refrigerator. Mixtures that are frozen quickly will be much smoother and finer in texture, for the cold sets them, prevents the light part from going to the top and the heavy sinking to the bottom and holds in the air you have carefully beaten into your eggs or cream.

RHUBARB CREAM SHERBET

2 c raw rhubarb 1 t lemon juice
1 c water 1 egg white
1 c sugar 1 t sugar
1 c whipping cream

Cut rhubarb in small pieces and beat well. Beat egg white until stiff; beat in the table-spoon of sugar and fold this into the rhubarb mixture. Fold in cream which has been whipped to a custardlike consistency and complete the freezing.

This dessert will be a delicate pink that is especially attractive to serve at a children's party and here is another dessert that will go over big with the youngsters.

PINK LADY ICE CREAM

1 c gelatin 1 c lemon juice
2 t cold water 1/2 c unsweetened pineapple juice
1/2 c boiling water 1/2 c sieved strawberries
1/2 c orange juice 1 c heavy cream

Soak gelatin in cold water and dissolve in boiling water. Beat egg yolks until thick and lemon colored. Combine sugar and fruit juices. Stir into the egg yolks and add gelatin. Chill. Beat cream until thick and fold into fruit mixture. Pour into refrigerator freezing trays. Freeze with the control at coldest point. When frozen to a stiff mush, remove from refrigerator, beat well, then complete the freezing (This will take 2 to 3 hours).

PINEAPPLE SHERBET
1 c water 1 c pineapple juice
1 c sugar 2 t lemon juice
1 c unsweetened egg whites

Bring sugar and water to boiling point, add fruit juices and pour into refrigerator freezing tray. Freeze with control at coldest point to a stiff mush, place in a chilled bowl and beat well. Fold in stiffly beaten egg whites and return to refrigerator to complete the freezing.

Sherbets and ices should not be frozen as hard as desserts with cream in them since they are less rich and will freeze to a much firmer consistency. When any dessert is frozen set control back to one or two points above normal to hold it at its best.

Most sherbets are best if particularly frozen before the egg whites are added since they depend for their lightness chiefly on the air you whip into the egg whites and they will freeze so quickly after the egg whites are folded in that a maximum amount of air is retained.

And be sure never to whip egg whites too stiff before folding into a dessert for they become somewhat dry and you will find them floating in fluffy lumps on top of your dessert instead of blending smoothly with it.

So let's get out our bowls and beaters and give the family some of the treats they have been clamoring for.

Emerson SELF-POWERED Portable



MODEL CT-275

Not 4... But 5-Tube Hetrodyne With 7-Tube Performance

Your constant companion wherever you go! No connections necessary... completely self-contained! The biggest value in portable radios on the market today! Come in and see it... hear it... and think how much enjoyment it will bring to your summer outings!

\$19.95 Complete

If you can't come in, telephone, and we'll deliver one to your own home!

HICKSON'S

MAIN ST. AT FRANKLIN

Rochester's Radio Headquarters

ATTENTION HOUSEHOLDERS

Ashes and Rubbish Collection

Beginning Monday, May 15th, 1939, ashes and rubbish will be collected every two weeks.

REGULATIONS GOVERNING THE REMOVAL OF REFUSE

Three (3) receptacles are required:—

ONE FOR ASHES

Which shall consist of all non-combustible refuse, such as ashes, bottles, glassware, earthenware, metal, tinware, and tin cans.

ONE FOR RUBBISH

Which shall consist of all combustible refuse, such as paper, rags, excelsior, wood, bedding, furniture, and leaves.

Three branches must be cut up in three (3) foot lengths, and tied in small bundles. Building material such as brick, concrete, plaster, tin, roofing, shingles, etc., will not be removed by the Collection Division. Owner of the property will be required to haul to dump.

Commercial refuse will be removed at a cost of five cents per twenty-six (26) gallon can.

USE galvanized iron can, no larger size than 18 inches in diameter by 26 inches in height, for ashes and rubbish. Oil and gasoline drums, or receptacles with sharp edges, will not be emptied.

ONE FOR GARBAGE

Which shall consist of food waste, including spoiled fruit, vegetables, and meats.

Use galvanized can not less than three (3) nor more than ten (10) gallons capacity for garbage.

Receptacles shall be covered and kept out of doors in an accessible place. Do not store articles other than refuse near receptacles. The City will not assume responsibility for loss.

Cooperation in observing these rules and regulations will aid in eliminating nuisances.

WILLIAM H. ROBERTS
Commissioner of Public Works

DOLAN'S

Formerly Clark's Market

600 JEFFERSON AVE.

We Deliver Phone GENESEE 1417

SPECIALS for FRIDAY & SATURDAY

- Tender U.S. Inspected **BEEF ROASTS 17c lb.**
- Tender Flavorful **SKINLESS HOTS 19c lb.**
- Roasting or Frying **CHICKENS lb. 22c**
- Rib-End Roast of **PORK LOIN lb. 17c**
- Whole or String Half **Cooked Ham lb. 27c**
- Parboiled Coney Island **HOTS lb. 25c**
- Fresh Dressed **BROILERS lb. 25c**
- BUY THE CUTS YOU LIKE **CUT-UP CHICKEN**
- LEGS lb. 35c GIBLETS lb. 19c WINGS lb. 23c
NECKS lb. 15c BREASTS lb. 41c LIVERS lb. 45c

The Lowest Price at Which Genuine

ROGERS SILVERPLATE

Has Ever Been Offered in Rochester!

LESS THAN **1/2** REGULAR VALUE!

Each week in the SUN you'll find a coupon that entitles you to buy 3 pieces of this beautiful Rogers Silverplate at a less than HALF PRICE! Not to be confused with other low-priced silverware. The entire set is a deluxe service for 12. If you missed last week's coupon, you can get it by applying at the SUN offices, 419 Burke Bldg.

SALAD FORK—SOUPSPON—TEASPOON

All Three Pieces For Only

WITH THIS COUPON! **54c**
\$1.25 VALUE!

CLIP THIS COUPON

Here's your coupon for the 2nd unit of your ROGERS SILVER SERVICE. Bring it to the SUN offices, 419 Burke Bldg, or to any of the stations listed below.

Name _____
Address _____
City _____ State _____

Joseph Ave. Pharmacy 235 Joseph Ave.
Bel-Air Pharmacy 1462 Monroe Ave.
Carr Pharmacy 600 E. Main St.
Flue's Pharmacy 139 Park Ave.
Key Drug Stores 27 Main St. East
346 Monroe Ave.
478 N. Goodman St.
Majestic Furniture 204 Court Street
Rudner Drug Stores 44 Plymouth Ave. S.
669 N. Clinton
Mandell Pharmacy Portland cor. Norton
Siller's Pharmacy 615 Thurston Road
Smallman Pharmacy 221 Ridge Road

EVERY DAY IS BARGAIN DAY

ACHTER'S MAY COUPON

ALL COUPONS GOOD Thurs., Fri. & Sat. Only

WATCH OUR E. MAIN ST. WINDOWS FOR DAILY SPECIALS

COUPON Good Thursday Thru Sat. 2 lb. Star Soda **Crackers 11c**

COUPON Good Thursday Thru Sat. Paper Window **SHADES 6c**

COUPON Good Thursday Thru Sat. Carpet & Button **THREAD 2c**

COUPON Good Thursday Thru Sat. Hair Nets **21c**

COUPON Good Thursday Thru Sat. Men's Work **HOSE 5 1/2c**

COUPON Good Thursday Thru Sat. 15" x 17" Quilted **Crib Pads 8c**

COUPON Good Thursday Thru Sat. MOP STICKS **6c**

COUPON Good Thursday Thru Sat. Gold Dust **Cleanser 4c**

COUPON Thursday thru Saturday Lighthouse **WASHING POWDER 3 1/2c**

COUPON Good Thursday Thru Saturday Ladies' Pure Linen **HANKIES 2 for 5c**

COUPON Thursday thru Saturday **Wool SOAP FLAKES 4 1/2c**

COUPON Good Thursday Thru Sat. 38" x 38" **Lunch Cloths 10c**

COUPON Good Thursday Thru Sat. 38" x 38" **Safety Pins 3c**

COUPON Good Thursday Thru Sat. 40 Count **Razor Blades 12c**

COUPON Good Thursday Thru Sat. Men's CANVAS **GLOVES 4c**

COUPON Good Thursday Thru Sat. 27 Inch **Shoe Laces 5c**

COUPON Good Thursday Thru Saturday **TISSUES 6c**

COUPON Good Thursday Thru Saturday **Pork & Beans 2 for 9c**

COUPON Good Thursday Thru Saturday **Armour Star 16 oz can 2 for 9c**

COUPON Good Thursday Thru Saturday **Pure Silk CHIFFON HOSIERY 19c**

COUPON Good Thursday Thru Saturday **Scott Toilet Tissues 6c**

COUPON Good Thursday Thru Saturday **Ladies' Pure Linen HANKIES 2 for 5c**

COUPON Good Thursday Thru Saturday **Wool SOAP FLAKES 4 1/2c**

ACHTER'S BARGAIN ARCADE
Phone Stone 1880-1881-1882
387 MAIN ST. E. NEAR GIBBS STREET
Rights reserved to limit quantities.

EVERY DAY IS BARGAIN DAY

NEISNERS May BARGAIN Carnival

SHOE BARGAINS THAT "JUST CAN'T BE BEAT!"

"COLLEGE GIRLS" Sports

"Swing Styles" for Summer

\$1.87 Thick Crepe, Leather or Sport Soles!

Girls! We've Got 'Em! Jeppers, Creepers and all of the "Swing Styles" they're wearing these days.

We Have Your Style

- Bicycle Ties
- Huaraches
- Saddles
- Bargies
- Kilties

SAVE!

MOCCASIN STYLE OXFORDS

FOR WOMEN AND GIRLS

\$1.44 Sizes 3 to 8

Outstanding Value!

Sport Rubber Soles

WOMEN'S SMARTLY STYLED "HEALTH SHOES"

Built-in Arch Supports

We Can Fit You Sizes 4 to 10 AA to EEE

\$1.49 A PAIR

Shoes that combine health and smartness at Big Savings!

Attractive Styles in Black or White Kid, Cuban Heels

SAVE!

BEAUTIFUL NEW SUMMER Whites

25 GORGEOUS Styles (JUST RECEIVED)

Only \$1.87

Oxfords • Pumps • Straps

ALL OF THOSE EXPENSIVE LOOKING SHOES FOR LESS!

Sorry we can't picture them all here. See them at our store.

SAVE!

Women's Attractive New Crepe-Satin Bridge-Slippers

LEATHER OR PADDED SOLES

94c

"CHINEEZ"

Women's House Slippers have gone "International" this year for smartness. Shown here are only two of the many new styles.

"DUTCH-GIRL"

SPORTS Oxfords

SANDALS • CLOGS

All the newest and smartest vacation footwear for women and girls.

A "WORLD'S FAIR" of SMART STYLES

\$1 A PAIR

See Them All At Our Store Sizes 4 to 8

- Sandals • "Koeds"
- Fabric Saddles
- Wood Clogs

WHITES OR ATTRACTIVE COLORS

MOTHERS, LOOK!

WOMEN'S NEWEST SUMMER STYLED . . . House-Slippers

ONLY ALL SIZES

47c

Truly handsome slippers in newest Prints or Zapon. Padded Soles. Cuban Heels.

You will be thrilled with this value!

Misses' and Child's CREPE SOLE SANDALS

Cute Two-Strap Summer Styles

98c

WHITE ELK, TAN Sizes 8 1/2 to 9

Infants' Dressy SLIPPERS or OXFORDS

With Little Raised Heels

97c

ELK WHITE PATENT Sizes to 9

Boys' "Heel-Plate" OXFORDS

Can Take Rough Usage

\$1.44

SIZES 1 TO 6

Good Wearing Soles

HEEL PLATE FOR WEAR

Boys' Crepe Sole BARGIES

Every Boy Wants a Pair

\$1.49

SIZES 1 TO 6 BROWN or WHITE

SALE PRICE!

Misses' Clever New . . . HUARACHES

Little Girls Will Adore These! Attractive Colors

\$1.00

Sizes To 3

Smart Little Lifted Heels

Men's Big Value . . . WORK SHOES

GOOD WEARING COMP. SOLES

\$1.00 A Pair

What a Value!

Rubber Heels

Men! Get in on this and SAVE!

Boys' and Girls' Play-SANDALS

Choice of

- WHITE
- ELK or
- BROWN

66c

Sizes 8 1/2 to 3

Cool Summer Protection for Active Little Feet!

BOYS' STURDY Tennis "Sneaks"

BROWN OR WHITE

Only 49c

Extra Good Wearing Soles

SIZES TO BIG 6

WOMEN'S - GIRLS' TENNIS SHOES

Lace-To-Toe Style

Sizes 3 to 8

Only 57c

Strong Duck-Canvas Uppers

EXTRA GOOD WEARING SOLES

BARGAINS for MEN

SPORTS OXFORDS

Marvelous Values!

Choice of WHITE ELK OR BLACK

\$1.69 A Pair

Good Wearing Composition Soles

But Worth Much More

A GENUINE BARGAIN!

Sizes 6 to 11

MEN! Don't Miss This Value! WORK OXFORDS

COOL VENTILATED or REGULAR STYLE

Oxfords are just the thing for warm weather working comfort and . . .

\$1.44

WHAT A VALUE!

EXTRA GOOD WEARING RUBBER OR COMPOSITION SOLES

Sizes 6 to 11

MEN'S OXFORDS

15 SWANKY, NEW STYLES

It's Time for Sports and Here Are Your Favorites .

\$1.98

Featuring Perforated Whites For Summer Comfort

WING TIPS Black and White

Popular Crepe Sole Bargies

Week
ts This
NORGE
Home
NORGE
SYNCHRONIZER
COLD... SAVES FOOD
MOISTURE... SAVES FLAVOR
Fresh Twice As Long! Preserves
And Preserves the Flavor!
NEW FEATURES
... Keeps vegetables garden
... Removes ice cubes-one of
instantly and easily.
LITTLE STORAGE... Slide shelf, take
you want.
RED CORNERS... for easy cleaning
... Laminated Doors.
ATOR MECHANISM... Norge inven-
produces greater cold, greater
... Simplest, surest... Warrent
10-28-39
Your NORGE
ME
PLIANCE CO.
antom, Open Eye.
N DAY
WATCH
OUR
E. MAIN ST.
WINDOWS
FOR
DAILY
SPECIALS
COUPON
Thursday Thru. Sat.
Back
SUNDAY
SLIN 7c
COUPON
Thursday Thru. Sat.
Outing
NEL 5 1/2c
COUPON
Thursday Thru. Sat.
ed
nery 5c
COUPON
Thursday Thru. Sat.
ch
ths 10c
COUPON
Thursday Thru. Sat.
Pins 3c
COUPON
Thursday Thru. Sat.
Edge
lades 12c
COUPON
Thursday Thru. Sat.
ANVAS 4c
COUPON
Thursday Thru. Sat.
aces 5c
COUPON
Thursday thru
SOAP
AKES
1 1/2c
Open
Every Night
until 2 P. M.
ee Parking
the Gibbs St.
Station
DAY

LET'S FACE THE FACTS!

**When We Say "FREE"
We Mean "FREE" And Not
Something Else!**

You can depend on Seneca Stores. We do not try to fool the public. When we make an offer . . . we back it with performance. Anything that is offered free is absolutely free. We pay for your gift out of our own profit on the refrigerator. We buy in large quantities and that is the only way we can make such startling offers. Remember . . . you don't pay one cent for our gift . . . IT IS ABSOLUTELY FREE with every refrigerator or stove.

- ★ **SENECA** Sells Only Nationally Advertised Merchandise
- ★ **SENECA** Enjoys A 23 Year Reputation For Fair Dealing
- ★ **SENECA** Makes No Wild Claims As A Santa Claus
- ★ **SENECA** Offers The Exclusive "Seneca Pay Plan"
- ★ **SENECA** Backs Up Every Promise With Performance

**ONLY SENECA
MAKES THIS OFFER**

**CHOOSE FROM FIVE LEADING
NATIONALLY ADVERTISED BRAND NEW**

REFRIGERATORS OR STOVES



FREE! OUR GIFT TO YOU

Accept Your Choice Of The Following
Nationally Advertised — Nationally Known
Appliances With Every REFRIGERATOR
or STOVE Purchased!

NORGE—FLORENCE—KELVINATOR

\$60 WORTH OF **FREE** WITH THE PURCHASE
MERCHANDISE OF ANY REFRIGERATOR

RADIOS — RCA — PHILCO — ZENITH
WASHERS — NORGE — WESTINGHOUSE — KELVINATOR

IRONERS
Easy, Westinghouse,
Kelvinator

TIRES
Set Of 4, Mohawk,
Norwalk and Goodyear

VACUUM CLEANERS

SWEeper — VAC — EUREKA — ROYAL — WESTINGHOUSE
AND ANY OTHER ITEM IN OUR STORE

PAY ONLY

2

**NICKELS
A DAY**

**YOUR CREDIT
IS GOOD**

Visit Our New Jewelry Dept.

SENECA STORES

149 MONROE AVENUE

Open Evenings Until 10:00 P. M.

SCHOOL ADVISER TO SPEAK
Miss Ethel Manchester, girls' adviser at West High School, will be the speaker at the Mothers-Daughters dinner at 8:30 p. m. Thursday in South Avenue Baptist Church. Mrs. Paul E. Emerson will be toastmistress.

FURNITURE RECONDITIONED
Re-upholstering, Refinishing 2-pc. suites re-covered in fringed cloth \$2.50. Occasional Chairs, \$2.00. Dogwood Chairs, \$7.50.
TEXTILE Upholstering Co.
MAIN 4823

Moose Lodge Honors Octogenarian Mothers

A combined Mothers Day and Child Health Day was observed Sunday by Rochester Lodge of Moose and its auxiliaries.

Oldest mothers at the celebration in Moose Hall were presented with flowers and candy. They were Mrs. Elizabeth D. Allen, eighty-five; Mrs. Mary T. Killip, eighty; and Mrs. Jennie Thayer, seventy-two.

Child training standards were outlined by Dr. Nathan Francis and Mrs. Madge Kohler, Senior Regent Ardella Evans.

Home Bureau Garden Party

Members and friends of the Rochester Home Bureau are invited to attend a garden party at the home of Mrs. Frank McGee, 971 South Avenue, on Thursday, May 25, from 2 to 4 p. m. This event is sponsored by the Garden Study Club of the Home Bureau.

Many varieties of plants and flowers will be on display, and members of the club will sell them. Refreshments will be served. If it should rain, the garden party will be postponed until the following day.

Another part of the Garden Club program is a tour of Highland Park to view the lilacs. The tour, which will be conducted by R. E. Horsey, of the Park Department, will start from the park pavilion at 1:30 p. m.

Next week two of the units will conclude their activities for the season. On Monday evening, the Ironquoin unit will have a social at their regular meeting place, Cooper Road fire house, at 7:30 p. m. On Wednesday, the Lincoln unit will have a banquet at 240 South Goodman St. at 6 p. m.

Cornell University frequently presents training schools in various fields of study for the extension division of its teaching program. The Home Bureau, which is a part of the extension work of the University, will be represented at the May Conference on Family Life by Mrs. E. H. Walker next week.

RECEIVES MERIT AWARD
Robert G. Vyverberg, 69 Garson Ave., has been awarded the Order of Military Merit, one of 72 freshmen at Massachusetts Institute of Technology to be thus honored.

Mrs. Clarence W. McKay of Rutgers Street, will entertain the Magnolia Twig for luncheon on Friday at Oak Hill Country Club.

DOLYFOTO
48 PROOFS SUBMITTED
Have Your Photo Taken!
BX10 BUFF PORTRAIT
100
LINCOLN'S
MAIN AT ST. PAUL

Miss Mollie F. Bill of Alexander Street, will entertain at luncheon and bridge on Saturday in her home.

Mrs. Henry L. Marsh of Lansing Road, will entertain her bridge club for luncheon on Friday in her home.

A SUMMER ON GREAT SODUS BAY

Yes, a summer spent on great Sodus Bay will add years to your span of life. Away from the dust and noise of summer traffic, with the odor of fresh fish frying and the tang of the lake breeze, gives you a new lease on life. Sit on the porch of this beautiful cottage, commanding a splendid view of the lower bay and lake as well, and relax in the shade of white birches and evergreens in abundance. Never before has this eight room cottage with its five light, airy bedrooms been offered at anywhere near the price. Boat houses, wood house, tool house, and every convenience that goes with a well-organized summer home is included in the ridiculous low figure of \$2,700. Phone Main 250 for further details and inspection appointment.

C. E. MCINTOSH CORP.
"REALTY HOUSE"
23 EXCHANGE ST., ROCHESTER, N.Y.

Be FOXY about your FURS
They need the best care you can give them. Blanchard's fur storage.
Protect Them Against FIRE, THEFT, MOTHS
Valuation \$1 to \$50-\$125 Minimum. 99% INSURANCE PROTECTION.
BLANCHARD STORAGE CO., Inc.
MAIN 7021

Wegmans RADIO FOOD SALE
Special Sale Savings For Friday & Saturday

Celebrating the inauguration of Wegman's new Radio program, a gigantic Food Sale! Limited space permits us to list but a few of the hundreds of items you'll find in every Wegman store. Shop Wegman's this week-end for EXTRA SAVINGS!

Ida Bailey Allen
Over
Station WHEC
Every
Mon., Wed., & Fri.
at 9:30 A. M.

PORK LOINS
15¢ lb.

SOFT-AS-SILK
24¢ pk.

FRUIT COCKTAIL
10¢ can

ALE & BEER
4 btl. for 25¢

LARGE SHRIMP
10¢ can

HIGHEST GRADE BUTTER
U. S. CERTIFICATE OF QUALITY IN EVERY PACKAGE
It's 93 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. Unquestionably America's finest butter for table and cooking.

LAND O' LAKES BUTTER
Sweet Cream
POUND ROLL 25¢

Wegmans HOME OWNED FOOD MARKETS
Right Reserved to Limit Quantities

Coupon Specials
Key Coupon
RINSO
Large Size
15¢ (Limit 1)

Key Coupon
EXTRA HEAVY WAX PAPER
125 Feet
Regular 25¢
8¢ (Limit 1)

Key Coupon
Milk of Magnesia TABLETS
Tin of 30 Reg. 25¢
7¢ (Limit 2)

Key Coupon
RUBBING ALCOHOL
Pint
6¢ (Limit 1)

Key Coupon
MINIATURE CHOCOLATES
Lb. Box
Reg. 50¢
16¢

Key Coupon
Paper Napkins
Pkg. of 80
Regular 10¢
3¢ (Limit 2)

ELECTRIC FANS
Special
98¢
8 Inch Blade

BE WISE-ALKALIZE
Alka-Seltzer
Large Size
49¢
Special
ITALIAN BALM and DRESSING COOKIES both for 29¢

THURSDAY, FRIDAY, SATURDAY AND SUNDAY
Start Summer with **LOW PRICES** AT **KEY DRUG STORES**
470 N. GOODMAN Near Main
92 E. MAIN Near Water
546 MONROE Near Goodman
CUT RATE

FILMS DEVELOPED & PRINTED
Any 127, 116, 616, 120, or 620 Film, 6 or 8 Exposure
24-HOUR DE-LUXE SERVICE
No Better Work Done At Any Price!
19¢ A ROLL

DANDRUFF TREATMENT
Money-Back Guarantee by Zonite
BARCELONA SHAMPOO
4oz. Bottle
ANTISEPTIC
\$1.10 Val. both for 47¢

HOSPITAL COTTON 17¢
BARBASOL Reg. 75¢ Jar 39¢
WOOL SPONGES Regular 30¢ 19¢
Paradichlorobenzene Moth Reg. 60¢ Lb. Crystals (4 for \$1) 29¢
Rubber Refills for Kurlash Reg. 15¢ 3 for 25¢ 9¢

FOUNTAIN SYRINGE
Extra Heavy Rubber
2 Year Guarantee
Reg. \$1.25
47¢

SINGLE EDGE BLADES
Pkg. of 5
4¢

MOLLE SHAVING CREAM
Reg. 50¢
26¢

HAND SCRUBS
Reg. 10¢
3 for 11¢

WEEK-END SPECIALS
PETERMAN'S DISCOVERY reg. 60¢ 31¢
SLOAN'S LINIMENT reg. 35¢ 29¢
OIL OF WINTERGREEN, 4 oz. 29¢
NOXZEMA CREAM, reg. 75¢ 49¢
LARVEX SPRAY, reg. \$1.00 79¢
SODA MINT TABS., bottle of 100 7¢
MERCUROCHROME, reg. 15¢ 3¢
SEIDLITZ POWDERS, reg. 25¢ 9¢
EPHEDRINE INHALANT, Comp. 1 oz. 26¢
WILDROOT HAIR TONIC with oil, reg. 29¢ 29¢
WHEAT GERM, lb. 29¢, 4 lbs. for \$1.00
DAVIS ROSE DIGITALIS PILLS, reg. 75¢ 48¢
ALOPHEN PILLS, reg. 75¢ 49¢
IVORY SOAP, med. size 3 for 14¢
SHOE POLISH giant size, black or brown 7¢

SUMMER DRUG NEEDS

BE WISE-ALKALIZE
Alka-Seltzer
Large Size
49¢

"Mild and Mellow"
HERSHEY BARS
Large Size
HERSHEY'S
3 for 25¢

EASTMAN KODAK BABY BROWNIES
Regular \$1.00
48¢
Lowest Price Ever Offered In Rochester!

SACCHARINE TABLETS
Bottle of 1000
1/4 or 1/2 Grain
53¢

TODDY
Lb. Can
Reg. 50¢
23¢

WITCH HAZEL
Pint Size
Double Distilled
7¢

HAIR OIL
Reg. \$1.00
49¢

HAARLEM OIL CAPS.
Reg. 35¢
16¢

Sulphur Candles
Reg. 10¢ 4 for 25¢
Castor Oil
BAKER'S
8 oz. Reg. 50¢
19¢

VOGUE CANDID TYPE CAMERA
Takes 16 Pictures
On a Roll of 127 Film
\$1.49

Zinc Ointment 2 oz. Tube Reg. 39¢ 15¢
Gillette Razor and 50 Blades to Fit. Complete 49¢
Nail Polish Remover 2 oz. Bottle Reg. 20¢ 11¢

Close Out! MADISON SQUARE ALARM CLOCKS
\$1.75 Value!
89¢

BIRD ROOFING
Easy term payments... Only \$5 a month! FREE estimate. Average 7-room house, only \$95.00 up.
KEMP ROOFING CO. STONE 1786
331 W. Main

CLARK'S
MONEY-SAVERS FOR FRIDAY AND SATURDAY
Choice Young Spring
Leg O' Lamb lb. 25c
Boneless Rld. Filler
Veal Roasts lb. 21c

SMOKED HAM
25c
Wilson's Certified Tender
Sliced BACON lb. 23c
Southern Style Fried Chicken Snacks 3 for 10c

DRESSING
19c
No. 1 Quality Salad
Quart Jar

BLACK PEPPER
15c lb.
5-lb. Avg. Milk-Fed Young

CLARK'S
906 NO. GOODMAN ST.
Near Bay St. Culver 4870
WE DELIVER ORDERS OF \$1.00 OR OVER

WHY TAKE CHANCES?
WHY BUY A "CHEAP" OR UNKNOWN ELECTRIC REFRIGERATOR?
LOOK AT THIS

BRAND NEW 1939 Model
BIG 6 CU. FT. CAPACITY

NORGE
Exactly As Pictured!

\$149.50
DO NOT FAIL

MAJESTIC FURNITURE STORE
204 COURT ST.

MAJESTIC FURNITURE STORE
204 COURT ST.

MAJESTIC FURNITURE STORE
204 COURT ST.

MAJESTIC FURNITURE STORE
204 COURT ST.

MAJESTIC FURNITURE STORE
204 COURT ST.

MAJESTIC FURNITURE STORE
204 COURT ST.

MAJESTIC FURNITURE STORE
204 COURT ST.

Element of Luck Figures Prominently in Duplicate

By VIRGINIA LEVY
Each week The Sun will present Virginia Levy's description of the bidding and play of an "actual" bridge hand. Whoever thinks that the element of luck does not enter into duplicate bridge might do well to study the following hand and consider the results obtained by the various players!

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

EAST
S A 7 2
H Q 8 7 4
D J 10 9 8 7 6 5 4 3 2 A

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

The hand was taken from a tournament which consisted of eight tables and six of the eight North and South pairs reached a contract of four spades.

IMPROPER DEFENSE
Needless to say, four spades was a distinct overbid on this hand. However, due to improper defense, every one of the six pairs was permitted to make five on the hand.

Of course, during the auction, hearts had been bid by the West and supported by East. Accordingly, the ace of hearts was opened and the jack continued.

CORRECT BIDDING
Now let us see what happened to the two pairs who failed to bid game on the hand. At both these tables south obtained the contract for three spades, which is, in my opinion, the correct spot in which to play the hand.

At one table the defense was the same as at the other six, declarer making five, but receiving a very poor score because of his failure to bid the game.

The other unfortunate south player who played the hand at a contract of three spades got the perfect defense, with the

result that he made only three on the hand thus receiving a zero on the board.

NO OVERTRICKS
At this table West opened the ace of hearts, but when his partner signaled low by dropping the four spot, he realized that a shift was called for. It didn't require any thinking on West's part to see that if East had any of the three missing aces, a diamond must be led immediately. Therefore he played the diamond king, which declarer took with his ace. Now when South led trumps and East got in with the ace, the de-

fense cashed two good diamond tricks and south was held to three.

West's reasoning is by no means difficult to understand. He decided from the bidding that his partner in all probability had an ace. If it was the trump ace it was important that declarer's ace of diamonds be knocked out first so that south would not have time to discard his diamond losers on what looked to be a solid club suit.

Should east have, instead, the club ace, the king of diamonds is again the correct play to prevent declarer from setting up his clubs in time. Such is the luck of duplicate.

MANUFACTURERS SINCE 1885
CHAMPION!
A STORE DEVOTED TO SELLING QUALITY SPORTSWEAR

Men's Polo Shirts
Knit or Cut And Sewn
79c and 99c
Sizes, Small, Medium, Large

Men's Gabardine SPORT SLACKS
\$1.95 to 2.95
Values To \$4.00

Men's All Wool Light Weight SWEATERS
\$1.95 v Neck

Men's Sleeveless Sweaters 99c

Ladies' Sport SLACKS 99c
Navy or Brown
Ladies' Whipcord JODPHURS \$2.95 To \$3.95
Jodphur Boots \$2.50 and \$3.45

Champion
KNITWEAR CO. 71 ST. PAUL ST.
30 Minutes Free Parking at 2 Stations: Bills, Strand and Spark

BINGO!—BINGO!
PLYMOUTH CHURCH
SATURDAY and TUESDAY EVENINGS
23 Games 25c at Plymouth and Troup St. 8:30 P. M.

A GOOD TIME AWAITS YOU AT
The CHATEAU
Rochester's Finest Nite Club
MONROE AVE. at 12 CORNERS

A Gay Galaxy of STARS!
FLOOR SHOW
* Gloria Manners Golden-voiced Contralto
* Raoul & Virginia Ballroom Dancers Extraordinary
* Duval Sisters Tops In Taps
* Ginger Allen A Study In Torpechorean Pep.
* Eight Raoulettes Snap-Beauty-Grace
* Peter Randall M. C.

SUNDAY DINNERS
Steak, chicken, duck, turkey or fish... the finest foods that ever tempted the palate of the most discriminating epicure!
\$1.00

TamoShanter STOCK ALE
ROCHESTER'S FINEST and Largest Selling STOCK ALE
DRAUGHT • BOTTLES • EVERYWHERE
More Hops • More Malt • More Age
AMERICAN BREWING CO. • Rochester, N. Y.

ELECTRIC REFRIGERATORS
IN ORIGINAL FACTORY CRATES
AT NEARLY 1/2 PRICE
SEVERAL MAKES—DIFFERENT SIZES
SEE THEM TODAY
BRAUN'S Stone 122
900 PORTLAND—OPEN EVENINGS

\$15,000.00 WON
by BINGO Players at the
HIPPODROME
184 Clinton Ave. North
(Roller-Drome)
JUST A STEP FROM ANDREWS ST.
Join the Parade of Winners!
ADMISSION ONLY 40c
EVERY MONDAY NIGHT

2ND MAMMOTH BINGO
BAND CONCERT AND BINGO By and for SLAGER POST BAND, AMERICAN LEGION... TICKETS \$1.00
GRAND PRIZE
1939 CHEVROLET MASTER TOWN SEDAN
From Central Chevrolet Corp.
20 CASH PRIZES \$10 to \$100
Plus 100 FREE Door Prizes!
FREE PARKING FOR 1,000 CARS
Friday, May 19th 8:30 P. M.
850 HUDSON AVE.
Formerly HOLTZ Clothing Factory

PLAY BINGO
At CENTURY THEATRE
MON., WED., FRI., SAT. 2:30 P. M. MATINEES
WED., FRI., EVENINGS 8:30 P. M.
\$100 CASH DAILY
SPECIAL FRI. \$150.00 IN CASH

BERGHASH BANNER BARGAINS!

WINE WHISKIES GINS

LONDON SQUARE
BRAND
DISTILLED LONDON DRY
GIN
90 Proof
Try It In A Bronx Martini or Orange Blossom Cocktail
Compare \$2.00 Value!
LONDON SQUARE GIN

CHECK-UP on these

BOTTLED-IN-BOND
100 Proof Straight Bourbon
WHISKEY
COMPARE \$3.59 VALUE
\$2.45 Full QT.
FARM BROOK Bonded

London Inn DRY GIN... 90 Proof \$1.09 Fifth
CALIFORNIA BRANDY \$1.54 Fifth
VERMOUTH Import... Italian 98c Large 30 oz.
RENAULT American Wines... 2 for \$1.00 Fifth

ENGLISH PEER
Brand
COCKTAILS
MANHATTAN MARTINI
OLD FASHIONED SIDE CAR
70 PROOF
\$1.49 Full Fifth
Compare \$2.45

CREAM O' GRAIN
STRAIGHT BOURBON 2 1/2 Years Old
\$1.50 FULL QUART
3 Qts. \$4.35

SCOTCH
QUEEN VICTORIA 100% SCOTCH WHISKIES
\$2.39 Fifth
3 FOR \$7.00
Highland Whiskies from Scotland's Finest Distilleries. Compare \$3.19 Value

100% PURE CALIFORNIA WINES
SHERRY • BURGUNDY
PORT • TOKAY
MUSCATEL • ZINFANDEL
ANGELICA • MADEIRA

BERGHASH
NEXT DOOR TO LOEW'S THEATRE
124 CLINTON AVE. SOUTH
FREE PARKING OPPOSITE OUR STORE

BERGHASH
\$1.39 Gal.

BERGHASH
\$1.39 Gal.

BERGHASH
\$1.39 Gal.

BERGHASH
\$1.39 Gal.

BERGHASH
\$1.39 Gal.

BERGHASH
\$1.39 Gal.

BrusiersBow
Curtain Clansmen
The table trades that
the Waltering Phil Dalley to
Curran roller in trade for
the Valsey, the stellar Barry
adman, boistered the
gth of the aggregation and
ght them their first win
4, after seven sparkling
ss.
ture plays by Rider Roche
Galloping Gerling frequent-
pped Barry rallies in the
Fairplay Curtin's club
on to win in the sixth
a Belting Bella Lunt could
stand hunger no longer and
ed off first base and home
inner.
ese satellites of the twenties
ill meet again at Cobbs Hill
diamond, next Tuesday evening
at 6.

THIRD WARD DANCE
Arrangements have been com-
pleted for the floor show and
dance to be held under the
auspices of the Third Ward Re-
publican Party, Friday evening,
at the Plymouth Spiritualist
Church Hall, corner of Trout St.
and Plymouth Avenue South. Mrs.
Georgia Shield and Matthew
Weigand are general chairmen.

ROSARIAN PARTY
The Rosarian organization of
Holy Rosary Church will hold a
dinner and card party in the
school hall on Tuesday evening,
at 6:15 o'clock. Mrs. Fred G.
Kunz, president, has appointed
Mrs. Frank Sullivan general
chairman of arrangements.
Say You Saw It In The SUN

Notables To Attend
Bush Dinner Tonight
With reservation closed for
the Elks testimonial dinner for
County Clerk Roy F. Bush for
the Elks Club tonight, Harry R.
Darling, general chairman, an-
nounced acceptances for the
speakers' table.
Former State Senator George
Rogers will be toastmaster, with
State Senator Robert F. Wagner
Jr., as the principal guest
speaker. Other speakers will be
Mayor Samuel B. Dicker, Exalted
Ruler Harold S. W. MacFar-
lin, Donald A. Dalley and Dar-
ling.
There will be a reception at
the Elks Club between 6 and 7
p. m., prior to the dinner.

Pull Up a Chair

By Neal O'Hara



Compulsory reading: Hitler's
"Mein Kampf" isn't the only
thing that Nazis had better buy
— or else. The rabid, anti-Jew-
ish weekly got out by Julius
Streicher, "Der
Sturmer," is
virtually a
"must" item for
all members of
the party and
Julius cleans up
around \$60,000 a
week net profit
on it. (But may-
be he has to cut
up with some-
one else.) . . . In
cities a bakery chain is making
old bread into a breakfast cereal
and doing a biz.
Memory test: Read these
names and tell what they are —
Allen, Ariel, Babcock, Brush,
Cameron, Darling, Drummond,
Earl, Fee, Everett, Fuller, Ghent,
Guy, Hall, Harvard, Iroquois,
Jackson, Kato, Lord Baltimore,
Klondike, Monroe, Napoleon, Nor-
walk, Overholt, Palmer, Rainer,
Rossel, Sears, Sizer, Thomas,
Tawford, Upton, Warren, Xenia,
Yale, Zent. Are they famous
people, or what? Well, the an-
swer is that they're the names of
American-made or assembled
passenger automobiles of a
quarter of a century ago.
Today's favorite gag: MOTHE-
R— "How did you break that
dinner plate, Betty?" BETTY—
"Well, you see, mother, I threw
down the towel and then I found
it was in my other hand."
Just another indication that
Mussolini is slipping is that more
than 1000 Fascists have been ex-
pelled from the party for protest-
ing II Duce's anti-Jewish de-
crees. . . . Lynn Fontanne and Al-
fred Lunt, currently touring the
sticks, are living in their private
pullman, parked on sidetracks,
instead of putting up at hotels.
They knew what they wanted:
The records show that as far
back as 75 B. C. oysters were har-
vested in England, packed tight-
ly in bags with ice and snow,
and sent on at great expense to
Rome where they were served at
banquets. . . . Vancouver's lone
femme taxi driver always carries
a rolling pin on the front seat
with her—just in case. . . . A
shrewd Boston merchant operat-
ed on one short street no less
than seven shoe stores, all under
different names and catering to
every price class, from the cheap-
est to ultra-expensive.

Pick Proper Equipment For Archery

(BY LEW HIGBIE)

If you are going in for arch-
ery, here are some suggestions
for selecting a good bow. For
your own use, choose one of
about your own height, or in
accordance with your reach, or the
length of the arrow you will
shoot.
All good bows are built to
shoot arrows of a definite
length. It is permissible to use
shorter arrows, but never longer
ones. In selecting equipment
consult the following table:
For 23" or 24" arrows use a
5 ft. bow.
For 25" or 26" arrows use a
5 1/2 ft. bow.
For 27" or 28" arrows use a
6 ft. bow.
Have the pull, or the weight,
of bow well within your strength
so that you can draw it with the
first three fingertips of your
right hand and hold it with
comparative ease while you ac-
custom yourself to the tech-
nique of shooting.
If your bow is too heavy, it
will quickly overstrain you and
you are likely to either become
discouraged or form bad habits
hard to overcome.

Laurelton Firemen Schedule Dance

Laurelton Volunteer Firemen's
Association Inc. will hold its
annual dance and card party
Saturday night in Laurelton
School, Healds Road, Iron-
dequoit.
Bernard E. Bauman will be
chairman for the party, assisted
by Francis Naber, William P.
Sidgworth, and President An-
thony Heier.
Happy Singer Glee Club will
give its annual musicale at 8
p. m. May 26 in the YWCA au-
ditorium, 190 Franklin Street.

Buy as Dealers Buy DIRECT FROM OUR FACTORY



3-Massive Pieces

For downright value, you've never seen any-
thing to compare with this suite! THREE
big pieces, custom-built right in our own
factory from finest furniture materials.
Sagless construction for a lifetime of wear.
See it tonight!

\$8.90 Delivers!

LYONS
FURNITURE FACTORY
175 North Water St.
Open Every
Tuesday
and
Thursday
Evening

The MIRACLE MARKET
694 LAKE AVE.
SAYS IT
WITH
SAVINGS
Check these week-end food bar-
gains! Then remember, they are
but a partial indication of the
savings you'll find EVERY DAY
in this big super-market! Shop at
MIRACLE this week, and save
without the slightest sacrifice of
quality.
We Meet or Beat Any
Advertised Prices

We Redeem Orange & Blue Surplus Stamps

CORN FLAKES 3 for 25c
Solid Pack N. Y. State
TOMATOES 3 giant 25c
Hershey's Chocolate
SYRUP large can 8c
Swansdown
CAKE FLOUR large box 19 1/2c
Packed by Libby's
APRICOTS giant No. 2 1/2 can 12 1/2c
APPLESAUCE large No. 2 can 6c
Coupon Special
GENESEE & VAN CAMP'S
EVAPORATED MILK
With This Coupon 4 Tall Cans 19c

Maxwell House
COFFEE
"Good to the Last Drop"
23c Lb.

Sliced
PINEAPPLE
4 Slices To a Can
4 for 25c

HUSKIES
2 Large Pkgs. 12c
Reg. 24c Value

Choice Young Spring
LEG O' LAMB lb. 25c
Cut From U.S. Inspected Young Steers
BEEF ROASTS lb. 15c
Boneless Rolled Fillet
PORK ROASTS lb. 19c
Boneless Rolled Fillet
VEAL ROASTS lb. 21c
Milk Fed Young-Roasting
CHICKENS 2 1/2 to 4-lb. average lb. 22c
Wilson's Certified Tender Smoked
Shank Half — Surplus
Fat and Hind Removed, lb. 25c
Arpeko Rindless
SLICED BACON lb. 23c
Fresh Calfie Style
PORK ROAST lb. 12c
Wilson's Certified Tender
Skins and Ready To Serve
COOKED HAMS lb. 27c
ALL YOU WANT OF FRESH CHICKEN CUTS
Chicken Wings lb. 23c Chicken Breasts lb. 41c Chicken Legs lb. 35c
Chicken Giblets lb. 19c Chicken Necks lb. 15c Chicken Livers lb. 45c

Silver Skillet Corned
BEEF HASH 1-lb. can 11c
Sauerkraut No. 2 1/2 can 5c
Just the Tender White Meat
LOBSTER full 6-oz. can 15c
Medium Size
PRUNES 2 lbs. 9c
Domino Pure Cane
SUGAR 5 lb. bag 24c
Graham
CRACKERS 1-lb. pkg. 8c
Colored or White
NAPKINS 30 in. pkg. 4 1/2c
Cloverbloom, Swiss, Old Cheddar
and American
CHEESE
1/2 lb. pkgs.
2 for 25c

New Texas Cooking
ONIONS lb. 3c
Large Seedless California
ORANGES doz. 23c
Fancy
CUKES each 5c
U. S. No. 1
POTATOES pk. 23c
Fresh Grown
RHUBARB 2 large bunches 5c

Canadian Sharp
CHEESE lb. 32c
N. Y. State Sharp
CHEESE lb. 27c
Print
LARD lb. 8c
Large Grade "A"
EGGS doz. 23c
Extra Pure Quality
Sweet Print Butter lb. 28c

Why Pay Fancy Prices When You Can Buy This Brand New 1939 BIG 6-FOOT ALL-STEEL GIBSON REFRIGERATOR

\$99.50
for only
Tested and
Approved by
GOOD
HOUSEKEEPING



Here's the refrigerator that gives you everything
you want, at a price you want to pay! See it!
Inspect it from top to bottom! Compare it with
Refrigerators selling for \$50.00 more! You'll
find it's the only big SIX Cubic Foot, all-steel,
hermetically sealed refrigerator in all America
selling for less than \$100.00!

- Keeps Perishable Foods Fresh!
- Makes More Ice Cubes Faster!
- 1939 All-Steel Triple Sealed Cabinet!
- Sealed Thrifty-Scotch Yoke Mechanism!

\$100 DOWN and 3-Years to Pay!
GUARANTEED for FIVE YEARS

UNION TIRE COMPANY
286 EAST AVENUE
MAIN STORE
OPEN EVENINGS UNTIL 10 P.M.
OPEN SUNDAYS UNTIL NOON

SIMPLIFIED Quicker CREDIT
SET YOUR OWN TERMS
WITH THE 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

Miss Helen Holmster of Park Avenue will entertain at luncheon and bridge tomorrow at the Century Club.

Mr. and Mrs. Francis E. Pigotti, who recently returned to town after spending the winter in Florida, have taken an apartment at the Oxford.

EXPERT SHOE REPAIRING
We Rebuild Your Shoes With Invisible Flat Soles
TORREY 1016 HUDSON AVE. STONE 2128
Call & Delivery Service

CASH FOR YOUR TRIP TO THE WORLD'S FAIR

Of course you want to go—and go early, while everything is at its best. Here is a plan to help pay all your expenses. Borrow any amount from \$25 to \$200 on your car, 1928 to 1939 models, furniture or salary. Up to 20 months to repay. Prompt service.

HOME & AUTO LOAN CO.
204 Taylor Bldg. • 328 E. Main St. • Main 1653

GORMEL'S LAWN FOOD
Rich in Organic Matter. Guaranteed by us to do a Real Job

25 lb. . . 90c 50 lb. . \$1.50 100 lb. \$2.65

GORMEL FERTILIZER COMPANY
390 W. MAIN ST. MAIN 401

MORE THAN 1/3 OFF BRAND NEW PHILCO RADIO COMBINATION

\$19.95

1939 Philco Radio Phonograph Combination Model 101 T. F.

This popular 1939 model Philco radio phonograph combination will give you the music you want when you want it. The radio is a 5 tube super-heterodyne with built in aerial and illuminated dial. The phonograph has a self starting motor and crystal pick-up. Here's an outstanding value.

GOODRICH GOLDEN PLY TIRES

The only tires in the world that give you both Life Saver Tread SKID PROTECTION and Golden Ply BLOW-OUT PROTECTION. The DOUBLE safety costs you not one cent more.

GET THE BEST THIS EASY WAY

* Your credit is good here, and we will make immediate installation of your purchase. Just bring your license certificate for identification—your account will be opened in 3 minutes.

NO MONEY DOWN

That's right—no down payment is necessary. Just make your selection and THE SALESMAN will arrange terms to suit YOUR NEEDS. There are no delays, red tape, or embarrassing investigations.

Easy Terms!

SMALL CHARGE FOR EASY PAYMENTS

Brand New Fresh Stock Fully Guaranteed OTHER SIZES IN PROPORTION

THE ORIGINAL 12 PAY PLAN

MEISEL TIRE Co.

OPEN EVENINGS AND SUNDAY A. M.

MAIN 3844 270 EAST AVE. Corner PITKIN ST.

Burroughs-Audubon Club Excursion

Members of the Burroughs-Audubon Nature Club plan a field trip Saturday at Tufa Glen and Inspiration Point to study flowers and bird life. Members will meet at the end of the Park Avenue bus line and motor to the Glen.

Alexander Jack and Edward Schreff are leaders, with Mrs. Horace G. Pierce as instructor.

Mrs. Carl H. Grashof, Jr., of Greenaway Road, is in New York.

JIMMIE FIDLER in Hollywood

Hollywood. — Sonja Henie's success story is as fantastic as a tale from the Arabian Nights. She has made herself, in three years, the most popular of all adult, feminine stars.

Her earnings, already large enough to stagger a New Dealer's imagination, are still on the increase. Her millions of fans, far from being satiated by her pictures, clamor loudly for more and more personal appearances. Never before, in all Hollywood history, has anyone soared so high, so fast and so profitably as this little Norwegian genius of the ice.

Yet — watching her the other day as she picked listlessly at her food in the studio cafe — I wondered if she isn't paying too high a price for her flight. To anyone who has been athletes driven beyond the natural limits of endurance, this fact is obvious: Sonja is tired — desperately and dangerously tired. Three years of almost continuous skating are taking their toll.

She was as nervous as a finely tempered steel when she came here, now her manner is fitful and her gaiety is forced. Even her mother's worried admission that night after night she

tumbles into bed, too tired to eat a bite of dinner, is less revealing than her changed mannerisms and the lack of the old-time twinkle in her eyes.

IDOL CHATTER: Wonder why Patricia Morison wastes time learning dialogue — when her own lines are so much more expressive? Peas-in-a-pod: Fay Wray and Adrienne Ames. Give Richard Dix an heroic situation and he'll out-chin Mussolini every time. Cited for the red badge of courage, Pat Ellis — she always travels by air, and always gets air-sick.

Why isn't there more mention of Billie Dove in the lists of Hollywood's most beautiful women? — she definitely belongs. Suicidal approach: "Why, Mr. Brent, you DO have dimples, don't you..." Nothing more noisily virile than Wayne Morris, taking his early morning dip in the icy surf. Beats me why any money-minded boy wants to become president these days — it's so much more profitable to be Mayer of M-G-M.

An amusing story about Elsa Maxwell, who's making her picture debut in Twentieth Century's "Hotel for Women." She's been very nervous about the whole thing, suffering from an apparent case of camera fright. The other day, faced with a particularly difficult scene, she clenched up her courage, strode before the cameras and did so well in the first take, that Director Gregory Ratoff shouted "Great!"

A second take and he boomed over with an enthusiastic "Colossal!" The third and final shot drew his ultimate in superlatives. "A miracle!" Elsa turned to him with a relieved laugh. "I suppose," she said, "I ought to feel insulted by that compliment — but I'm not. I consider it a miracle, myself!"

Mr. and Mrs. Robert F. Jones of Clover Road, are occupying the Fred C. Goodwin home in Sibley Place.

WANT ADS

APARTMENTS FOR RENT

510 WEST MAIN STREET—Newly decorated six room apt. \$22.50. See Supt.

177 PARABELL AVENUE—One, two, and three rooms, modern efficiency, gas, electric, heat, light and refrigeration furnished. See Supt.

196-204 MONROE AVENUE—Two room and kitchenette apt., completely redecorated; heat and hot water furnished; moderate rent. See Supt.

OPPORTUNITIES

OPPORTUNITY for young man—18 to 20 to learn phonograph business in exchange for services in office and dark room. Must be living with parents. No salary while learning. Stone 692.

FURNITURE

NOLAN'S Reconditioned Furniture:— Basement Specials: Simmons bed, spring and mattress, \$5.00; 9x12 Congoleum rug, \$2.25; White sewing machine, \$3.00; Mahogany secretary, \$22.50; White porcelain refrigerator, \$11.00; Ice boxes, \$1.00 up; Radio, \$1.50; Occasional chairs, \$3.50; 3-pc. suite, \$10.00 to \$20.00; Dr.-upst., \$7.50; Bedroom set, \$9.00; "Lux" coil spring, \$3.00; Innerspring mattress, \$5.00; Air-way vacuum, \$1.50; Duvet, \$2.00 to \$3.00; Studio couch, \$9.00; Drop-front desk, \$2.00; Oak china cabinet, \$7.00; Oak buffet, \$4.00; Book shelf, \$2.00; Gas stoves, \$2.00 to \$12.00; Library table, \$2.00; Chest of drawers, \$3.00; Foreman top table, \$3.00; 3-pc. porcelain top breakfast set, \$5.50; High chair, \$1.00; Rocker, \$1.50; Bird cage, \$1.00; \$1.50; Folding cot, \$1.50; Curtain stretchers, 75c; Bed-room furniture, 2-bed-room suite, cost, \$200, for \$35.00; Lamp, end table, cup, etc., \$2.00; 420 State Street. Open evenings.

"NOLAN'S" Trade your old furniture for new. Main 4232.

"NOLAN'S" Bedding sale! All new! Bed, pillow and mattress, \$10.00; 2-bed room, \$15.75; 4-poster bed, \$4.85; new mattress, all sizes, \$2.00; Slightly damaged innerspring, \$5.00 and \$8.00; Ragless springs, \$3.00; Aluminum coil springs, \$5.75; Downy coil springs, \$7.50; All merchandise guaranteed. 420 State St. Evenings.

"NOLAN'S" Special! New! 9x12 felt base rug, \$2.50; parlor table, \$7.50; Occasional chairs, \$3.50; Studio couch, \$14.75; Genuine Beauty Innerspring mattress, \$14.75. 420 State Street. Open Evenings.

"NOLAN'S" Stoves and gas ranges, new and used. Big deal in trade-ins. 420 State St.

"NOLAN'S" Living room suites. Built in our own factory! Guaranteed 3 years! Special, \$29.00 for 2 pieces. Also, choice of all styles and covers. 420 State St. Open Evenings.

POLISHES

POLISH AND WAXES. — Ladies! Save money buy quality at low prices. Liquid Self Polishing Floor Wax \$1.50 Gallon. Cream Emulsion Furniture Polish \$1.50 Gal. — Cedar or Lemon Oil Polish, \$1.50 Gal. — Metal Polish including silver, 12-oz. can 35c; quarts 65c. — Manard Sales. Glenwood 4405.

PERSONAL

PSYCHIC Temple, 231 East Ave. Welcome! Evening services. Sunday, Wednesday. Psychic readings, consultations. Free Will offering. Rev. Helene Gerling. Stone 3754-L.

MASSAGE NURSE, Stone 3754-L. (NO MEN). Please note change of address from 53 Park Ave. and Stone 2682-L. Special care for Rheumatism, Bronchitis.

Mr. and Mrs. L. H. Bartlett of Beverly Street, will entertain at breakfast on Saturday at the Chatterbox Club in honor of Miss Jean Hodges.

Mrs. Wadsworth C. Sykes of Creekdale Lane, entertained the Strong Chapter of Genesee Hospital for luncheon on Monday in her home.

FLAVOR FAMOUS BAKE GOODS AT YOUR BIG BUSY MOHICAN

Friday and Saturday!

ORANGE AND BLUE STAMPS REDEEMED

FRUITED TURBANS 15c Ea.

COCOANUT MACAROONS 19c lb. RICH AND WHOLESOME

Pineapple Cheese Kuchens 22c Ea.

Strawberry SHORT CRUSTS 21c doz.

CHIFFON PIES LEMON AND CHOCOLATE 19c Ea.

FRESH STRAWBERRY PIES . . ea. 23c

Special! GOLDEN RAISIN POUND CAKE 15c lb. Tasty

Baking Powder BISCUITS . . doz. 14c

Butter Popover ROLLS . . doz. 19c

Vienna and Sandwich ROLLS . . doz. 14c

Fresh Fruit KUCHENS . . ea. 22c

"The Grandest Variety In Town" EXTRA LARGE LAYER CAKES Ea. 29c

"MOHICAN FAMOUS" FRESH BREAD

POTATO LOAF "Its Different" 5c ea.

SANDWICH LOAF "Picnic Size" 9c ea.

HEALTH LOAF "Vitamins A Plenty" . . . 10c ea.

GLUTEN LOAF "For Dieting" 20c ea.

FAMILY SIZE SLICED AND WRAPPED 2 LOAVES 15c

HIRSCHMANN COMPARE

These Universal Cooler Features With Others Selling For \$65.00 More Than This Low Direct-from-Distributor Price!

6 1/4 CUBIC FOOT SIZE!

NINE POUNDS OF ICE!

11 1/2 SQ. FT. SHELF AREA!

ALL STEEL CONSTRUCTION!

And the Lowest Operating Cost of Any Refrigerator!

\$119.50

LESS THAN \$1 A WEEK TO BUY

No free premiums . . . but ACTUAL SAVINGS TO AS MUCH AS \$65.00 when you buy a Universal Cooler Electric Refrigerator! Every one a this-year's model . . . in original crates! Buy direct from the distributor, and pocket the difference yourself!

Also Full Family Size, For Only . . . \$99.50 Only 71c Weekly

Every Universal Cooler Carries a 5-Year Protection Plan!

SMITH & HIRSCHMANN

Universal Cooler Distributors **79 STATE ST. Corner Church**

Open Every Evening

Something Grandma Never Saw the NEW 1939 Quiet Leonard ELECTRIC REFRIGERATORS

Since 1881 Grandma and her daughters have used Leonard Ice Boxes and for 10 years her grand children have used the Leonard Electric Refrigerators.

More families for more years have kept food safe in a LEONARD than any other refrigerator.

Grandma Comes To Town

OLD-TIME SECRETS FROM GRANDMA'S KITCHEN GIVEN AWAY ABSOLUTELY FREE

ONLY LEONARD HAS ALL THESE MONEY SAVING FEATURES

1. Master Dial with built-in thermometer.
2. Vegetable Bin—holds nearly 2 bushels!
3. Restraining Shelf on the door.
4. Soundproofing for extra quietness.
5. Special place for frozen foods.
6. Glass-covered Mail File—ink and rubber.
7. All "Ice-Paper" traps—no more, no rubbing, no waste.
8. Shaver's Food File—fast, portable.
9. Low-A-Laird—3-way door handle.
10. Leonard 5-Year Protection Plan.

For the privilege of showing you the features of the new 1939 Leonard and to tell you the low prices, we will give you Grandma's Old Time Cook Book FREE.

"Spank my bustle" says Grandma, my cook book is good! But when she sees the 1939 Leonard she will spank her bustle again and say it is better!

ALBRIGHT-GRANGER 1335 Main St.

BRAUN'S RADIO 900 Portland Ave.

JACK COERS 1398 Dewey Ave.

CARROLL ELECTRIC CO. 529 Thurston Rd.

KOMINZ TIRE CO. 468 Ridge Rd. W.

UNION TIRE CO. 286 East Ave.

SMITH ELECTRIC CO. 2929 Dewey Ave.

SPEAKER HEATING & AIR CONDITIONING CO. 547 State St.

FITCH APPLIANCE CO. 477 Joseph Ave.

KRECKMAN Electric Co., 471 N. Goodman St.

SENECA STORES 149 Monroe Ave.

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.

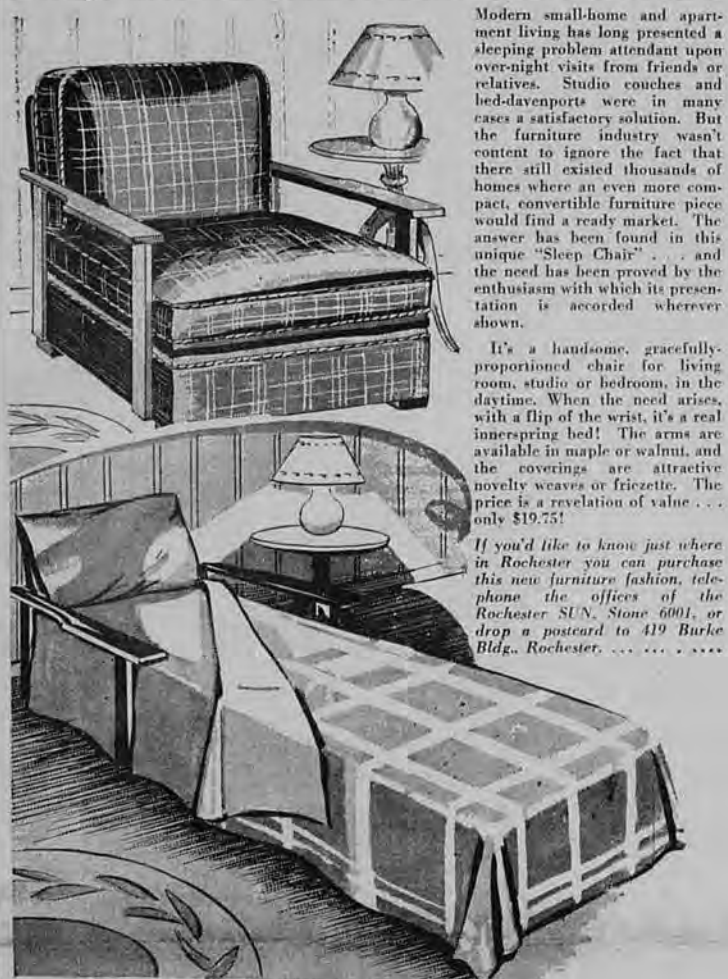
VOL. II No. 31

THE ROCHESTER SUN, THURSDAY, JUNE 1, 1939

10

74,300 COPIES DELIVERED

Spare-Room Problem Solved a New Way With This Clever Bed-Chair!



Modern small-home and apart-
ment living has long presented a
sleeping problem attendant upon
over-night visits from friends or
relatives. Studio couches and
bed-daynports were in many
cases a satisfactory solution. But
the furniture industry wasn't
content to ignore the fact that
there still existed thousands of
homes where an even more com-
pact, convertible furniture piece
would find a ready market. The
answer has been found in this
unique "Sleep Chair".
and the need has been proved by
the enthusiasm with which its presen-
tation is accorded wherever
shown.

It's a handsome, gracefully-
proportioned chair for living
room, studio or bedroom, in the
daytime. When the need arises,
with a flip of the wrist, it's a real
inner-spring bed! The arms are
available in maple or walnut, and
the coverings are attractive
novelty weaves or frizette. The
price is a revelation of value . . .
only \$19.75!

If you'd like to know just where
in Rochester you can purchase
this new furniture fashion, tele-
phone the offices of the
Rochester SUN, Stone 6001, or
drop a postcard to 419 Burke
Bldg., Rochester.

Bishop To Ordain Class of 11

Ordination ceremonies Satur-
day morning in the Pro-Cathedral
of the Sacred Heart, will
elevate eleven Rochester men to
the priesthood in the Rochester
Diocese of the Catholic Church.
Officiating at the ceremonies
will be the Most Rev. James E.
Kearney, bishop of Rochester.

The candidates for priesthood
are:
Francis J. Buechel, son of Mr.
and Mrs. Frank J. Buechel, 253
Child Street; John Thomas Cal-
lahan, son of Mr. and Mrs. John
J. Callahan, 63 Reynolds Street;
Patrick C. Connell, son of Mr.
and Mrs. Leo R. Connell, 146
Bryan Street; John B. Kleinjes,
son of Mr. and Mrs. John J.
Kleinjes, 14 Florence Street;
John D. Malley, son of Mrs. Au-
na D. Malley, 507 Chalk Avenue.

Charles J. McCarthy, son of
Mr. and Mrs. J. J. McCarthy, 128
Hawley Street; Joseph M. Mc-
Namara, son of Mr. and Mrs.
Daniel P. McNamara, Montez-
uma, New York; Thomas Freder-
ick McVeigh son of the late
Mr. and Mrs. William McVeigh,
1340 Lexington Avenue; Richard
Doyle Stanton, son of Mr. and
Mrs. John J. Stanton, 12 Colum-
bia Avenue; Francis John Tay-
lor, son of Mr. and Mrs. Frank
J. Taylor, 3416 Lake Avenue;
Joseph Stephen Whalen, son of
Mr. and Mrs. Louis A. Whalen,
223 Westminster Road.

The eleven men are members
of the graduating class of twenty-
four of St. Bernard's seminary.
Ten of the new priests will
sing their first Solemn Masses
in this diocese on Sunday.

The Rev. C. J. McCarthy will
sing his first Mass June 11.

CONVENTION SPEAKER

The Rev. Dr. Arthur Evans,
minister of South Congregation
Church, Rochester, will speak at
the New York State Veterinary
Medical Association convention
in Utica, July 14. The convention
is to be held July 13-15 when
more than five hundred are ex-
pected to attend.

PAIR OF WING ACES



MIKE RYBA

DUSTY COOKE

Ryba and Cooke are two important reasons why the
Red Wings occupy first place in the International League
race. Mike leads the Rochester pitchers and Cooke is the
league's leading hitter.

Ryba and Cooke Set Pace For Rampaging Red Wings

Billy Southworth's Red Wings
move into June as leaders in one
of the tightest races the Inter-
national League has known in
several seasons. Today the
Wings are embarking on a road
trip that will take them to Buf-
falo, Newark and Jersey City
and their battles with the Bears
and Little Giants will be crucial
affairs.

Mike Ryba's pitching and
Dusty Cooke's hitting have high-
lighted the work of Southworth's
hustling club; a club notable for
strong pitching and lusty hit-
ting.

Ryba tops the Rochester
mound corps with a record of six
wins and one defeat, while Cooke
is setting the International
League batting pace with a cur-
rent mark of .392.

Rochester fans are beginning
to realize that the Wings present
one of the tightest defensive
combinations seen here in a
long time. The keystone com-
bination of Marty Marion and
Jack Sturdy is headed for a re-
cord in making double plays and

the fielding of this pair is a
source of great solace to South-
worth's pitchers.

JY Summer Camp To Open June 25

Opening of the new summer
camp of the J. Y. M. A. and J.
Y. W. A., located fourteen miles
south of Geneva on Seneca
Lake, has been set for June 25.
Boys from eight to seventeen
will camp in one of the "five
villages" until July 25, when it
will be taken over by the girls.
Each of the "five villages" will
contain a different age group

Optical Engineer To Speak At Reunion

"Some Interesting Problems in
Optical Engineering" will be dis-
cussed by Carl L. Bausch, vice-
president of the Bausch & Lomb
Optical Company at a meeting
of engineering school alumni of
Syracuse University Saturday at
the college.
The address will be concu-
rent with the 30th reunion of

Record Crowd Sees Display of Lilacs

Some 75,000 visitors were at-
tracted to Highland Park for
Lilas Sunday and the men, wo-
men and children, many of
whom came from distant places,
were well rewarded by the beau-
tiful sight afforded by the 403
varieties of blossoms.

It was the largest gathering
in the history of the event and
was the more remarkable be-
cause of heavy showers on Sun-
day morning. Bright sunshine,
which followed the rain, added
to the beauty of the spectacle.

5,000 March In Memorial Parade

Two Civil War veterans, Henry
E. Lilly, who served as grand
marshal and James Hard, who
led a division, took part in Ro-
chester's Memorial Day parade.
More than half of the 5,000 par-
ticipants in the parade were
youths.

The parade, which was viewed
by an estimated 30,000, required
one hour and 22 minutes to pass
the reviewing stand.

NEW COOPER PICTURE

JACKIE COOPER'S latest pic-
ture, "STREETS OF NEW
YORK," a powerful drama of
the slums, with Martin Spellman
and Marjorie Reynolds, will
open the new show at the RKO
Temple Theater on Friday.

Optical Engineer To Speak At Reunion

"Some Interesting Problems in
Optical Engineering" will be dis-
cussed by Carl L. Bausch, vice-
president of the Bausch & Lomb
Optical Company at a meeting
of engineering school alumni of
Syracuse University Saturday at
the college.
The address will be concu-
rent with the 30th reunion of

Kodak Enlarging Park Plant

Construction of a new seven-
story structure at Kodak Park,
designed to provide six acres of
floor space for the finished-film
department, will start the mid-
dle of June and is expected to
be completed by Dec. 31.

Cost of the building, an
amount not yet announced, will
be part of \$17,955,000 estimated
for 1939 as Kodak capital expendi-
ture throughout the world. Of
this amount, \$15,360,000 will be
spent in the United States, the
largest part of it in Rochester.

One of the oldest buildings at
Kodak Park, two stories tall and
dating back to 1894, is being de-
molished to make way for the
new structure. Razing of the old
building and excavation to pro-
vide a basement for the new is
scheduled for completion by the
middle of June.

The new building, 12, directly
south of the Park's administra-
tion building, will adjoin the
rear of Building 12 Addition. It
will be 31 by 276 feet and con-
structed of reinforced concrete
with a brick surface on the
north side to harmonize with the
other structures surrounding the
Eastman Memorial.

To reduce dust during wreck-
ing of the old building—an im-
portant consideration at Kodak
Park—a fire hose is being played
on the debris as walls, floors and
roof are removed.

Estimate of capital expendi-
ture for the year covers not only
new buildings but new equip-
ment and replacement and re-
modeling of existing equipment.
Of the \$17,955,000 to be spent
this year, \$7,900,000 will be pro-
vided through the company re-
serve for depreciation, leaving
an estimated \$10,055,000 to be
financed from earnings and
available cash.

During 1938, the Kodak Com-
pany spent \$10,497,200 for capi-
tal additions and replacements
throughout the world.
William H. Ross of Washing-
ton, was the guest over Memori-
al Day of his mother, Mrs. Mae
B. Ross, of Arnold Park.

HIRSCHMANN

WHAT OTHER REFRIGERATOR CAN OFFER YOU

So Much in Way of Modern, 1939 Refrigeration

for So Little in Way of Original Cost and Operating Expense?

IT LEADS THEM ALL! UNIVERSAL COOLER ELECTRIC REFRIGERATOR

\$129⁵⁰
★
5 1/4-FT. DELUXE
You save to \$50.00 on this convenient family size box! All deluxe features included!
\$5 DOWN!
3 Years To Pay!

\$159⁵⁰
★
7 1/2-FT. DELUXE
Rochester's biggest value in a big refrigerator! Deluxe equipment throughout. Save \$80.00!
\$5 DOWN!
3 Years To Pay!

Full Family Size as Low as

\$99⁵⁰

When You Buy Direct From This Distributor

This is the refrigerator for people who know the value of dollars! No expensive magazine advertising to be paid for; no so-called "Free" gifts for you to pay for; no extra dealer profit, for you buy DIRECT from the Rochester-district distributor! See the UNIVERSAL COOLER this week . . . before you buy ANY refrigerator, and see for yourself why you need pay no more than UNIVERSAL COOLER'S low prices!

A REFRIGERATION LEADER FOR OVER 17 YEARS!
MADE BY LARGEST EXCLUSIVE REFRIGERATION MFGR.
OVER HALF-MILLION NOW IN SUCCESSFUL OPERATION
APPROVED BY THE GOOD HOUSEKEEPING INSTITUTE!

★ Lowest Operating Cost of Any Refrigerator Made Today!
★ Meat-Conserving Compartment and Interior Light!
★ ALL-STEEL Cabinets!
★ 16-Point Temperature Control!
★ Fast-Aluminum Freezer and More Quick Ice!

OPEN EVENINGS
SMITH and HIRSCHMANN, Inc.
COME DOWN TONIGHT!
Direct Distributor for 10 Countries
79 STATE ST.
Corner Church Street
Just Block from Main

\$119⁵⁰
★
6 1/4 CU. FT. SIZE
11 1/2-square feet of shelf space! Numerous features usually only in deluxe styles! Save \$30.00!
\$5 DOWN!
3 Years To Pay!

\$139⁵⁰
★
6 1/2 FT. DELUXE
The refrigerator for most families! Has all facilities in deluxe equipment throughout. Save \$65.00!
\$5 DOWN!
3 Years To Pay!

DIFFICULT JOB

When Fanny Brice, as Baby Snooks, sang "Three Little Fishes" on NBC's "Good News" broadcast, it required more time and work for Meredith Willson

than have any of his other numbers. He had to make two visits to Fanny's house in Holmby Hills to teach her the number, besides spending hours preparing the special arrangement.

Everything A Man Could Ask For in Washable Sports Slacks

89¢
Reg. \$1.39 Value

- NUBS
- STRIPES
- CHECKS
- PLAIDS
- PLAIN

Hundreds of pairs of brand new slacks... all Sanforized shrink... all tailored for perfect fit and finish... all woven materials! Whatever you have in mind, you'll find it at the Jobbing House... and pay less for it than anywhere else in Rochester!

SPORTS ENSEMBLES \$1.79

MEN'S POLO SHIRTS

Crewneck style, with contrasting trim and pocket. Cool and comfortable for all-around sportswear. Small, medium and large sizes.

4 for \$1.00

Open Every Evening Stone 2260

UNRESTRICTED PARKING

Rochester Jobbing House

159-161 JOSEPH AVE. (Cor. NASSAU ST.)

Movie Quiz Winners

Would you like to see "Tarzan Finds a Son?" opening Friday, June 9, at Loew's Theater? The Rochester Sun and Loew's Theater offer twenty-five pairs of guest tickets for "Tarzan Finds a Son?" for the best letter, 150 words or less, telling why you want to see this picture.

Each of the following may obtain a pair of guest tickets for "It's a Wonderful World," opening Friday at Loew's by calling at The Sun office, 419 Burke Building:

Mrs. Alfred Hale, 63 Vermont St.; Dorothy Christner, 608 Blossom Rd.; Mrs. L. Hanford, 110 Salina Street; Esther Alsworth, 30 Springfield Ave.; Mrs. Celia Mion, 474 Bricker Street; Evelyn La Force, 32 Tyley Street; Florence L. Bailey, 182 Park Avenue; Lillian Mazzei, 186 Lyndhurst Street; J. P. Meagher, 161 Saratoga Street; O. Malar, 82 Chestnut St.; Virginia Hines, 211 So. Fitzhugh St.; Mrs. C. R. King, 147 Vermont St.; Harold J. Geiger, 65 Sylvester St.; Elmo Knight, 372 E. Main St.; Mrs. Henry M. Aab, 374 Aberdeen St.; Jane Barnes, 419 Roycroft Drive; Carol Versace, 128 Jefferson Terrace; Mrs. B. Tokarsky, 325 Goodman St.; Lillian Rudin, 22 Woodlawn St.; M. Collins, 78 St. Paul St.; S. Levin, 212 Navarre Road; Leo Levy, 239 Castlebar Road; Mary K. Murphy, 555 Melville St.; E. Franklin, 42 Solo St.; Mrs. V. Fogarty, 40 Carlisle St.

Lovely Ladies Kiss Charlie

HOLLYWOOD — There's a Hollywood rumor going around that Tyrone Power will be on hand to see that his petite, attractive wife, the French Anna-bella, doesn't cut any romantic capers with Charlie McCarthy on NBC's Chase and Sanborn Hour Sunday, June 4.

It's become a custom with the lovely leading ladies who appear in the dramatic spot on the hour that's broadcast over the NBC-Red Network at 8 p. m., EDT, to kiss Charlie or good luck just before they chat with him on the variety hour.

Bergen won't mind if Anna-bella's new husband objects, as the ventriloquist has great difficulty in removing lipstick from the McCarthy wooden countenance.

Delta Zeta Alumnae Elect

Delta Zeta Alumnae of Rochester held their annual election of officers at a garden party given by Miss Florence Osborne, on Saturday.

Election results were: President, Miss Adrienne Vanderhoef; vice president, Mrs. Everett L. Priest; secretary, Miss Margaret Pederson; treasurer, Miss Beatrice Olmstead; publicity, Miss Florence Osborne.

The following program committee was appointed: Miss Dorothy Jilson, Mrs. W. J. Carnahan, Mrs. Theodore G. Clement. The Panhellenic representative or alternate was elected since Mrs. Vernon L. Parks Delta Zeta, will act as president of the Rochester Panhellenic Association and Mrs. Theodore G. Clement, Delta Zeta, as vice-president of the Rochester Panhellenic Association for the 1939-1940 season.

Livingston Park Alumnae Reunion

Members of the Alumnae Association of Livingston Park Seminary will hold their forty-ninth annual reunion on Thursday, June 8, at 1 p. m.

Mrs. Julia A. Peel, president of the alumnae group, will greet the returning graduates of one of Rochester's most famous schools for girls and reports will be made by various officers.

TELEVISION LINGO

NBC television engineers have a lingo all their own in the television studios. For example, "ghost" means double image; "out of sync" refers to the bobbing and weaving of a picture; "bloom" is a flare of light on a picture; "blizzard head" is a term for blonde subjects, so called because their hair reflects light, giving the head a halo effect.

A TREAT FOR GOLFERS DON CAMERON STEEL SHAFTED GOLF CLUBS

Complete Set of 7 Steel Shafted Clubs \$14.95
33c Down 50c Weekly

All Are Guaranteed, Matched, Registered, Streamlined, New 1939 Model.

Set Includes:
• 1 DRIVER
• 1 SPOON
• 1 MIDIRON
• 1 MASHIE
• 1 NIBLUCK
• 1 MASHIE-NIBLUCK
• 1 PUTTER

THURSDAY, FRIDAY, SATURDAY SPECIAL PURCHASE

HUNDREDS OF NEW SUMMER HATS, Regular Values to \$2.98

Now \$1

Closing Out HATS 49¢

For SATURDAY ONLY
Vanity MILLINERY
48 E. MAIN At Front St.

Pull Up a Chair

By Neal O'Hara

Experiments made at Northwestern University showed that while the chances are even that a coin tossed in the air will land heads, the average person will call heads from 76 to 79 per cent of the time. And a psychologist suggests that the fact we ask "Heads or tails?" instead of "Tails or heads?" is what leads heads to have the preference in the calling...

NEAL O'HARA General Motors never hopes to have such a splendid year as 1928 when it averaged \$150 profit on every new car it sold... When Der Fuehrer exacts a pledge of blind obedience from all Nazis, including the Hitler youth, he is merely stealing the Japs' stuff. For centuries the Japanese have been supposed to give blind obedience to their Emperor's wishes — as interpreted by his underlings.

The editor of a big Chicago daily who personally called on every person who'd cancelled his subscription in a given week found that not one of them quit on account of the paper's editorials or editorial policy... The neat slogan of a New England woolen mill is "Dye to you."

Today's favorite gag: DOCTOR — "The thing for you to do is stop thinking of yourself. Bury yourself in your work." PATIENT — "But I can't." DOCTOR — "Why not?" PATIENT — "I'm a concrete mixer." Acneurosis is the name for the nervous disorder that affects plane pilots and causes them, from cumulative nervous and physical strains, to age rapidly after passing the 30 year mark... Before he decided to carve his own special niche in American literature, the late and great Elbert Hubbard was advertising manager for a soap company in Buffalo, N. Y. Even in the better grade cameras, with three or four lenses, the loss of light reaching the negative is from 25 to 35 per cent.

A composing room error caused the Portland (Ore.) Oregonian to print an item recently which ran this way: "Senate Bill 232, relating to marriage and providing that children conceived or born before judgement of nullity should be deemed legitimate walnuts and filberts." Sally Rand's nude ranch at the San Francisco fair paid for itself in the first three weeks of operation... The cold statistics show that over the long stretch, an automobile dealer makes his largest profit from servicing cars... The better grade hotels, when computing the rations for a large banquet, always count on two rolls to each diner. Distributed by McNaught Syndicate, Inc.

A Revolutionary New Way To Sell Electrical Fixtures!

RE-FIXTURE YOUR ENTIRE HOME for Only \$19.95 up

STANDARD introduces a new method of merchandising which brings the cost of lighting, fixtures right down to rock-bottom! Look at these beautiful, modern-styled fixtures... you can buy the whole group... and re-fixture your entire home, for as little as \$19.95! And these are just a few of the electrical fixtures you can buy at such amazing prices, with STANDARD'S new merchandising plan! See them all this weekend!

ALL THESE BEAUTIFUL MODERN FIXTURES ILLUSTRATED ONLY \$24.57

Purchaseable Separately If Desired!



MODERN BATHROOM LIGHT BRASS OR BRONZE HALL FIXTURE



3-WAY SWITCH DINING ROOM FIXTURE



MODERN 5-LITE LIVING ROOM FIXTURE



CRYSTAL BOTTOM KITCHEN UNIT 2 OF THESE BEDROOM CEILING FIXTURES



WALL LITE FOR OVER SINK OUTSIDE PORCH LANTERN

When You Re-Decorate—RE-FIXTURE!

See Them Displayed at

STANDARD ELECTRIC SALES COMPANY
410 CENTRAL AVENUE

Wholesalers and Distributors of Electrical Supplies and Fixtures

LIMITED SPECIAL OFFER ON LEONARD REFRIGERATORS

SAVE \$50.



See our complete line of 1939 Leonard Refrigerators now on display at our store

FITCH APPLIANCE CO.-477 Joseph Ave.

Franchised Dealer for Leonard • Bendix • Maytag • Ironrite • Thor Washer • Norge Appliances
OPEN EVENINGS STONE 5972

Only Six More 1938 DELUXE MODELS LEFT

This Is Unquestionably The Greatest Refrigerator Value You've Ever Seen!

Regular Price **\$189.50**
(SAVE) **50.00**
NOW ONLY **\$139.50**

ROGERS SILVERPLATE

Made by ONEIDA Ltd., Silversmiths

LESS THAN 1/2 REGULAR VALUE



Each week in the SUN you'll find a coupon that entitles you to buy 3 pieces of this beautiful Rogers Silverplate at less than HALF PRICE! Not to be confused with other low-priced silverware. The entire set is a deluxe service for 12. If you missed last week's coupon, you can get it by applying at the SUN office, 419 Burke Bldg.

Coupon Redeemable at Rochester Sun Office, 419 Burke Building, or at the Following Stations:

- JOSEPH AVE. PHARMACY 233 Joseph Ave.
- RELI-AIR PHARMACY 1462 Monroe Ave.
- CARR PHARMACY Genesee cor. Brooks
- FINE'S PHARMACY 109 Park Ave.
- KEY DRUG STORES 92 Main St. East 474 N. Goodman 546 Monroe, near Goodman
- Majestic Furniture 264 Court Street
- Rudner Drug Stores 64 Plymouth Ave. S. 660 N. Clinton
- Mandell Pharmacy Portland cor. Norton
- SILLER'S PHARMACY 615 Thurston Road
- Smalline Pharmacy 221 Ridge Road

Salad Fork, Soup Spoon and Teaspoon **54¢** \$1.25 Value

Here's your coupon for your ROGERS SILVER. Bring it to the SUN office, 419 Burke Bldg., or to any of the stations listed above.

3-PIECES, 54¢

Name

Address

New Way
Fixtures!
**URE
TIRE
Only**

method of mer-
of lighting, fix-
Look at these
... you can
fixture your en-
And these are
res you can buy
ANDARD'S new
all this weekend!

MODERN
LY \$24.57
Desired!

BRASS OR
BRONZE HALL
FIXTURE

FIXTURE

FIXTURE

FIXTURE

FIXTURE

FIXTURE

Mothers And Daughters!
DON'T MISS THIS!
**THE HAT TREE is
SELLING OUT!**
All Summer Hats
69c to \$1.79
AT BOTH STORES
64 MILBURN ST. &
162 JOSEPH COR. WILKINS
OPEN EVENINGS

Mr. and Mrs. Allen & Crocker
of East Avenue entertained at
a picnic luncheon and supper
on Tuesday in their home.

Mrs. Charles F. Turton of
Clover Road, will entertain the
Parish House Chapter of the
Third Presbyterian Church for
luncheon on Tuesday, June 13,
in her home.

Mrs. Walter V. Whitmore of
Barrington Street, entertained
at dinner on Monday at the
Century Club in honor of Mrs.
Evel Thomas of Ottawa, who is
the guest of Mrs. Stewart Neff
of Clover Road.

**Be FOXY about
your FURS**
They need the best care you
can give them. Blanchard's
can give them the way in scientific
storage.

Protect Them
Against
FIRE, THEFT, MOTHS
Valuation \$1 to \$50-\$125 Min.
100% INSURANCE PROTECTION
**BLANCHARD
STORAGE CO., Inc.**
MAIN 7621

BRIDGE

By VIRGINIA LEVY

A hand which was played in a recent tournament contains
such an interesting but nevertheless frequent type of play, that
I should like to give it to you here:

WEST
S A K 10 6 5 4
H K 8 7
D 3 2
C A 6

EAST
S 3
H J 10 6 5 2
D K 10 8 4 2
C 9 3 2

SOUTH
S Q J 9 7 3
H A 2
D Q J
C K J 10 5

Of course, it can be readily
seen that four spades is the
correct contract, inasmuch as
the hand contains two im-
mediate diamond losers. However,
in no case did West open a dia-
mond against a spade contract.
The trump was opened at most
tables, whether the slam was
bid or not, and the play in-
variably followed. Declarer won
with the ace in the dummy and
then led the ace of clubs. The
small club was the next lead

and the jack finessed. West took
this trick with his queen and
led his ace of diamonds. Receiving
a high card signal from his
partner, West continued the
suit, and East took another dia-
mond trick with the king. Thus,
declarer was down two tricks.
Now as the cards actually lie,
six can be made against any-
thing but a diamond opening.
Declarer will win the first trick
and the next lay down the club
ace. Another club should fol-
low, but the finesse must not
be taken. South must go right
up with his king.
The jack of clubs is the next
play. If West does not cover, de-
clarer will discard one of dum-
my's diamonds. The contract is
now in, as South will only lose
one diamond trick. If, on the

other hand, West covers the
jack of clubs, dummy will trump
and reenter his hand with the
ace of hearts. Then the ten of
clubs can be led and the dia-
mond discarded anyway.

You may argue and say, "Sup-
pose East had the queen of
clubs. The contract would be
set with the line of play recom-
mended, but by taking the fin-

esse, declarer could take every
trick, making his contract with
an overtrick."

This is true, of course, but, as
you have already seen, playing
the hand with the assumption
that the queen of clubs is in the
east hand sets the contract two
tricks if the finesse is taken and
loses.

By taking the second club
(Continued on Page 6)

TOMORROW & SATURDAY
**GRAND
OPENING**
A new store makes its bow to the busy North Goodman
section this week-end! A store in which you'll find ap-
parel and home-furnishings at decided savings. Visit
NATHAN'S this week-end, and acquaint yourself with a
new HIGH order of LOW prices!

CLEVER NEW LADIES
PAJAMAS
Regular \$2.00 value! Beau-
tifully-styled new pajama
fashions for Summer!
\$1.69
FULL FASHIONED AND RINGLESS
PURE SILK HOSE
A really remarkable hosiery
value... a special opening
feature! Choice of children or
service weights.
54c

**FREE GIFT
COUPON**
CHOICE OF:
Our Opening Gift To You
Cosmetic Bag, Cuticle
or Polish Remover
or Nail Polish
WITH THIS COUPON
Fri. & Sat. Only

LADIES' SLACKS and SHORTS
Practical and pretty Farmette styles
... Regular \$1.10 value for 89c. Regular
58c value for ...
43c
Bedroom Scarf Sets
A wide variety of \$2.
sets, priced
from ...
98c
American Table
CLOTHS
Regular \$1.00 value!
Beautifully painted
designs!
83c
CHENILLE RUGS
Regular \$1.00 value!
In a variety of col-
ors.
\$1.29

CUTE AND PRETTY CHILDREN'S
SUN SUITS
Well-made, individually-
styled little sun suits in
washable, non-fading fab-
rics. From ...
23c

**COTTAGE
CURTAIN SETS**
Regular \$1.19 value!
Specially low priced
for our opening.
Treat your kitchen
windows to a set.
79c

NATHAN'S
499 North Goodman
Just One Block from Main St.

NEW LOW PRICE ON LEONARD!
IT'S TOO GOOD TO MISS!
**NEW 1939
LEONARD**
Challenger Six
SIX CUBIC FOOT MODEL
**NOW \$149.50
ONLY**
WHAT A VALUE! A big, beau-
tiful, quiet 1939 Leonard
—six cubic foot model—at the
lowest price in Leonard's history!
Come in and see it. Hear all
about Leonard's new Glacier
Sealed Unit—that puts a new
low on economy of operation.
Learn how you SAVE with
Leonard's new stainless steel
Zero-Freezer that gives faster
and more efficient freezing.
See Leonard's beautiful new
cabinet design. It's welded steel,
with long-life Permalin finish!
And remember, this new 6
cubic foot Leonard gives you all
the quality Leonard has been
putting into fine refrigerators for
58 years! Yet—the price is a
new low! See this new Leonard.
Own it for a few cents a day.

ALBRIGHT-GRANGER
1335 Main St.
BRAUN'S RADIO
900 Portland Ave.
JACK COERS
1398 Dewey Ave.
CARROLL ELECTRIC CO.
325 Thurston Rd.
KOMINZ TIRE CO.
Ridgely Rd. W.
UNION TIRE CO.
286 East Ave.
SMITH ELECTRIC CO.
2229 Dewey Ave.
SPEAKER HEATING & AIR
CONDITIONING CO.
547 State St.
TCH APPLIANCE CO.
417 Joseph Ave.
KRECKMAN ELECTRIC CO.
500 N. Goodman St.
SENECA STORES
149 Monroe Ave.

WANT ADS

PHOTO FINISHING

PHOTOS finished, 6 to 16 exposures.
25c a roll. Portraits 50c. Werner Studios,
94 Dewey St.

ROOMS FOR RENT

FRONT room, 2 windows, awnings.
Continuous hot water. 71 Normandy,
Genesee 278-J.

CLEANERS

NEW type cleaning compounds that
takes the backs out of cleaning
windows, mirrors, flat glass, wind-
shields, etc. Even the dirtiest glass
sparkles. Recommended by the largest
auto companies. One full gallon, 50c.
Free delivery to your doorstep. Monroe
1392-R. AGENTS WANTED.

FURNITURE

LIVINGROOM suites, \$10.00. Fahrer's, 134
Plymouth Ave. North. Open eve-
nings.

CHINA closets, \$5.00. Fahrer's, 134 Ply-
mouth Ave. North. Open evenings.

OAK dining table, \$1.00. Fahrer's, 134
Plymouth Ave. North. Open evenings.

OCCASIONAL chairs, \$2.00. Fahrer's, 134
Plymouth Ave. North. Open evenings.

CAN ranges, \$2.00. Fahrer's, 134 Ply-
mouth Ave. North. Open evenings.

SMOKING stands, \$1.00. Fahrer's, 134
Plymouth Ave. North. Open evenings.

DRESSERS, \$4.00. Chests of drawers,
\$3.00. Fahrer's, 134 Plymouth Ave. North.
—Open evenings.

NEW Bed Spring and Mattress, \$21.00.
Fahrer's, 134 Plymouth Ave. North.
Open evenings.

INNER spring mattress, \$9.50. Fahrer's,
134 Plymouth Ave. North. Open eve-
nings.

DINING room suites, \$10.00. Fahrer's,
134 Plymouth Ave. North. Open eve-
nings.

FINE roll top desk, \$10.00. Fahrer's, 134
Plymouth Ave. North. Open evenings.

COMBINATION ranges, \$12.00. Fahrer's,
134 Plymouth Ave. North. Open eve-
nings.

RUGS, \$2.12. \$3.75; 6x9, \$1.75. Fahrer's
134 Plymouth Ave. North. Open eve-
nings.

ICE boxes, \$2.00. Fahrer's, 134 Ply-
mouth Ave. North. Open evenings.

WASHING machine, \$10.00. Fahrer's,
134 Plymouth Ave. North. Open Eve-
nings.

S-Pc. DINING room suite, \$15.00. Fahr-
er's, 134 Plymouth Ave. North. Open
Evenings.

NEW Table Top Detroit Jewel Gas
Range \$29.50 installed. Frenchman &
Sweet, 365 State St., Main 5840.

"NOLAN'S" Reconditioned Furniture
Basement, 1000 North 1st St. \$1.50. No-
man's bed, spring and mattress, \$3.00.
Tubing table, \$2.00. \$5.00. Chest of
drawers, \$4.00. Dresser, \$3.00. To \$7.50.
Chest, \$4.00. To \$10.00. Ice boxes,
\$3.00. To \$6.00. Cot, \$1.50. Double cot,
\$2.00. Cot, \$1.50. White sewing machine
\$1.00. Mattress, \$1.00. Springs, \$1.00.
Rug, \$1.00. \$2.00. Oak dining
room suite, \$12.00 complete with china
cabinet. Devereaux, 4700, 2-pc. Suite
\$10.00. Oak kitchen chair, 25c. 470
State Street. Open Evenings.

"NOLAN'S" trade your old furniture
in on new. Big selections! 420 State
St. Open Evenings.

LAUER'S ANNIVERSARY SALE Inner Spring Mattress

\$12
REGULAR \$17.50 VALUE

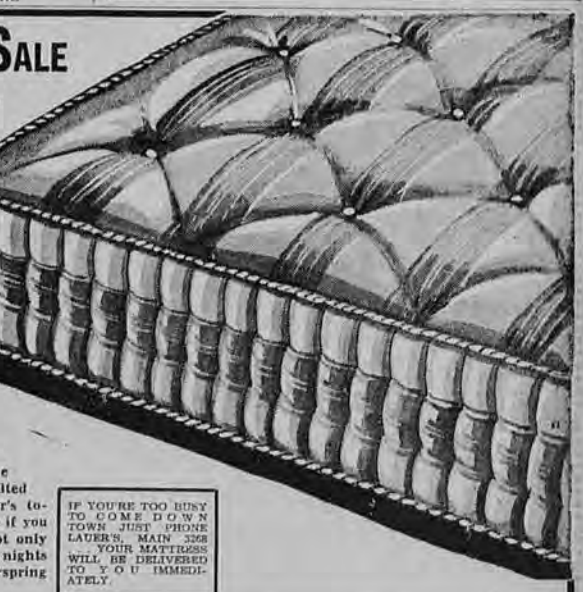
Now Lauer's offer a deep comfort-
able, full innerspring mattress which
you may buy at a saving of \$5.50. When
you sleep on this fine mattress you will
enjoy the rest and comfort that you really
need to wake up in the morning refreshed and
revitalized. Notice the extra deep tufts... the
carefully tailored rolled edge of the pre-built quilted
border... the heavy ACA tick. Come into Lauer's to-
morrow... sit on this fine mattress... stretch out if you
wish... then you'll be convinced that you can not only
save money but you can assure yourself of countless nights
of sound restful sleep on this splendid Lauer innerspring
mattress.



Folding Bed Complete
With Cotton Felt Mattress

Folds up compactly in a jiffy...
and you can roll it out of sight
behind a door or into your
clothes press. This is an ideal bed
for porch sleepers or for your ex-
tra summer vacation guests.

\$9.95



Poster Bed Complete
With Coil Spring and Mattress

We believe that this bed, spring and mattress
is one of the finest values we have ever offer-
ed. Come and see for yourself... The bed is
heavy and solid... The spring is deep and
resilient... The mattress is soft and com-
fortable.
IN MAPLE-WALNUT-OR MAHOGANY

\$19.75
COMPLETE

LAUER'S • 50 STATE ST

**GRAND OPENING
SALE**
In Our New More
Convenient Location
Manhattan SILK STORE
381 E. Main St.
Right Next To Wegmans

GUARANTEED FAST COLOR, NEW PATTERNS
80 Square PERCALES
You'd regularly pay 25c a yard for
Percale like this! In a wide selection
of brand new patterns, specially priced
for our opening Sale!
11c Yd.

Celanese TAFFETA 21c Yd. (Remnants)	French Crepe PRINTS 29c Yd. Crescent-crested... washable and guaranteed 100% perfect!	Plain & Print Cruiseline 19c Yd. Another new & ex- traordinary fabric "buy" for our Opening.
---	--	---

PURE-DYE, PURE-SILK PRINTED CHIFFONS 54c Yd.
HAND-BLOCKED PRINTED MARQUISSETTES, 59c Yd.
BEAUTIFUL PRINTED SHANTUNGES 29c Yd.
PURE-DYE, PURE-SILK CHIFFONS 29c Yd.

REMNANTS 1/2 Yard To 1 Yard **5c each!**

You Must Be Satisfied Or Your Money Back
MANHATTAN SILK STORE
Open Evenings Til 9
381 E. MAIN ST. Next To Wegmans

FREE \$60.00 IN FINE FURNITURE

JUNE BRIDES... HOMEMAKERS!

From the very moment you walk into our store, our responsibility to you begins. We assume the responsibility for every claim we make in the representation of our merchandise. It serves as a bond for your protection.

Never in our eight years that we have been in business, have we offered the buying public a gift of \$60 given free with any purchase of furniture of \$119 or more. Pick out the piece of furniture you wish you had. At no extra cost. Only at Majestic can you get such a deal.

MAJESTIC'S JUNE SALE STARTS TODAY!

*Extra Liberal Trade-In Allowance
For Your Old Ice Box or Washer*

OPEN EVERY EVENING TILL 9:30

**FREE
GIFTS**

No Purchase Necessary.
Just Come in and
Get Yours.
Let's Get Acquainted!

NORGE
CHALLENGES THE WORLD!

OPEN EVERY
EVENING
Come In And
Shop At Your
Leisure...
Everything For
Your Home!



June Bride Special!
7 Pc. Bedroom Suite
In Matched Veneers **\$129**
\$60 worth of furniture GIVEN

Another
LOW RENT SPECIAL
\$5 Down
Delivers

Majestic leads again This time with a beautiful, modern bedroom suite for June Brides. Fine workmanship in every line...from the beautifully curved veneer tops to the large dust-proof drawers, with solid oak interiors. SEVEN pieces, complete...for less than the price of most three piece suites...and IN ADDITION you get \$60.00 worth of furniture absolutely FREE!

See Our Complete Line Of Living Room Furniture!

REFRIGERATORS-GAS RANGES



Buy The Majestic Way . . .
A Few Pennies a Day and Years to Pay!

NEVER BEFORE IN NORGE HISTORY!

only **\$149⁵⁰** For This Big
1939

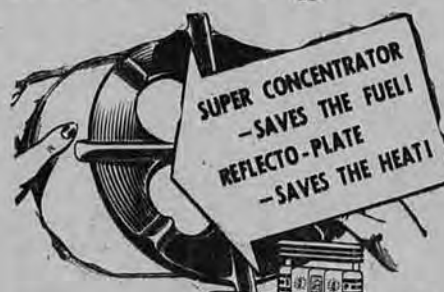
6 1/4 Cubic Foot

NORGE REFRIGERATOR

- 1—Will freeze 6 lbs. of ice at one time.
- 2—Equipped with the famous Mighty Midget rollator compressor. 5 yr. protection plan.
- 3—9 Point Cold Control.

- 4—Beautifully designed in modern style.
- 5—Ice-tray release bar.
- 6—Finest Porcelain Quality Food Compartment.
- 7—Hydrovair - Keeps garden vegetables fresh and crisp.

SEE NORGE BEFORE YOU BUY!



SEE THE
NEW EXCLUSIVE

NORGE
Super Concentrator
GAS RANGES

Norge Super Concentrator Ranges use an entirely new design of heat transmission...provides hotter heat, and harnessed heat, for better, cheaper cooking. See the many other new features...Modi-fire...Broiler Wells...smart new styling. Priced much lower than you would dare to hope!

SEE NORGE BEFORE YOU BUY!

95c DOWN—\$1.00 WEEKLY



MODEL ILLUSTRATED
W-70

NORGE
Stera-Clean

Washer

50c Down—\$1 Weekly

Steam Sealer loosens the dirt...Porcelain Agitator removes the dirt more thoroughly...Makes your wash look better...

Gleaming, sanitary white porcelain...bigger, stronger tubs...Porcelain-finished agitator that acts most gently...oversize Auto-built transmission...new type damp dryer that makes the old-fashioned wringer obsolete! See it this week-end at MAJESTIC!

Hundreds of Thrifty Buyers Wisely Economize by Shopping Out of the High Rent District...Save at

MAJESTIC
FURNITURE COMPANY

Free Parking
Across Street

204 COURT STREET

Between S. Clinton
And South Ave.

OUT OF THE HIGH RENT DISTRICT

The Way To A Man's Heart

—BY IRENE MUNTZ—

Strawberries, red, juicy and perfect, are on the markets now at prices that are well within the reach of any budget. They serve to dress up the simplest meal with their luscious flavor and gay color and a few of them will go a long way if they are combined with other foods.

Thus a quart of berries may be used both on Sunday's vanilla ice cream and to garnish the fruit salad you will serve for Monday's dinner. And when you prepare the berries for strawberry shortcake save out a few of the most perfect ones to be combined in a fresh strawberry and pineapple cocktail for the next day's dinner.

Berries will keep nicely if properly stored. When you get them from the market, pick them over, but do not wash. Spread on a shallow pan or dish and store in refrigerator until needed. Then wash, hull and prepare for use. Spreading them out allows the cold dry air to circulate freely over them and retards growth of the bacteria and molds which spoil them.

Washing them with water hastens growth of bacteria so that it should not be done until just before they are used. Be sure and pick them over, however. One decaying berry in the bottom of the basket can do a great deal of harm, even in the chill air of the modern automatic refrigerator.

And now for the recipes! Here is a delicious strawberry ice cream that is as smooth as velvet and is "lickin' good." Be sure and crush the berries very fine or run them through a sieve, so they are so full of juice that large pieces will freeze in ice lumps.

STRAWBERRY MARLOW
2 qt. sliced berries 25 marshmallows
1/2 orange juice 1/2 c water
1/2 sugar 1 c heavy cream

Wash, stem and crush enough berries to make 1 cup. Mix with orange juice and sugar and blend well. Let stand while preparing marshmallows. Combine marshmallows and water and melt over low heat, folding over and over until marshmallows are nearly melted. Remove from fire and continue folding until melted. Add berries and chill. Whip cream until thick and lightly, but so that it will pour. Fold into slightly stiffened strawberry mixture and freeze without stirring with control at coldest point. When firm, reset control one or two degrees above normal.

STRAWBERRY CRISP CROSS PIE
Temperature: 425 Degrees F
Time: 40 Minutes. About 1 qt. strawberries grated and 1/2 1/2 c sugar 1 lemon
1/2 flour plain pastry

Wash and hull berries. Mix sugar, flour and lemon rind. Line a pie plate with pastry. Mix berries with sugar and spread in pie plate. Cut pastry in 1/4 inch wide strips. Place on pie at right angles, moistening ends with water and pinching firmly in place. Bake in a preheated oven.

CARNACTIONS
Temperature: 425 Degrees F
Time: About 15 Minutes
1/2 c all purpose flour 1/2 c confectioners
1/2 c baking powder 1/2 c butter
1/2 c salt 1/2 c crushed strawberries

Sift flour, measure and sift with baking powder and salt. Cut in the shortening until the mixture looks like meal. Add milk and blend. Turn out on a lightly floured board and knead lightly about 30 seconds. Roll out 1/2 inch thick, brush with melted butter and fold over in half. Cut into individual biscuits place on a cookie sheet and bake in a preheated oven. Sift sugar, work in butter and add crushed berries. Split biscuits, spread center and tops with fruit mixture. Serve immediately while biscuits are piping hot.

Prizes Offered For Recipes

An invitation to submit original recipes for old-fashioned and unusual dishes with an offer to buy those accepted, was extended today to women of Rochester by local dealers selling Leonard electric refrigerators. Recipes collected locally will be sent to the Home Economics Department of the Leonard electric refrigerator organization in Detroit, and for each one accepted, the woman who submitted it will be paid \$5.

Leonard dealers have on hand a large supply of the official recipe book which the recipes must be written and these cards are available to all women who call for them. Leonard plans to make a special collection of fine recipes for future use in compiling a book of "America's Finest Cookery."

This is a new type of strawberry shortcake, especially nice for those who have a sweet tooth. Whipped cream is just as delicious on these as it is on the good old fashioned kind. But whatever recipe you decide to use, you'll find that strawberries rate top place in any meal.

Tam Shanter
Locally Acclaimed As
THE FINEST ALE
IN ROCHESTER
More Hops • More Malt • More Age
DRAUGHT • BOTTLES
EVERYWHERE
AMERICAN BREWING CO. • Rochester, N. Y.

**MORE in Satisfaction for LESS in Cost
When You Buy at WEGMANS!**

Buy the Cuts
You Want!
**FRESH
CUT-UP
FOWL**

LEGS 39c lb.
BACKS 19c lb.
NECKS 12c lb.
WINGS 23c lb.

Wegman Quality
TENDER JUICY PRIME GRAIN-FED
BEEF
SHOULDER ROASTS
The deliciously tender, flavorful prime steer-beef that has made Wegman's famous for meats! Juicy, grain-fed, and government inspected... you have your choice from dozens of cuts at Wegman's!
19c lb.

American or Brick
**KRAFT'S
LOAF**
2 lb. loaf 39c

Mammoth Size Fresh
**ANGEL
FOOD**
25c Ea.

Wegman's Favorite
**FRESH
COFFEE**
2 lbs. for 25c

No. 2 Size Texas
**GRAPE
FRUIT**
4 cans for 25c

NO. 2 SIZE TEXAS GRAPEFRUIT
JUICE ea. **5c**

ONE POUND CAN BAKER'S
COCOA ea. **10c**

FRENCH'S CREAM SALAD
MUSTARD jar **12c**

POUND PKG. MEISENZAHN'S EGG
NOODLES ea. **10c**

HALF-POUND CAN
TODDY ea. **15c**

SWANSDOWN CAKE
FLOUR pkg. **19c**

QT. JAR GREEN GABLES SALAD
DRESSING **25c**

12-OZ. EMPIRE STATE BEER &
ALE 4 bots. **25c**

FULL QUART BOTTLE GENESEE
BEER & ALE **19c**

DELICIOUS FRESHLY BAKED
FIG BARS lb. **10c**

ONE POUND JAR L. & S.
PRESERVES **19c**

**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, taste the difference, taste the difference! Land O' Lakes is made from sweet (not sour) cream. Unquestionably America's finest butter for table and cooking.

LAND O' LAKES
Sweet Cream
BUTTER
NOW!
POUND ROLL 28c

Wegmans
HOME OWNED FOOD MARKETS
Special Prices For
Friday and Saturday

Announcer First Goldfish Gobbler

CHICAGO. — The goldfish craze originated with an announcer some years ago, owing to a claim from NBC as in Chicago.

Few years ago, as the story was told in a local literary circle by radio folks entered the customers by swallowing goldfish from a bowl on counter. It was really not but pieces of carrot cut in shape of a goldfish.

Now Wilcox, announcer of Fibber McGee show, who the trick visited the spot night with a new NBC announcer. Wilcox bravely asked waiter for a fish; received a carrot wiggle it into mouth, and swallowed.

The new announcer, completely taken in by the hoax, asked the waiter for the same. This time he got the real thing. Down th hatch it went. Wilcox watched goggle-eyed, then gasped, "Howdja like it?" "Not bad," came the reply, "but I like sardines better."

Mr. and Mrs. Charles A. Douglas of Douglas Road, entertained at dinner and bridge on Wednesday in their home.

Mrs. Arthur F. Reed of Douglas Road, entertained her duplicate bridge club for luncheon on Wednesday at Hotel Manhattan.

ON ORDERS OF \$3.00 OR MORE

Miracle
FOOD MARKET
LAKE AVENUE

On Miracle Market's Regular Extra Low Food Prices!
By Buying At These Special Low Week-End Prices!

1/2c SMARTY Dog Food 6 for 25c
5c PURITY SALT 2 lb. box 5c
5c BABBITT'S Cleanser 3 for 10c
5c HUSKIES Large Pkg. Reg. 12c Value 6c
9c PINK SALMON 2 for 19c

Most Varieties **3 for 25c**

5-lb. Sack 19c

Giant No. 2 1/2 Can 13 1/2c

Large No. 2 Can 11 1/2c

2 Large No. 2 Cans 19c

LARGE SIZE CAN 23c

9c STRICTLY FRESH EGGS 'Grade A' doz. 23c

3c BULK CREAM CHEESE lb. 21c

5c AMERICAN or BRICK 2 Lb. Box Arpeako Loaf CHEESE 39c

7c DELICIOUS Longhorn CHEESE lb. 16c

9c U. S. INSPECTED YOUNG STEERS ROASTS lb. 15c

3c D YOUNG ROASTING KENS 3 1/2 in 4 lb. Average lb. 22c

5c H DRESSED HEAVY KENS FOR FRICASSEE OR SALADS lb. 25c

7c N ASSORTED CUTS lb. 23c

9c N BUTLER SLICED lb. 23c

ED BEEF lb. 21c
st lb. 21c
ED BEEF lb. 21c
st lb. 21c
Lamb Roast lb. 23c

U WANT OF FRESH CHICKEN CUTS
23c Chicken Breasts, lb. **43c** Chicken Legs, lb. **35c**
19c Chicken Necks 2 lbs. **25c** Chicken Livers, lb. **45c**

Berghash
Makes the News
When It Comes To Real Bargains In Fine
Wines and Liqueurs
PHONE MAIN 786

"BARGAIN NO. 1"
SCOOP! 90 PROOF
GOLD FEATHERS
DISTILLED DRY GIN
100% NEUTRAL SPIRITS
DISTILLED FROM GRAIN
Distilled and Bottled By
Oldtime Distillers, Inc.
Compare To Any
\$2.00 Value!
ONLY 25 Cents LIMIT 3 BOTTLES
\$1.29 Full Quart

"BARGAIN NO. 2"
2 1/2 YEARS OLD
AGED IN WOOD
A FINE WHISKEY
AT A LOW PRICE
FULL QUART 2 QUARTS
\$1.59 FOR \$3.00
YOU'LL ENJOY IT STRAIGHT OR IN YOUR MIXED DRINK

"BARGAIN NO. 3"
EVERY DROP IS 4 YEARS OLD
SILVER ROSE
STRAIGHT BOURBON WHISKEY
REGULAR \$2.89 VALUE
\$2.19 FULL QUART
THIS WHISKEY IS 4 YEARS OLD

READY MIXED COCKTAILS
"ENGLISH PEER" **\$1.75**
MANHATTAN SIDE CAR MARTINI OLD FASHIONED
Value to \$2.25 70 Proof FIFTH

"BARGAIN NO. 4"
RENAULT
SINCE 1870
MAKERS OF FINE AMERICAN
WINE
CHOICE OF SHERRY, MADEIRA, CLARET, ANGELICA
HALF GALLON
Regular \$1.39 Value
93c Fine Table Wine

MAIN 786 MAIL AND PHONE ORDERS MAIN 786
FILLED FOR \$1 OR MORE
BERGHASH
NEXT DOOR TO LOEW'S THEATRE
124 CLINTON AVE. SOUTH
Free Parking Opposite Our Store

Mrs. Ernest C. Whitbeck of Portsmouth Terrace, entertained her bridge club for luncheon on Friday in her home.

Mrs. John Van Voorhis of Rock Beach, will open her garden on Saturday June 10, for tea for the Poetry Society.

Mr. and Mrs. Victor W. Hurst of Sandringham Drive, spent the week-end at their summer home in Canada.

G-B-S
SUPER PLANT FOOD

HAVE BEAUTIFUL, HEALTHY
Flower Gardens and Lawns

G. B. S. PLANT FOOD	LAWN FOOD
25 lbs. \$1.25	25 lbs. 90c
50 lbs. 2.00	50 lbs. \$1.50
100 lbs. 3.50	100 lbs. \$2.65

GORMEL FERTILIZER CO.
390 W. MAIN ST. MAIN 401

JEAN'S
COTTON & SILK DRESS SHOPPE
STARTS TODAY
NO PROFIT SALE
4,000 COTTON DRESSES
SIZES 14 TO 52
2 for \$1.50
78c

PLENTY OF LARGE SIZES
COME EARLY FOR GOOD SELECTION

2 STORES TO SERVE YOU
1162 CLINTON AVE. N. 500 LYELL AVE.
OPEN EVERY EVENING

BARGAINS are WAITING
for You This Week-End at All the Big

KEY DRUG STORES

470 N. GOODMAN Near Main
92 E. MAIN Near Water
546 MONROE Near Goodman

CUT RATE

Key Drug Dollar Savers!

6oz Wildroot Hair Tonic With Oil ... 29c

Pint Size Reg. 30c
Water Glass ... 11c

Pint Size Reg. 35c
Black Flag ... 21c

Solo Hair Curlers Reg. 5c, 3 for 10c

17 Ribbons 3 for 5c

Massey Prophylactic Tooth Brushes 23c

Beach Balls

"Fruitless" Rubber New Smart Designs

9c

Up To **59c**

VACUUM BOTTLES

Pt. Size **69c**

Qt. Size **\$1.19**

SWEET HEART
TOILET SOAP
4 for 13c

DISH CLOTHS
5 for 10c
dozen, 33c

FACIAL TISSUES
Box of 500
12c
Reg. 25c

WHITE AGE
Shoe Polish
Regular 25c
11c

Reg. 10c
ADHESIVE TAPE
2 for 7c
1 1/2" x 3" yds.

Reg. 10c
RANDAGE
2 7c
3-in. x 10 yds.

Tin of 30
MILK of MAGNESIA
TABLETS
Regular 25c
7c

1c SALE
Amazing New COLGATE TOOTH POWDER

HOW DO YOU GET YOUR TEETH SO BRIGHT?

IT'S EASY WITH THE NEW COLGATE TOOTH POWDER

LARGE SIZE . ONLY 1c
GIANT SIZE . . . 35c
BOTH FOR 36c

HEAVY MINERAL OIL

PINT SIZE **25c**
QUART SIZE **45c**

1/2-Gal. **85c** Gallon **\$1.49**

Key Drug Dollar Savers!

Noxema—Reg. 35c
Cream 2 for 25c

Peterson—Reg. 25c
Ointment . . 21c

Hot — 2 quart size
Water Bottles 27c

Squibbs—Bottle of 200
Aspirin Tab. 59c

Lin. — 4 oz. size
Chloroform . 28c

Large size tube
Ungentine . . 43c

HAARLEM OIL CAPSULES, reg. 35c ... 16c

TAT GRIT SOAP, reg. 10c ... 3 for 20c

15c STORK CASTILE SOAP ... 7c

ELECTRIC BABY BOTTLE WARMERS ... 7c

10c SCRUB BRUSHES ... 3 for 11c

BORAXO, reg. 10c ... 2 for 21c

50c LYON'S TOOTH POWDER ... 26c

35c HILL'S NOSE DROPS ... 16c

MASON 49 COUGH MIXTURE reg. 49c, 25c

20c CARBONA CLEANING FLUID ... 14c

35c PETERMAN ANT FOOD ... 19c

New Tek Tooth Brushes, 39c ... 2 for 69c

IODINE with APPLICATOR, reg. 15c ... 3c

LINEN ENVELOPES, reg. 10c ... 3 for 14c

65c POMPEIAN MASSAGE CREAM ... 36c

SEGAL BLADES, pkg. of 10, reg. 25c ... 11c

We Reserve The Right To Limit Quantities

40c Pound Size Box
COCONUT BON BONS **23c**

Regular 2 for 5c Quality

Post Master CIGARS 14 for **25c**

4-DAY SPECIAL!
Regular 49c Lb. Box

WHEAT GEM
2 boxes for 49c

Exceptionally rich in Vitamins B-E-F-G!

There's Beauty in Every Drop

Teel
DENTIFRICE FOR TEETH

AMAZING — New safe LIQUID way to sparkling teeth

23c
39c

General Electric BULBS **10c** ea.

PEBECO 50c Tooth Paste and 25c Tooth Powder
75c VALUE Both for 39c

No Fancy Prices!
But Everything You'll Want In Way Of Fashion And Quality!

5-Living Room Pieces

OPEN EVERY EVENING

- End Table
- Coffee Table
- Table Lamp



Free!

WITH THIS

LIVING ROOM SUITE

June Brides who want to stretch limited budgets will find their furniture dollar goes ever so much further here at the Union . . . where they can buy on Rochester's lowest and most generous terms. Big full size davenport and chair, sagless construction, real hard wood frame and your choice from a wide variety of hand-tailored coverings. Buy the suite and get FREE, a beautiful hand-rubbed coffee table, an end table and a stately-standing table lamp. Only \$1.00 down and \$1.00 per week.

\$39.95

One Dollar Down and Weekly

Special!!
REGULAR \$49.50
"ROYAL" Vacuum Cleaner
\$29.95
ONE DOLLAR DOWN



June Bride Special!
JAMESTOWN SUITE

Bed, chest and choice of dresser or vanity with bench. Lovely, new cabinet woods, styled in new modern design and sturdily constructed for long service. Buy this beautiful Jamestown Suite on Union's Easy Terms.

Three Pieces
\$49.95

- NEW END TABLES . . . 97c
- METAL 18 CHROME SMOKERS . . . 98c
- Oriental Type THROW RUGS . . . \$1.19
- Innerspring MATTRESS \$7.95 Coil Springs \$7.95

BIGGEST REFRIGERATOR BUY!
New 1939 GIBSON, 6-Cu. Foot

\$99.95

ONE DOLLAR DELIVERS

3 YEARS TO PAY!



- Keeps Perishable Foods Fresh!
- 1939 All-Steel Triple Sealed Cabinet!
- Makes More Ice Cubes Faster!
- Sealed Thrifty-Scotch Yoke Mechanism!

Here's the refrigerator that gives you everything you want, at a price you want to pay! See it! Inspect it from top to bottom! Compare it with Refrigerators selling for \$50.00 more! You'll find it's the only big SIX Cubic Foot, all-steel, hermetically sealed refrigerator in all America selling for less than \$100! \$1.00 down brings this beautiful, big, new 1939 Gibson in your home!

COMPARE WITH MOST EXPENSIVE MODELS!
LARGEST STOCK OF USED ELECTRIC REFRIGERATORS IN ROCHESTER \$29.50 UP

UNION

286 EAST AVENUE corner Union St.

Stone 5008

Open Evenings

286 EAST AVENUE

60 NORTH MAIN STREET

East Rochester Store 114 WEST COMMERCIAL ST.

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. 32

THE ROCHESTER SUN, THURSDAY, JUNE 8, 1939

74,300 COPIES DELIVERED

COMFORT... AT LONG LAST... IS THE KEYNOTE IN MEN'S SUMMER APPAREL



The virile male of the species... who laughs lustily at woman's addition to the style whimsy (and who himself has long suffered in summer's heat, because he dared not discard stuffy, traditional male apparel in warm weather)... now, at long last, dares to dress in comfort.

This year's grand collection of smart, practical summer play clothes is sure to be seen on Main Street during business hours just as often as at resort and country club.

Lightweight fabrics, cool as a summer breeze... trimly tailored into neat slacks and shirt sets. Sanforized, you'll find these ensembles in rich, dark blues, greens, browns and maroons, as well as in light plain colors and combinations.

The shirt is as wearable outside the slacks as in it. Buttons all the way down the front and is at its best with a contrasting Ascot tie. Match it with the slacks, or contrast it... you're right either way.

The price is a comfort too... so low you can well afford several of the ensembles. Slacks and shirt sets for only \$1.98... and slacks alone for \$1.00 and \$1.59!

The two styles shown are on sale right here in Rochester. A phone call to the Rochester SUN, Stone 6001, or a postcard to 419 Burke Bldg., will reveal the name of the merchant who stocks them.

Rochester Business Shows General Advance

Budget Cut Lops off Teachers

Fewer teachers and larger class loads will be found in Rochester's public schools next fall as the result of a \$125,000 reduction imposed on the Board of Education budget as part of the general city budget cut.

The schools will open in September with twenty fewer teachers than were on the rolls in January, according to James M. Spinning, superintendent of schools. The jobs were vacated through retirements in most cases, Spinning said. Normally they would be refilled.

The estimated quarter million reduction in state aid means another heavy slash and possible results include salary cuts or reduction of "abolition of such services as kindergartens, adult education and swimming pools."

Borden Acquires Ice Cream Plant

The Borden Company, which recently purchased Teal's Ice Cream Company, this week acquired the ice cream business of the Bartholomay Company. The Bartholomay equipment will be transferred to the Teal plant.

The Borden Company took over Teal's, oldest ice cream business here, on March 17. It is operating it as a separate division, under direction of Herbert W. Brigham, former president of Teal's.

RECEIVES DEGREE

Alfred George Boylan, son of John P. Boylan, president and general manager of the Rochester Telephone Corporation, and Mrs. Boylan, 1290 Lake Ave., was among the 525 who received degrees at Georgetown University commencement exercises.

Former Employees To Continue Furniture Firm

A pioneer Rochester furniture firm name, Howe & Rogers Inc., may return to mercantile trade centers, according to incorporation papers on file in the County Clerk's office.

The papers listed former employees, in the main, as directors of the new corporation, including George Duerr, 3408 Culver Rd., former vice-president of the old firm; W. John Dorsey, 136 Peck St.; William J. Welch, 855 Grand Ave.; Ruth McCullis, Holley, and Helby W. Ungerer, attorney.

A location for the new business is to be selected. Papers provide for issuance of 500 shares of common stock without par value. The old firm of Howe & Rogers, after passing to other hands, recently was dissolved and its stock and equipment sold.

POSTMASTER RENAMED

Postmaster William J. Hunt has been nominated for a second term by President Roosevelt. Hunt's first four-year term expired January 22, but he held over pending reappointment. Hunt's salary is \$7,000 a year.

Sun Advertisers Show June Brides Way To Worthwhile Savings

June, acclaimed by poets as the month of perfect days, has also become a matrimonial tradition—a month when trusting young folks convince themselves that two can live as cheaply as one.

The SUN feels that its advertisers this week are doing all possible to make this belief a reality, and to help newlyweds begin their new careers with economy.

In scanning the SUN you will also find that the graduates, too, are not forgotten.

Elks Pick Rochester For Meet

Promotion of Rochester is one of the functions of Harold S. W. MacFarlin's Department of Commerce and the Commissioner, who also happens to be exalted ruler of Rochester Lodge of Elks, this week turned his promotional talent toward the job of persuading the New York State Association of Elks to hold their 1940 convention in Rochester.

MacFarlin extended the invitation to the state body at its convention at Saratoga Lake and the Elks voted to convene here next June 4 to 7, inclusive.

More than a thousand members of the order will assemble in Rochester next year and half as many more visitors are expected for the convention. The Elks held their last Rochester state convention in 1933.

Mrs. Peter W. Zeeveloff of Brighton Street, entertained at luncheon on Friday in her home.

Department Store Sales Jump Ahead of 1938 Figures

Rochester business showed a notable improvement during April. It was 8 per cent. ahead of April of last year, according to the report of the Statistical Committee of the Rochester Chamber of Commerce.

State Provides Funds for Prizes

Two hundred and eighty agricultural exhibitors at the 1938 Rochester Exposition, of whom 200 were children, will receive the \$9,039 per cent. payment on premiums. Harry Rosenberg, county legal adviser, reports.

Winners that will entitle the premiums winners to the \$9,039 per cent. payment, provided by the state, through a \$4,918 contribution are being sent out by the county, which has been seeking some way to reimburse the winners since the Expo "folded."

A total of \$8,346 is due in agricultural exhibit premiums, of which \$5,553 has been or will be paid on the percentage plan. Rosenberg explained that some 50 per cent. payments had been made on a few of the biggest premiums, totaling \$3,600. Those winners already paid the 50 per cent. will receive the difference between that sum and \$9,039 per cent.

The money to pay the \$1,800 was advanced by the Genesee Valley Trust Company on a note signed by Expo officials. After \$3,741 is paid out in premiums to give the 280 exhibitors their 69,039 per cent. payment, the bank will receive the remainder of the \$4,918 provided by the state, or between \$1,100 and \$1,200, toward the sum it had advanced.

This increase included marked advances in retail advertising lineage, automobile sales, business electricity, life insurance and department store sales, building permits and job placements.

Factory employment in the Rochester district exceeded April, 1938, by 13 per cent. Factory payrolls for the same period advanced 17 per cent. with employment in women's shoe and men's clothing factories registering the greatest gains.

Department store sales advanced 10 per cent. over April of last year and were 35 per cent. ahead of March, 1939. This is especially encouraging in view of the fact that department store sales in the New York Federal Reserve District showed a decline of 5 per cent. in April.

Retail advertising lineage for April was 2 per cent. ahead of the corresponding month of last year and 48 per cent. ahead of March, 1939.

Baseball Centennial Stamps Ready Monday

Rochester postal authorities have notified stamp collectors that the three-cent baseball centennial stamp will go on sale Monday.

If self-addressed envelopes and three cents for each one are brought to the main postoffice before Saturday they will be forwarded to Cooperstown, baseball's birthplace, for cancellation with the mark of that office.

TUNE-IN ON SAVINGS

See the New, Quiet LEONARD with the Master Dial!

FROM THIS DAY, you can own one of these beautiful, quiet new 1939 Leonards. And once you see it, you'll realize there's no refrigerator like it in the world!

Only Leonard has the Master Dial with built-in thermometer—that lets you "tune-in" the temperature you need... gives you protection in hot weather—saves current!

Only Leonard has the genuine insulated, long-life Leonard cabinet... handy Rearranging Shelf and 3-way Len-A-Latch on the door.

Come in and see this beautiful new refrigerator. Find out about Leonard economy with the new Glacier Sealed Unit and the new stainless steel Zero-Freezer. And find out about Leonard's new low price... for it's easy to own!



ONLY LEONARD HAS ALL THESE MONEY SAVING FEATURES

1. Master Dial with built-in thermometer.
2. Vegetable Bin—holds nearly 5 lbs. of food!
3. Rearranging Shelf on the door.
4. Soundproofing for extra quietness.
5. Special place for frozen food.
6. Glass-covered Meat Bin—big and roomy.
7. All "Ice-Paper" trays—no waste, no splashing, no leaks.
8. Shockproof Food Bin—for perfect food.
9. Len-A-Latch—3-way door handle.
10. Leonard 5-Year Protection Plan.

ALBRIGHT-GRANGER
1335 Main St., E.

BRAUN'S RADIO
300 Portland Ave.

JACK COERS
1398 Dewey Avenue

FITCH APPLIANCE CO.
477 Joseph Ave.

HILL APPLIANCE CO.
482 Main St., E.

KOMINZ TIRE CO.
468 Ridge Road, W.

KRECKMAN ELECTRIC CO
471 Goodman St., N.

MUSIC LOVERS SHOP
370 Main St., E.

SENECA STORES
149 Monroe Ave.

SMITH ELECTRIC CO.
2929 Dewey Ave.

**SPEAKER HEATING AND AIR
CONDITIONING CO.**
547 State St.

UNION TIRE CO.
266 East Ave.

Come to any of the above dealers and see this famous Leonard. Ask for Grandma's Cook Book of Old Time Recipes, it's free. Last week and last chance for a cook book this season.



FREE!

76-Pc. Table Ensemble

Given With These Burke Furniture Suites

... such an offer is seldom made with merchandise of such fashion and quality! 32-Piece genuine VICTORY dinner set, with lovely Princess border... 26-piece set of Guaranteed SHELTON utility

Silver Plate, with stainless-steel knives... 18-pieces of sparkling, HAND-BLOWN stemware, consisting of Goblets, Shorlets and Cocktail Glasses! Given entirely FREE with the purchase of any Burke suite in June!



Open Tonight
Until 9 P. M.!

\$139.00
Value!

\$10.90
DELIVERS

TWO BEAUTIFUL FULL SIZE PIECES IN

LOOMPPOINT

\$109

A furniture fashion that never goes out of date! London Club style, with solid mahogany case-arms and legs. This construction is in the very best custom-manner... singless, and 100% hand-tailored. The cover is in your choice of shades of famous LOOMPPOINT... the wear-proof, rub-proof, scuff-proof, dig-proof furniture fabric. Usual price for such a suite is \$139.00!

BURKE'S

FURNITURE
of QUALITY

34 SOUTH AVENUE



Beautifully Matched
BUTT-WALNUT

3-Pc. BEDROOM SUITE

Same fine construction as in most expensive suites; Dust-proof, with center drawer guides. Soft, lustrous hand-rubbed finish. Bed, Chest and choice of Vanity or Dresser.

\$69

AT JOELS



SALE! - STRAWS

WHITE AND TOAST
HIGH CROWNS! LOW CROWNS!
STRAIGHT or SWIRLY BRIMS!

The hat fashions you'll be wearing all summer... at a price you wouldn't expect till summer's end! See them this week-end... a group containing every favored straw fashion of a big straw season!

\$1.98

For The \$3 Kind

Some At
\$2.98

For the \$5 Kind

Joels
215
MAIN ST. EAST

at Smalls

FORE!

HERE'S THE
GOLF CLASSIC
OF THE YEAR

Sale OF GENUINE
Jack Simpson
GOLF CLUBS

MADE TO SELL FOR TWICE THIS PRICE!

Special at \$1.95 FOR ALL MATCHED CLUBS

50c DOWN 50c A WEEK

Original Scotch Models

- Perfectly Matched
- Streamlined Design
- Steel Gray Finish
- Steel Shafts

INCLUDES...
• DRIVER or BRASSIE
• MID-IRON • MASHIE
• MASHIE-NIBLUCK
• PUTTER

FOR MEN & WOMEN

LEFT AND RIGHT-HANDED BULFERS

Open Sat. Till 9

Smalls
28 EAST MAIN ST.

LOEW'S



WIN GUEST TICKETS

TO SEE

"TARZAN FINDS A SON"

STARRING

JOHNNY WEISMULLER, MAUREEN O'SULLIVAN, starting Friday, June 16 at Loew's. Write in 150 words why you would like to see this picture, and receive a pair of guest tickets to see "TARZAN FINDS A SON!"

Hurry! Address All Replies To:

CONTEST EDITOR: ROCHESTER SUN



THE WAY TO A MAN'S HEART

BY IRENE MUNTZ

So you're going to give a shower for one of your friends. And you have to do all the work yourself. And you want to make the food you serve as delicious and dainty as possible, with a minimum of last minute preparation.

A little planning ahead and an industrious afternoon or evening the day before your party is all you will need to manage this. The menu we are suggesting has all the requisites to make your luncheon much enjoyed and long remembered. And if you just wish to serve late afternoon or evening refreshments, it may be adapted for that, too.

Mixed Grape Fruit Juice
Chicken and Mushroom Shortcake
Celery Curls
Radish Rosettes
Jellied Tomato Salad
Strawberry Refrigerator Cake
Coffee

The grapefruit juice is prepared by dissolving 3 or 4 after dinner mints in each glass of grapefruit and garnishing with a sprig of mint. An appetizing and attractive starter that may be prepared the night before, and stored in the refrigerator to be served and garnished at the last minute to keep it icy cold.

CHICKEN AND MUSHROOM SHORTCAKE
Temperature: 450 Degrees F
Time: 15-20 Minutes

1 lb. mushrooms 1 1/2 salt
1/2 c. butter 4 T. shortening
3 c. all-purpose flour 1 c. milk

Have butcher disjoint fowl, pluck, wash, cover with water and cook gently (12 to 15 hours) until tender. Remove from stock, cool and cut meat in slices. Wash and cut mushrooms in slices or remove stems and use only the whole caps. Melt butter, add mushrooms, cover and cook gently about 10 minutes, or until tender. Heat 3 cups of the chicken stock; mix 6 T. flour to a smooth paste with a little water and add; stir constantly until thickened. Add mushrooms. Sift flour, measure and sift with baking powder and salt. Cut in the shortening until the mixture is as fine as meal. Add milk and turn out on a lightly floured board. Knead 30 seconds. Pat out 1/2 inch thick, brush with melted butter and cut with a heart shaped cookie cutter. Stack heart shaped biscuits in piles of two, place on a cookie sheet and bake in a preheated oven. Split hot biscuits and place sliced chicken between halves. Pour hot mushroom gravy over top and serve at once.

The chicken and mushrooms may be cooked the day before and the gravy made, already to heat while the coffee is brewing. Next make and shape the biscuits, place on cookie sheet, cover with wax paper and place in refrigerator just before lunch. Garnish the plate with celery curls and radish roses that you made the day before and stored in the vegetable crisper of your refrigerator. For a less expensive luncheon dish, planched tuna may be used and the mushrooms put in a cream sauce.

JELLIED TOMATO SALAD
2 c. canned tomatoes
1 onion
1 stalk celery
1/2 c. celery salt
1 bay leaf
1/2 T. salt

1 c. cayenne peppers
1 T. gelatin
1/2 c. cold water
1/4 c. cold water
1 T. vinegar or lemon juice

Combine tomatoes, sliced onion, bay leaf, celery, salt, cayenne pepper and boil 10 minutes. Soak gelatin in cold water 5 minutes. Add to hot mixture and stir until dissolved. Add vinegar. Strain, pour into molds and chill. Unmold on lettuce and garnish with small balls of cream cheese rolled in finely chopped walnut meats. Add a spoonful of mayonnaise and serve.

STRAWBERRY REFRIGERATOR CAKE
1 T. gelatin
2 T. cold water
1 c. crushed strawberries
1/2 c. sugar
sponge cake

1 T. salt
1 c. heavy cream
1 c. crushed strawberries
1 lady finger or sponge cake

Soak gelatin in cold water 5 minutes. Wash, hull and crush berries add sugar and salt. Bring fruit to boiling point, stirring to dissolve sugar. Remove from fire and add gelatin. When thoroughly blended, chill until of a syrupy consistency. Whip cream until thick, fold in strawberry mixture, pour into a heart shaped mold that has been lined with lady fingers or strips of sponge cake. Chill in refrigerator until firm (1 to 3 hours).

The salad and dessert, of course, should be made the day before and may be unmolded at the last minute. With everything on hand in the refrigerator, 15 minutes should be plenty of time to assemble and serve this dainty appetizing meal.

EMPLOYEES HOLD OUTING

More than 300 employees of Folmer Graphix Corporation and their families attended the annual outing in Willow Point Park Saturday, W. W. White was general chairman.

Foremen To Picnic

More than 500 supervisors and foremen in Rochester industries will play host to their wives and children at the seventh annual picnic of the Mechanics Institute Management Conference Association to be held at Anderson

Grove, Churchville Park, June 10.

Beginning at 1 P. M., a program of sports, games and entertainment will be held, according to the committee composed of Ben Reelin, Thomas Burns, Joseph Gray, Fred Coffee, Frank Cox and Nell Butler.

SCHOEN Bros.



GUARANTEED for SERVICE and VACATION PLEASURE

38 Nash Lafayette	\$645	38 Nash Lafayette	\$625
37 Chrysler Touring	\$515	37 Chrysler Touring	\$425
37 Packard Touring	\$545	37 Packard Touring	\$425
37 Ford	\$325	37 Ford	\$445
37 Hudson	\$395	37 Hudson	\$245
36 Buick	\$345	36 Buick	\$219
36 Studebaker	\$295	36 Studebaker	\$195
34 Nash	\$225	34 Nash	\$225
32 Dodge	\$145	32 Dodge	\$195
32 Ford	\$95	32 Ford	\$165

60 OTHERS TO CHOOSE FROM

No Down Payments On Cars Up To \$300

68 GENESEE St.

Since 1919 Genesee 446

See Kominz for a New 1939

Nationally Advertised

REFRIGERATOR

and Take Advantage of This Exceptional

FREE OFFER!

Your Choice { \$60.00 Washing Machine
\$60.00 Gas Range
\$60.00 Radio
\$60.00 Set Of Tires

FREE with the purchase of any new refrigerator at any of the three Kominz stores.

NO DOWN PAYMENT

As Little As 50c WEEKLY

See Kominz Now and Save \$60!

SPECIAL!

At The Kominz Ridge Road Store Only!

6.00 x 16
GOODYEAR G-100
TIRES \$9.95

Regular Price \$15.95 Exchange

FISHING TACKLE ON EASY TERMS

KOMINZ TIRE CO.

NOW THREE STORES OPEN EVERY EVENING

468 Ridge Rd. W. | 182 Monroe Ave. | 417 Monroe Ave.
At Dewey Ave. | At Savannah St. | At Averill Ave.

PLAY BINGO

At CENTURY THEATRE

WED. and FRIDAY MATINEES 2:30

WED. and FRIDAY EVENINGS 8:30

\$100 CASH DAILY SPECIAL FRI. \$150.00 IN CASH

Pull Up a Chair

By Neal O'Hara

Birth of a nation: A New Jersey company perfected a new delicacy—ice cream containing from 5 to 25 per cent alcohol — and it tasted just dandy. But the state's beverage commission said nix to its sale on the ground it might prove too attractive to children. Contrast: when Mussolini makes a grand tour into the Italian province as he rides in a two-car motorized train that looks like a toy compared with the huge, armored special Hitler travels in. And even Goering, when he makes a state trip, rates an eight-car train drawn by two locomotives.

Tragic and poignant was the suicide note left by a Chico, Cal., doctor, to wit: "This is no rash act. My surgery is slipping. Surely there can be no good reason for my going on and maiming honest people just to eke out a living." . . . Goody-Goody: The radio chains are debating whether to bar absolutely the solicitation of box-tops, labels, etc., from all programs beginning next fall. . . . Today's favorite gag: MRS. SMITH—"I understand your husband can't meet his creditors." MRS. JONES—"I don't believe he wants to, particularly."

Preliminary statistics indicate that 1939 should be an unusually good health year for the United States, but that it won't equal the low mortality record established by 1938. For the first four months, the death rate from influenza was up more than 35 per cent and the mortality from cancer and diabetes had increased over the corresponding months of 1938, too. . . . A dozen years ago it was Cole Phillips, the artist, who was outstanding with his advertising pictures of girls with pretty legs — remember? Well, today the fellow who is cleaning up in advertising art circles is Petty, made famous by "Esquire," who draws not only pretty limbs, but charming torsos as well. . . . The California Institute of Technology reports that the atoms are so closely jammed together in the densest star known that one cubic inch of its matter weighs 12,000,000,000 pounds.

Coincidence was working overtime when Seth Gervin of Roseau, Minn., suddenly decided to visit his brother Thren in a small Swedish village and set out pronto for Scandinavia without sending word in advance. At about the same time, Thren Gervin decided to visit his brother Seth in Minnesota and set out on the spur of the moment. They both arrived in the other's habitat at virtually the same time — and you can guess what they said. . . . Sensible: It isn't a question of age whether a child rides free over the Philadelphia transit system, but size. Each street car is equipped with a horizontal iron bar 35 inches high and children who can walk under it erect may ride gratis. . . . In jolly England, when newspapers are merged, they never use a hyphen for the combined title. It's always the Gadsbury Star AND Press, not the Gadsbury Star-Press — if you know what we mean. Distributed by McNaught Syndicate, Inc.

Movie Quiz

Winners

Here's another chance to earn guest tickets for "Tarzan Finds a Son," opening Friday, June 16, at Loew's Theater. Because of an unavoidable mixup in bookings, this picture, starring Johnny Weissmuller and Maureen O'Sullivan, which was to have opened tomorrow at Loew's, was delayed one week.

The delay, however, gives movie fans more time to win guest tickets. Write, in 150 words or less, your reasons for wanting to see this picture and send your letter to The Rochester Sun, 419 Burke Building, as soon as possible. Twenty-five pairs of guest tickets will be given for the best letters.

Each of the following may obtain a pair of guest tickets to "Tarzan Finds a Son," by calling at The Sun office, 419 Burke Building:

Richard Lewis, 34 Miller St.
John Glaser, 34 Maple St.
Rose Mary McLeod, 437 Jay St.
Mrs. Wm. Hays, 216 Front Ave.
Richard Baker, 216 Columbia Ave.
Antoinette Suters, 238 Davis St.
Grant Stewart, 44 Mulberry St.
Anne Verchie, 311 Jay St.
John Tuttle, 374 Aberdeen St.
Anthony DeNiro, 31 Woodland Park
Mrs. Hazel Regan, 216 Kensington St.
John Fry, 186 Wilshire Road
Leo Christoff, 404 Lexington Ave.
Mrs. M. E. Gallagher, 74 Front Ave.
John Stanley, 93 Thurston Road
Ray Domaski, 1228 North St.
James H. Glavin, 39 Fifth St.
Mrs. H. E. Cohen, 37 Faraday St.
Mrs. K. Weisner, 1216 Clinton Ave. N.
J. Crawford, 231 Clinton Ave.
Donald Hays, 16 Gleneden St.
Marjorie Lavery, 159 Hamilton St.
Lorraine Tranter, 118 California Blvd.
Myra Synna, 1186 Dewey Ave.
Jane Lyons, 1124 Drilling Park Ave.

The Fastest Camera Under \$100

Univex Mercury

CANDID CAMERA

\$25

33c DOWN
\$1 WEEKLY

You'll enjoy using this fine camera because it takes clear, sharp pictures under all light conditions. Has fast 1/1000 second and shutter speeds to 1/1000 second. Flash attachment \$3.95 extra.

RUDOLPH'S

E. MAIN AT SOUTH AVE. OPEN SAT. EVES.

Push Button Tuning, Built-in Antenna, in This Genuine

GENERAL ELECTRIC RADIO

14.33

33c Down
50c Weekly

8-tube superheterodyne with beam power, mahogany cabinet, and all the other features that make this G-E Radio an extra-fine value at our low price. Regularly \$47.75.

RUDOLPH'S

E. MAIN AT SOUTH AVE. OPEN SAT. EVES.

Here's a brand new

L C SMITH CORONA

TYPEWRITER

42.50—1938 Model

27.33

33c down—\$1 weekly

Complete With Case

RUDOLPH'S

E. MAIN AT SOUTH AVE. OPEN SAT. EVES.

DOLAN'S

Formerly Clark's Market

600 JEFFERSON AVE.

We Deliver Phone Genesee 1417

Rib-End Roast Fresh

PORK LOIN 17c

Tender, young, corn-fed pork, special at 17c lb.

U. S. Inspected Young

Beef Roast 17c

Young, tender, grain-fed, tender and juicy, special at 17c lb.

Tender Plump Fresh

BROILERS 25c

Take them on your Sunday picnic or outing, lb.

SPAM 29c can

BUTTER 25c lb.

SALAD DRESSING 21c qt.

CHICKENS 22c lb.

Tender Milk-Fed FOWL 19c lb.

Buy the Cuts of CHICKEN You Prefer!

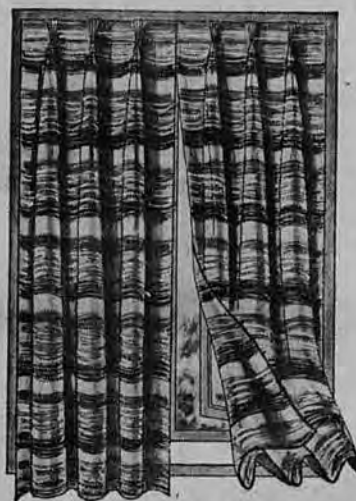
Legs, lb. 35c; Livers, lb. 45c; Necks, lb. 10c; Breasts, lb. 45c; Wings, lb. 25c; Giblets, lb. 15c.

Lauer's
50 STATE ST.

At Lauer's — Save \$39!
4 Pc. LIVING ROOM GROUP
Exactly As Pictured

We know that when you see this splendid four piece living room suite you'll readily believe that it was originally made to sell at \$139. Lauer's have always tried to offer better furniture at fair price. Now we present what we believe to be one of the outstanding living room values of the year. Notice the extra deep davenport and matching chair... See how the ottoman is seat high so that you can stretch out in the Cogswell chair as though it were an extra davenport. Covered in fine loom weave, tapestry, or rep... You'll get years of satisfying wear and comfort from this group... And don't forget that at Lauer's you can save even more money by trading in your old living room suite. If you're planning to refurnish your home, visit Lauer's tomorrow and ask to see this unusually fine four piece group. You may have your choice of 12 unusually striking matching or contrasting tones.

\$100



In Lauer's New Drapery Dept.

Regular \$2.75 Value

**SUMMER
DRAPERIES**

\$1.98
Pair

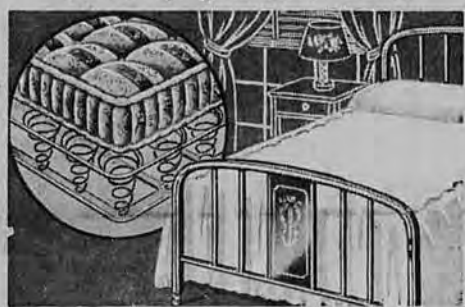
Here is something new and different for your living room or sun room during the summer months. Fashioned of fine theatrical gauze they'll add that gay, delightful touch that makes summer time seem so much more pleasant and cool.

Red, Green, Rust

Lauer's Will Not Sell You A Cheap Drapery
But Lauer's Do Sell Good Draperies At Low Prices

SIMMONS BED COMPLETE

With Coil Spring and Cotton Mattress



So many of you are looking for an inexpensive way of furnishing an extra bedroom in your cottage or summer home. This Simmons bed complete may be just what you are looking for. The cotton felt mattress is soft and comfortable. The spring is made by Simmons. The metal bed is strong and durable... An ideal ensemble to help solve your summer sleeping problems.

\$19.75
Complete

New Comfortable Attractive
OCCASIONAL CHAIR

\$9.95

Exactly
As Pictured

How many times have you wished for an occasional chair that is built sturdily larger than the ordinary so that you can sit in it for hours without becoming cramped or tired. The styling is modern... the covers are attractive and long wearing. See this chair tomorrow at Lauer's.



Yes! This Lovely
Chair Is A Bed!

LAUER'S SENSATIONAL

**SLEEP
CHAIR**

\$19.75

We can't tell you too much about this Sleep chair so we'll just let the facts speak for themselves. We advertised them three weeks ago and sold out completely in 24 hours. They're smart, practical and comfortable. Only at Lauer's will you find this Chair-Bed in Rochester.



BAMBOO CHAIR

With Waterproof Cushion

Just a big, comfortable chair suitable for your porch or yard. The cushions are Kapok filled.

\$15.95
Complete

**USE LAUER'S
BUDGET TERMS**

Lauer's budget terms are sensibly planned so that you can buy out of income. The only extra charge is 1/2% per month or 6% per year, the same as your bank rate. 30, 60 and 90 day accounts may be arranged without any additional carrying charge.

DESK & CHAIR
\$14.75

Beautifully finished in walnut and decorated with genuine inlaid Marquetry... The desk has a large drawer and two built in book shelves. The sturdy chair is covered with white leatherette.

Repeat Sale of LAUER'S Reg. \$17.50 Value
**INNERSPRING
MATTRESS**

\$12

Even the salesmen were amazed when we told them that this innerspring mattress would go on sale for only \$12. It has everything that you would expect to find in a mattress selling for much more money. In fact this same mattress was originally made to sell for \$17.50. Notice the firm stitched border... the heavy rolled edge... the deep tufts. Covered in a sturdy ACA tick this Lauer innerspring mattress will give you many years of satisfying, comfortable sleep.



Exactly as
Pictured



ALL-STEEL GLIDER

\$16.75

When you see this glider you'll be surprised to find that it is not the usual low price "attention getter". It has a fine steel frame... six big water repellent cushions... and noiseless rocker hinges.

LAUER'S 50 STATE ST.

Lawyers Make Plans For Saranac Meeting

Plans for the midsummer meeting of the State Bar Association in Saranac June 30 and July 1 are being arranged in part by eight Rochester lawyers.

They are: County Judge H. Douglass VanDuser, Daniel M. Beach Jr., Charles B. Bechtold, Arthur V. D. Chamberlain, John J. Reilly, Adrian L. Spencer, George G. Wilcox and John J. McInerney.

TO ATTEND CONVENTION

State President of the Catholic Central Verein of American, Charles T. Trott, 20 Princeton Street, will head the state delegation to San Francisco next month for the annual convention of the Verein and National Catholic Women's Union. The conclave will last four days.

Mrs. Henry L. DeZeng of Edgemore Road, entertained her bridge club for luncheon on Wednesday in her home.

Salesmen Enjoy Trip to Havana

Star salesmen of Bendix Home Appliances, Inc., of South Bend, Indiana, have just terminated a colorful ten day cruise to Havana aboard the Holland-American liner Veendam.

More than 500 factory executives, distributors, dealers and dealer salesmen made the voyage — all traveling as guests of the Bendix company in reward for their outstanding sales records of the Bendix Home Laundry, new all-automatic home appliance.

"We made the cruise," said Judson S. Sayre, Sales Manager of the company, "because we had something to celebrate. The Bendix Home Laundry is rapidly increasing in popularity, thanks to our blue ribbon field organization which knows that a good product will always find a market."

Visits to the New York World's Fair before and after the voyage were among the highlights of the trip.

Rochester Men on Cruise



This picture shows a group of Rochester men who were guests of the Bendix Company on a recent cruise to Havana. In the front row are: Jud Sayre, Capt. Van Hemert and John B. Kemp, head of Bendix distributors in Rochester; back row, Clarence Alhart, Perry Sweet and Richard Alhart, all of Rochester.

Rochesterians Receive Degrees

Rochester was represented by 10 students at the 107th commencement exercises of New York University Wednesday morning.

The Rochesterians who were among more than 4,000 graduates to receive degrees and hear Chancellor Harry Woodburn Chase deliver the commencement address, included:

Gladys E. M. Reed, 133 St. Regis Drive, master of arts; Elsie H. Bockstruck, 46 Prince St., master of arts, as of February, 1939; Vincent Louis Pecora, 985 Clinton Ave. N., bachelor of science; Josef Allison Montague, 340 Augustine St., doctor of medicine; Max Cohen, 120 Shepard St., bachelor of science, as of October, 1938; Estelle Louise Klein, 65 Warrington Drive, master of arts, as of October, 1938; Arthur Wilson Lynip, 142 Carling Road, master of arts;

Myles W. Rowan, 58 Post Ave., bachelor of science; William Lacy Wheaton, 31 Gibbs St., master of arts, as of October 1938; Raymond V. P. Abbate, University of Rochester, master of arts, Graduate School as of February, 1939.

Plan Pilgrimage To Michigan Shrine

The Shrine of the Little Flower, Royal Oak, Mich., will be the goal of Rochesterians making a pilgrimage Sunday under the leadership of Rudolph C. Schwenzer, president of the Social Justice Club of Rochester. The group will arrive at 10 a. m. for a solemn high Mass and will hear the Rev. Charles E. Coughlin deliver the sermon and explain the symbolism of the church. In the afternoon, a visit will be made to the Reliquary to see the charred oak beams and statue of the Little Flower saved from the old shrine.

FURNITURE RECONDITIONED
Re-upholstering, Refinishing 2-pc. Suits re-covered in Treaselle cloth \$26.50 Occasional Chairs, \$2.00; Caneback Chairs, \$7.50.
TEXTILE Upholstering Co.
MAIN 4533

BINGO
West Avenue Manor
Corner West Ave. & Hancock St.
Every Mon., Wed. & Fri.
23 GAMES for 25c
8 P. M. Sharp

Play BINGO
Roller Rink—Lake Shore
SEA BREEZE PIER
Same Old Party
Same Old Place
Same Old Management
FREE PARKING
EVERY MONDAY
Starting at 8:15 p. m.
19 GAMES for 35c

DAVENPORTS CLEANED

All types of upholstered furniture cleaned by our exclusive process. All work guaranteed.

\$6.00

BLANCHARD STORAGE CO. Inc.
CLEANING DIVISION
MAIN 1030 MAIN 7021

ANOTHER CHAMPION SCOOP!

REGULAR 39c
Slightly Irregular

CREW SHIRTS

19c EA. **6 for \$1.10**
SIZES 34 to 46

Champion
KNITWEAR CO. 71 ST. PAUL ST.
30 Minutes Free Parking at 3 Stations: Bilt, Strand and Spark

Thirteen To Graduate From Harley School

Thirteen Harley School seniors will receive their diplomas in the 13th annual commencement exercises of the school on Thursday, June 15.

The graduation address, "Citizens of Tomorrow," will be given by the Rev. Harold E. Nicely, minister of Brick Presbyterian Church.

In the graduating class are Miss Judith Ann Abbott, Miss Virginia Eloise Ball, Miss Deborah Paige Cook, Miss Marcia Ruth Levinson, Miss Louise Hellbrunn, Miss Cynthia Wilder, Richard Henry Bonham, Edward Harry Cumpston, William Mary Harris, Peter Andrew Morris, Hans Martin Schiff, Sherman Ward Selden and Alain Harry Windholz.

Mrs. Carl Schause of River Forest, Ill.; Mrs. Wilson Bump of Springfield, and Mrs. Helen Craig of Nunda, are the guests of Mr. and Mrs. E. A. Hanover of Barrington Street. They will attend the Livingston Park Seminary alumnae luncheon today at the Century Club.

GRADUATION SPECIAL!

Buy NOW and SAVE! Cash or Term Payments!

Brand New **ROYAL PORTABLE** Reg. \$54.50 **\$42.50**

ROYAL DELUXE Regular \$64.50 **\$49.50**

A handsome, ultra-modern typewriter with every available feature, including tab-key!



Brand New **UNDERWOOD** Regularly \$42.50 **\$32.50**

Brand New Remington Regularly \$42.50 **\$29.50**



AS LOW AS **\$1 DOWN WEEKLY**

New Portables Rented, \$1.95 Mo.

Rochester's Largest and Oldest Typewriter Dealer!

STONE 3424

Standard Typewriters Rented, 3 Months \$6
CITY TYPEWRITER

160 S. Clinton
Next to R. B. I.

SAVE \$\$\$\$\$\$

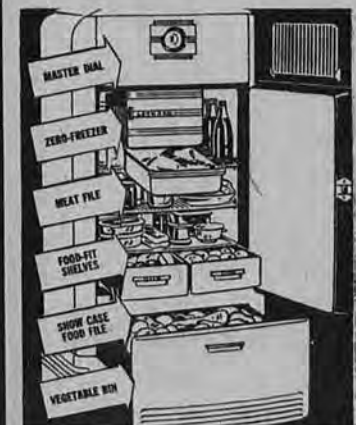
ON A NEW 1938

LEONARD REFRIGERATOR

Only a few more of these brand new 1938 De Luxe models left in our stock.

This is the greatest refrigerator value you've ever seen!

You can save \$50.00!



See Our Complete Line of 1939 Leonard Refrigerators Now on Display at Our Store.
Fitch Appliance Co.—477 Joseph Ave.

Franchised Dealer for
Leonard • Bendix • Maytag • Thor Washer • Norge Appliances
OPEN EVENINGS STONE 5972

June Bride's OWN SALE!
Start Right by Buying Right



Complete **2-Room OUTFIT** **\$158**
REGULAR \$220.00

ONLY \$5.00 DOWN!

15 Pc. Living Room Outfit **\$79**
Created by our decorators, to give your living room that charming, comfortable "lived in" look, with major pieces that are luxuriously comfortable, in deep toned rich colors. The accessories are skillfully chosen. Here is what you get:

- Big Sofa
- Wing Chair
- Lounge Chair
- Coffee Table
- Two Lamp Tables
- Magazine Rack End Table
- Two Table Lamps
- Bridge & Floor Lamp

9 Pc. Bedroom Outfit **\$79**
Smartly modern, with "waterfall" fronts, and Smart contrast, secured by the skillful use of expensive veneers. A suite that you'll be proud to have in your home, with everything listed below included:

- Bed
- Chest
- Dresser
- Spring
- Mattress
- 2 Pillows
- Night Table
- Chintz
- Boudoir Chair

\$17.95 INNERSPRING MATTRESS
\$8.95
Nationally known brand... specially priced for this week-end to introduce you to MAJESTIC super-furniture values!



OPEN EVERY EVENING
MAJESTIC FURNITURE COMPANY
Just a Step From Clinton **204 COURT ST.** Out of the High-Rent District

Extra Special!
FOUR POSTER BEDS
\$3.95
Walnut or Maple Finish

Cost Accountants Name Committee Heads
Committee chairmen of the Rochester Chapter, National Association of Cost Accountants, for 1939-40 have been announced by Ray B. Welch, chapter president as follows: Joseph C. Tomlinson, meetings; John E. Wilson, attendance; Clayton J.

Herman, membership; Gordon C. Holt, program; John D. Smith, employment; Leonard B. Moore, publications; and J. J. Myler and Paul Altpeter, publicity and news.

Mr. and Mrs. Charles W. Smith of Livingston Park, are passing several days in New York.

KNIGHTS OF EQUITY
Thirty first degree members have been added to the Rochester Chapter, Knights of Equity. Initiation was held in Holy Family Church hall Sunday night under direction of Grand Sir Knight John Haggerty, Buffalo.

Cincinnati Reds Here Monday
Not since 1934, when he hit 331 for the Rochester Red Wings and thereby won a promotion to the majors, has Ival Goodman, slugging Cincinnati Redleg outfielder, performed in the Norton Street ball orchard.

Ad Clubbers Get 11th Admanual

The eleventh Admanual, annual publication of the 30-year-old Ad Club of Rochester, was presented to members this week. The yearbook, which contains a directory of club members, carries a new color process cover, printed without the use of color plates. The 58-page magazine also includes reviews of speeches presented before the club in the last year, a resume of sporting activities and an article titled "The Three Musketeer Spirit" by Channing Pollock, the well-known playwright.

In charge of production of the Admanual were Frederick R. Metzinger, editorial chairman, and Clifford S. Hewins, business management chairman.

NEW TOWNSEND CLUB
Edwin E. Wilcox is president of the new Townsend Club organized recently in a meeting in Seneca Hotel. Other officers are: Walter B. Gopp, vice-president; Miss Helen W. Field, secretary; and Clarence A. Stewart, treasurer. Meetings will be held every Wednesday at 8 p. m. in the hotel.

THURSDAY, FRIDAY, SATURDAY SPECIAL PURCHASE

HUNDREDS OF NEW WHITE HATS



Closing Out An Odd Lot of HATS 49c SATURDAY ONLY

Sale! \$1
One of Rochester's largest assortments of Summer straw. Regular values to \$2.98!

Vanity MILLINERY
48 E. MAIN At Front St.

ELECTRIC REFRIGERATORS
IN ORIGINAL FACTORY CRATES

Come Early! **AS LOW \$74.50** 1 Week

See **BRAUN'S** Stone 122

900 PORTLAND—OPEN EVENINGS

RETREAD \$\$\$\$
SMOOTH TIRES ARE DANGEROUS

RETREAD your smooth tires with new heavy rubber. Make old tires wear and look like new. They are built with the highest grade materials by skilled trained retread tire builders. Drive in and see our Large Stock of GUARANTEED Retreads, and let us inspect YOUR tires free.

LONG 455 STATE ST.
Specializing Exclusively in Retreading & Vulcanizing
OPEN FROM 8 A. M. TO 5 P. M.
\$\$\$ SAVE \$\$\$



IVAL GOODMAN

Reds invade Red Wing Stadium Monday evening for a twilight exhibition contest with Billy Southworth's warriors.

Goodman was extremely popular with Flower City rooters, not only because he smote the proverbial "apple" hard and often, but also because of his fleetness about, capable fielding, and all-around hustle.

Three-base hits were then Ival's specialty, but last year the young man developed into a home run hitter, blasting out 30 of them and finishing the season second to Mel Ott in that department. Right now, Goodman is well above the 300 mark and is one of the leaders in the National League's runs batted in column.

Ival will be 30 years old on July 23 and, although born in Northview, Mo., he makes his winter home at Eastaboro, Okla. Originally a Cardinal farmhand, Goodman broke into the national pastime with Shawnee of the Western Association in 1930. He has been a Cincinnati regular ever since his sale to the Reds at the close of his successful 1934 season with Rochester.

Atkinson Allen of New York, was the week-end guest of his mother, Mrs. Mary A. Allen, of Arnold Park.

Greater Poultry Values at Clark's

Fancy Young Wheat Fatted Hen TURKEYS
Fancy quality birds 7 to 10-lb. 29c

Gov't. Inspected Steer BEEF ROASTS
Out from ten-day, young prime-steer beef. Every Clark roast will satisfy! 15c

Boneless Rolled, lb. 21c
Tender Spring Leg O'Lamb, lb. 21c
Boneless Rolled, lb. 21c

Milk Fatted Young Roasting Chickens
Plump, meaty and young. 5-lb. average. 25c

Milk Fatted Plump FOWL
Perfect for fricassees or for salads. 19c

READY CUT-UP FRESH CHICKEN
Breasts... lb. 43c | Legs... lb. 35c | Livers... lb. 35c
Wings... lb. 23c | Necks... 2 lbs. 25c | Giblets... lb. 19c

CLARK'S 906 N. Goodman St.
Near Bay St. Culver 4870
WE DELIVER ORDERS OF \$1.00 OR OVER

Go first to Neisner's
200 E. MAIN
5c to \$1.00 Stores

A GREAT BUY OF LEATHER SOLE SPORT SANDALS AND DRESS SLIPPERS FOR WOMEN, MILITARY AND CUBAN HEELS. EVERY PAIR A \$1.00 VALUE

THRILL VALUES
50c A PAIR
BUY NOW!
OUT THEY GO
BREAKING RECORDS for Shoe Values

COOL, PLAYTIME Sandals for CHILDREN
SIZES 1 1/2 to 2
69c
Cool Comfort
Children prefer these barefoot sandals for bare playtime wear.

FAVORITE STYLE FOR OUTDOOR GIRLS
Moccasins SMART for SPORTS
You'll need a pair for your Summer Wardrobe
ALL WHITE ELK EASY TO CLEAN
1.49
SPORT-RUBBER SOLES

You Are Invited
to visit our Newly Remodeled and Enlarged Appliance Showroom and Modern Coal Offices.

RING FUEL CO.
1600 DEWEY AVE.

FREE SOUVENIRS
To Visitors This Week-End

NORGE
Thirty-Niner REFRIGERATOR
149.50
1 1/2 MORE SPACE YET LOWER IN PRICE!
DO NOT FAIL to see this remarkable Refrigerator! All the Norge dependability and important features... at astonishingly low cost. Equipped with the famous Mighty Midget Refrigerator Compressor. Beautifully designed in modern style. Exceptionally high quality at low price.
OTHER MODELS \$119.50 UP

IT'S A BEAUTY * A NORGE
And a Bargain at only **\$69.50**

NORGE
Super Concentrator GAS RANGES
EXTRA SPECIAL
A \$119.50 Model Norge Range, Only **\$79.50** With Your Old Range
Ask To See Model NB-146

FREE DOOR PRIZE This Week-End
Bring or Send This Coupon and You May Win a **NEW EMERSON RADIO**
NAME _____
ADDRESS _____

RING FUEL CO.
1600 DEWEY AVE.
Glenwood 1748

A THREE YEAR CLIMB

A man on the electric light pole—it takes him at least three years to get to the top. It takes three years to make a good lineman.

Every employee of this company is carefully trained to give you good service. In fact, our employees are among the most highly skilled you will find in any industry.

This is the human factor behind a service almost as commonplace to you as the sunrise—men trained to meet any emergency that might affect the even flow of gas and electricity to cook and preserve your food and light and heat your home.

ROCHESTER GAS & ELECTRIC Corporation

Brides STRETCH Their Furniture Budgets
BY BUYING DIRECT

from LYONS FURNITURE FACTORY

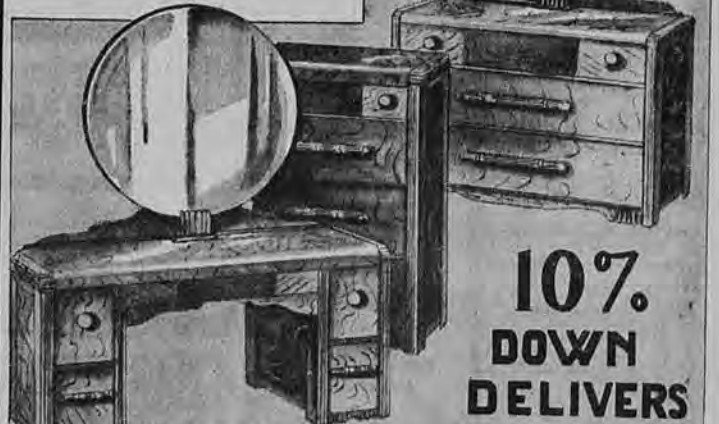


3-PC. LIVING ROOM GROUP \$89.50
\$129.00 Retail Value!

A luxurious suite, exactly as sketched at our factory! THREE full-size pieces at a price asked by most retail stores for only two pieces. Visit LYONS factory this week-end and see how much you can save by buying DIRECT! \$8.00 down delivers.

3-PC. WATERFALL BEDROOM SUITE \$59
\$89.00 Retail Value!

All the fine features of most expensive bedroom suites! Matched Butternut veneers... oak drawer interiors, and dust-proof throughout. Popular waterfall style, with beautiful round beveled-edge mirrors. \$5.90 puts it in your home!



10% DOWN DELIVERS

Special Purchase! Just 100 Nationally-Known INNERSPRING MATTRESSES

The kind of a mattress you see most places for \$15.00! Innerspring construction, with ventilators, turning handles and genuine sisal pad! Special, while present quantity lasts... \$9.95. And only \$1.00 down!

LYONS
175 NORTH WATER ST.

PAGE SIX

TRUTHFUL NEWS

THE ROCHESTER SUN, THURSDAY, JUNE 8, 1939

TRUTHFUL ADVERTISING

Mrs. Richard W. Angle of Edgewood Lane, passed a few days in Boston last week.



NEW BLUE BUSES
The Last Word In Comfort!
THE SAME LOW FARES

Every Hour!
BUFFALO only... \$1.40
Round Trip \$2.55

Direct To Business Centers
BLUE BUS TERMINAL
South at Broad St.
Phone Main 2442

Look for the Checker Front

SIMPLIFIED CREDIT
Quicker
SET YOUR OWN TERMS



Diamond
BLOW-OUT PROTECTED
SUPERLUX

WINDS • BATTERIES • ACCESSORIES
NEW ACCOUNTS OPENED IN 5 MINUTES

UNIT PARTS CORP.

1185-1223 MAIN ST. E.
Culver 250

ROGERS Silverplate

LESS THAN 1/2
REGULAR VALUE

Coupon Redeemable at Rochester Sun Office, 419 Burke Building, or at the following Stations:

JOSEPH AVE. PHARMACY
233 Joseph Ave.
BEL-AIR PHARMACY
1462 Monroe Ave.
CARR PHARMACY
Geneese, cor. Brooks
FINE'S PHARMACY
189 Park Ave.
KEY DRUG STORES
92 Main St., East
410 N. Goodman
846 Monroe, near Goodman
MANDELL PHARMACY
Portland, cor. Norton
SILLER'S PHARMACY
415 Thurston Rd.
RUDNER DRUG STORES
669 N. Clinton
SMALLINE PHARMACY
221 Ridge Road

Knife, Fork And Teaspoon **54c** \$1.25 Value

Here's your coupon for your ROGERS SILVER. Bring it to the SUN office, 419 Burke Bldg., or to any of the stations listed above.

Name
Address

Water Follies To Show Here

Rochester will see its first professional aquatic next week when the International Water Follies troupe splashes into town for a six day stand at the new Airport Stadium in Scottsville Road, opposite the Airport.

been recruited from all over the world.

Performances are listed nights, Friday through Wednesday, with matinee shows slated for Saturday and Sunday.

Miss Dorothy Finucane, daughter of Mrs. Richard G. Finucane of Grosvenor Road, has returned from Smith College.

Mr. and Mrs. Allen S. Crocker

of East Avenue, entertained at dinner and bridge on Saturday in their home.

Mr. and Mrs. Mortimer R. Anstice of East Boulevard, spent the week-end in New York.

\$17,000.00 WON
BY BINGO PLAYERS AT THE
HIPPODROME

Every Monday Night
ADMISSION ONLY **40c**

184 CLINTON AVE. N.
(Roller Dome)

Just a Step from Andrews

JOIN THE PARADE OF WINNERS!

KEY DRUG STORES

THREE STORES
470 N. GOODMAN Near Main
92 E. MAIN Near Water
546 MONROE Near Goodman
CUT RATE

FRIDAY and SATURDAY ONLY!

FREE

PACKAGE OF 20 CAMEL CIGARETTES
With A Purchase Of
CAMEL Flat 50's... at **30c**
JUST 1 PACKAGE TO CUSTOMER

BORDEN'S
Malted Milk
Chocolate
Lb. Can **19c**

Carbona
SHOE WHITE
25c Size **10c**

WILLIAMS
SCENTED
TALC. POWDER
Reg. 25c **9c**

FOUNTAIN
SYRINGE
Extra Heavy
Live Rubber
39c
\$1.00 Value!

5c DIXON
Lead Pencils
3 for **5c**
(Dox. 19c)

Pound Can
TODDY
23c

BISODOL MINTS, Bottle of 100 39c
25c BABY GAY Q TIPS 13c
60c PETERMAN DISCOVERY, qt. size 32c
MOTH BALLS OF FLAKES, 12 oz. box 7c
25c Listerine Brushless Shav. Cream 2 for 26c
ASPIRIN TAB. tin of 12 2c
25c FEENAMINT 19c
75c BAYER'S ASPIRIN TAB. bottle of 100 59c
60c ALKA SELTZER 49c
10c SULPHUR CANDLES 3 for 16c
35c WHISK BROOMS 14c
75c NOXZEMA CREAM, Boudoir Size ... 49c
75c ANACIN TAB. Bottle of 50 59c
1.00 FEVER THERMOMETER 49c

IRWIN
GENUINE
CANDID-TYPE
Camera
98c
All metal case; Erect view-finder; 50-m-m Eyvar lens; choice of snapshot or time exposure. Takes 16 pictures on 127 film roll. LOWEST PRICE EVER SOLD!

Geo. Washington
TOBACCO
48c
Pound Can

Half & Half
TOBACCO
64c
Pound Can

FREE!
39c FORHAN'S
GUM MASSAGER
with large tube of
FORHAN'S
TOOTHPASTE
ATM VALUE FOR
ONLY **39c**

SEM
Toilet Tissue
10c
3 Rolls 29c

100% MONEY-BACK
GUARANTEE BY FORHAN'S
That You Will Be Highly Pleased

Guaranteed
ELEC. FAN
98c
3-inch blades.
Sturdy construction.

HOSPITAL
COTTON
lb. **17c**

POUND CAN
Dog Food
4 Cans For **15c**

10c Whisley
CASTILE SOAP **3 for 14c**

Regular 5c
Electric FUSES **5 for 14c**

Charlie McCarthy
LOLLY POPS ... doz. **10c**

Pkg. of 20
DOUBLE EDGE
BLADES **10c**

Pkg. of 10
SINGLE EDGE
BLADES **8c**

Paradichlorobenzene
MOTH REG. 60c
CRYSTALS, lb. **29c**
4 For \$1.00

Soft Untrimmed
LARGE CHAMOIS
\$1.50 Value **59c**

PALMOLIVE
SOAP **3 for 14c**

BREWER
YEAST TABS. **49c**
Reg. \$1.00 Bottle of 25

25c Pond's
DANYA LOTION **13c**

50c Admiration
HAIR TONIC **16c**

Tournament Long Distance
Golf Balls
21c
3 for 59c
\$1.98 doz.

GET ACQUAINTED
SALE

60c DRENE SHAMPOO
25c DANYA HAND LOTION

85c VALUE 53c
BOTH FOR

FREE! 50c Value
ORCHID
Eau de Cologne

WITH 6 CAKES
CASHMERE
BOUQUET
SOAP
ALL FOR **49c**

A MILD
SMOKE
Right Reserved to Limit Quantities
LUCKY STRIKE
CIGARETTES

DELEGATES CHOSEN

Headed by Herbert Bradshaw, president of the Rochester Association of Credit Men, and Howard W. Minchin, a director of the national organization, 15 association members will attend the 43rd annual Credit Congress in Grand Rapids, Mich., June 11-15.

MULLAN RE-ELECTED

John B. Mullan, 217 Wellington Ave., was re-elected grand recorder of the grand commandery of the State of New York Knights Templar, at the annual convention in Elmira. Raymond W. Cross, 232 Seneca Pkwy., was named grand warden.

POLYFOTO
48 PROOF, 8 PRINTS
EX-100 BUFF
PORTRAIT
LINCOLN'S

NO STORE IN ROCHESTER SELLS FOR LESS THAN

Wegmans
That We Guarantee!

Shop in Wegmans big self-serve groceries! Clean, fresh merchandise... GUARANTEED to be priced as low or lower than anywhere else in Rochester!

24-Ounce Can Wegner
TOMATO JUICE
4 25c

Campbell's Chicken
NOODLE SOUP
2 15c

Fresh Roasted Daily
Favorite COFFEE
2 25c

10-Pound Sack Pure
GRAN. SUGAR
47c

SALE! All-Pack Cellophane
Educator Cookies
Ten different, delicious varieties: BUTTER CRUNCH, BUTTER SCOTCH, DATE & NUT, COCONUT CRISPS, CHOC. CRUNCHES, CHOC. CREAMS, VANILLA CREAMS, GINGER WAFERS, MACAROONS, DUCHESS COCONUT.
2 19c

HERE'S YOUR GUARANTEE! HIGHEST GRADE BUTTER
U. S. CERTIFICATE OF QUALITY IN EVERY PACKAGE

It's 93 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. Unquestionably America's best butter for table and cooking.
LAND O' LAKES
Sweet Cream
BUTTER
lb. roll **27c**

Wegmans
HOME OWNED FOOD MARKETS
FREE PARKING for Customers at Any Wegman Store

EVERY DAY IS BARGAIN DAY AT WEGMANS

BINGO

BY AND FOR SLAGER BAND,
AMERICAN LEGION
GENERAL ADMISSION \$1.00—NO SPECIAL TICKETS SOLD
FRIDAY NIGHT, JUNE 9th
Band Concert 8 P. M. — GAMES Star 8:30 P. M.
\$1000—IN PRIZES—\$1000
GRAND PRIZE CHOICE OF
39' Plymouth Sedan, L. S. Wolk, Inc. \$725.00
39' Chevrolet Sedan, by Central Chevrolet \$740.00
39' Studebaker Ch. Cl. Sed., Rochester Mtrs. \$748.00
OR CASH \$500.00

A COOL AND COMFORTABLE PLACE TO
ENJOY THE EVENING

- | | |
|--------------------------------|--------------------------|
| 1-Cash—Early Bird Special \$25 | 11-Cash \$10 |
| 2-Cash \$10 | 12-Cash—Sweepstakes \$25 |
| 3-Cash \$10 | 13-Cash \$10 |
| 4-Cash \$10 | 14-Cash—Round Robin \$10 |
| 5-Cash \$10 | 15-Cash \$10 |
| 6-Cash \$10 | 16-Cash \$10 |
| 7-Cash—Picture Frame \$25 | 17-Cash \$10 |
| 8-Cash \$10 | 18-Cash \$10 |
| 9-Cash \$10 | 19-Cash \$10 |

10—FREE TRIP TO
WORLD'S FAIR
3 Days' Expenses Paid
20—SWEEPSTAKES—
GRAND PRIZE
AUTO or CASH

We Have Always Paid MORE in Prizes Than We Have Advertised

FREE PARKING FOR 1,500 CARS

850 HUDSON AVE.
Formerly Holtz Clothing Factory Hudson Ave. near Ave. D
A COOL AND COMFORTABLE BUILDING

Want Ads

HELP WANTED—FEMALE
HOUSEKEEPER—5 days, \$5. No washing, home night. Two adult children. Ironing, cleaning. Glenwood 2488-R. Even.

APARTMENTS FOR RENT
510 WEST MAIN—Newly decorated six room apt. Convenient to transportation. Moderate rentals. Call Main 3087.

308 WELLINGTON AVE.—Modern five room and sun porch apt. Good refrigerator section. Heat and hot water furnished. Moderate rentals. Call Main 3087.

610 LAKE AVENUE—Modern three room apt. Convenient to Eastman Kodak. Moderate rentals. See Supp.

127 PARADE AVENUE—One, two and three room apt. Modern; heat, light, refrigerator furnished. Call Main 3087.

173 ORIOLE STREET—Modern four room apt. Moderate rentals. Call Main 3087.

TRUST STREET—Five room apt. Moderate rental. Call Main 3087.

3 KING STREET—Three and four room apt. Convenient to transportation. Newly decorated. Moderate rentals. Call Main 3087.

422½ WEST MAIN ST.—Three and five room apt. Newly decorated; available June 1. Call Main 3087.

198-206 MONROE AVE.—Two room and kitchenette apt. Newly decorated. Moderate rentals. Heat furnished. Call Main 3087.

121 NORTH STREET—One, two, and three room apt. centrally located. Moderate rentals. Heat, light, refrigerator furnished. See Supp.

83 NORTH STREET—Five room apt. Newly decorated. Heated. Call Main 3087.

DINING—DANCING
ATTENTION—Dinner 6:30 P. M. 35c. Dance 8:30 P. M. Four Piece Orchestra. Open door Church. Stone 3217-L. 123 No. Union Street.

FLOOR WAXES & POLISHES
Finest quality (none better). Liquid self polishing or rubbing floor wax \$1.50 gallon. Paste wax 2 lbs. 75 cents. Cream Emulsion furniture polish \$1.50 gallon. Cedar or lemon oil polish \$1.00 gallon. Free deliveries. Man-Aid Sales, Glenwood 4495.

CHINA closets, \$5.00. Fahrers' 134 No. Plymouth Ave. Open evenings.
FELT Base Floor Covering by the sq. yd. 2c. Fahrers' 134 North Plymouth Ave. Open evenings.
LIVING Room Suites, \$10.00. Fahrers' 134 North Plymouth Ave. Open evenings.
5-PC. DINING Room Suite, \$15.00. Fahrers' 134 North Plymouth Ave. Open evenings.
SIDE boards, buffets, \$4.00. Fahrers' 134 North Plymouth Ave. Open evenings.

TamoShanter STOCK ALE
ROCHESTER'S FINEST
and Largest Selling STOCK ALE
DRAUGHT • BOTTLES • EVERYWHERE
More Hops • More Malt • More Age
AMERICAN BREWING CO. • Rochester, N. Y.

FREE DELIVERY ON ORDERS OF \$3.00 OR MORE
Miracle
FOOD MARKET
OPEN FRI. & SAT. EVENING
694 LAKE AVENUE

Miracle's New Store Hours, For The Summer Months
... More Convenient For You ... More Enjoyable For Our Employees ... Less Working Hours For Our Employees

Beginning on Monday, June 19, and Continuing until Fall, the MIRACLE FOOD MARKET will
OPEN AT 12 O'CLOCK NOON ON MONDAY, TUES., WED., and THURS. And Will Remain Open Until 9 P. M.
This will make shopping more convenient for our customers who summer at the Lake, and will give our employees more leisure
Our Friday and Saturday Store Hours Will Remain As Usual From 8 A. M. to 9 P. M.

CAMAY SOAP 2 bars for 9c
Peanut BUTTER 2 lbs. 21c
MAXWELL HOUSE COFFEE lb. 23½c
FRANCO-AMERICAN SPAGHETTI tall can 7c
CHICKEN 'O THE SEA TUNA PURE WHITE MEAT (White Label) 2 cans 27c
CANNED BEER OR ALE 2 cans for 15c
BOTTLE BEER OR ALE 4 FOR 25c
JELLO ALL FLAVORS pkg. 4c

TOMATOES 2 No. 1 Cans 6c
CORN FLAKES 3 for 25c
CORN ON THE COB 4 Ears to the Can 12c
CATSUP Tall 14-oz. Bottle 8c
PEAS Large No. 2 Can 10c
SUCCOTASH Large No. 2 Can 10c
SPRY 1 Lb. Can 17c 3 Can 47c
VEGETABLES Large No. 2 Can 5c
Maine SARDINES can 5c

Young Wheat Patted YOUNG TURKEYS lb. 29c
Cut From U. S. Inspected Young Steers
BEEF ROASTS lb. 15c
Home Dressed 1½ to 2 Lbs.
BROILERS lb. 25c
Cala Style — Fresh
PORK ROASTS lb. 12½c
Boneless Rolled Pile of Spring
LAMB lb. 23c **VEAL** lb. 21c
Milk Patted Young Roasting
CHICKENS 3½ to 4 Lb. Ave. lb. 22c
Assorted Cold CUTS lb. 23c
Your Choice of a Doz. Varieties

CHICKEN PARTS
Chicken Breasts lb. 43c
Chicken Legs lb. 35c
Chicken Livers lb. 35c
Chicken Wings lb. 23c
Chicken Necks 2 lbs. 25c
Chicken Giblets lb. 19c

BERGHASH WINES & LIQUORS
Are In GOOD TASTE
for Weddings, Anniversaries,
and All Other Celebrations!

BOTTLED IN BOND
Under U. S. Govt. Supervision at the Distillery
STRAIGHT BOURBON WHISKEY
100 PROOF
4½ YEARS OLD
A smooth, palatable Bourbon Whiskey. One you cannot afford to overlook at such a tremendous bargain.
3 FULL QUARTS \$7.00
COMPARE \$3.20 VALUE

IMPORTED
SCOTCH WALDORF ASTORIA BRAND
A superb blend from Scotland's foremost distilleries in Glasgow, Scotland.
COMPARE \$3.54 VALUE
ALL 8 YEARS OLD \$2.88 Fifth

To Our Customers:
In appreciation of your favored patronage, we repeat the special on—
OLD BROMLEY GIN
Distilled London Dry Gin
100 PROOF
Distilled from 100% Cane Neutral Spirits
Your Favorite Summer Drink for Orange Blossom, Martini
LIMIT 2
COMPARE TO ANY \$2.00 VALUE
\$1.60 Full Quart

2½ YEARS OLD STRAIGHT BOURBON WHISKEY \$1.59 Full Quart
The Most Popular Value in Rochester
LONDON INN BRAND DISTILLED DRY GIN 90 Proof \$1.09 Fifth
Distilled in England. Pot Type Still — Smooth, Palatable — Satisfying

PURE CALIFORNIA WINES
PORT — SHERRY
TOKAY — BURGUNDY
MUSCATEL — SAUTERNE
ANGELICA — REISLING
CHIANTI
RENAULT WINES
Established 1878 Value to 79c
Choice of Port, Muscatal, Angelica, Sherry, Muscatal
2 Full Fifths \$1.00

BERGHASH
NEXT DOOR TO LOEW'S THEATRE
124 CLINTON AVE. SOUTH
Free Parking Opposite Our Store

Savings

Worth Checking

ALL COUPONS GOOD 1 WEEK
Thursday, June 8 Through Wed., June 14

Girls' All Wool **SWIM SUITS** 95c
Smart New Styles Sizes 8 to 14 Reg. \$1.29 Value
Ladies' **SWIM SUITS** \$1.95
Black, Satin Lingerie, Smooth Fitting, Quick Drying, Reg. \$2.49 Value

Boys' All Wool **SWIM TRUNKS** 47c
Sizes 2 to 8 Reg. 75c Value
Men's All Wool or Lastex **SWIM TRUNKS** 95c
\$1.29 Value

Men's Wash **TIES** 9c
All New Summer Patterns
Men's Summer **CAPS** 18c
25c Value

Special **Awnings** Ass. Colors 97c Ea.
Special! Men's Polo **SHIRTS** 24c
White with colored trim

Special Purchase! Modern Design **GRASS RUGS** 27" x 54" 33c
Others slightly higher.

Extra Special! 19 Piece **WATER SETS** 89c
\$1.29 Value

Protect The Baby This Summer With A **CARRIAGE CANOPY** 24c
Made of fine quality net.

Repair Worn-Out Window Screens & Screen Doors now Galvanized **WINDOW SCREENING** 24-26-28 and 30 inch widths. 3c
A Real Value at This Price

ACHER'S BARGAIN ARCADE
387 E. MAIN ST. Near GIBBS ST.
Phone Stone 1880-1-2
Right Reserved to Limit Quantities
EVERY DAY IS BARGAIN DAY

OLYFOTO
PROOF
\$1.00
5X10 BUFF
PORTRAIT
LINCOLN'S
Quality
PRIME-STEER
ROAST
EEF
7c
lb.
then choose your
r and juicy, every
ed government in-
pkgs. 11c
ER
pkgs. 19c
AD
jar 23c
can 6c
bar 3c
PLAIN
ge. 59c
s
kg. 12c
pkg. 23c
ea. 43c
ar 9c
ries
9c
UTTER
PACKAGE
you can actu-
be difference!
cream Un-
and cooking.
27c

**Rochester Students
Get Carnegie Diplomas**
Four Rochester area students at Carnegie Institute of Technology, Pittsburgh, received diplomas Tuesday at commencement exercises.

They are: Joseph E. Barnes, 310 Mulberry; William A. Heindl Jr., 151 Chili Ave.; Max R. Domras, 217 East Elm St., East Rochester; and Leonard G. Turk, 348 Avenue B.

Mrs. Harold L. Field of Sandringham Road, opened her home on Wednesday for the Board of Directors of the D. A. R., who sponsored a benefit tea and bridge.

Miracle Market On New Schedule

Miracle Market, 694 Lake Avenue, will inaugurate a new schedule of store hours, starting June 19. Under the new schedule, the Miracle Market will be open from noon until 9 p. m. on Mondays, Tuesdays, Wednesdays and Thursdays. Hours for Fridays and Saturdays — 8 a. m. to 9 p. m. — will remain unchanged. In making this change, the owners of Miracle Market were motivated by a twofold purpose — to suit the convenience of a greater number of customers and to shorten the working hours of their employees. Under the new schedule, patrons of Miracle Market will be able to do their shopping any evening and this is expected to appeal to summer residents of Rochester's many lakeside colonies, most of whom pass Miracle Market on their way home.

Ace Aerialists In Moose Circus

It would be impossible for an indoor circus or one showing under canvas to present some of the acts which will be seen with the International Congress of Dare Devils coming to Edgerton Park for one week, beginning Monday, June 19, according to Secretary Roy R. Rumpf, of Rochester Lodge of Moose, sponsors of the show.

The reason for this, Mr. Rumpf pointed out, is that the acts work so high. As an example, he said, take the act of King Solomon, undisputed high diver of the world. Solomon requires a height of 120 feet to give his best performance.

Then, there are the Four Queens, a quartet of girls who work on traps suspended 110 feet in the air. Other acts, coming here, which require great height are: Shaller's Aerial Ballet, four girls and two men who literally dance on the air 90 feet up; Gordon's Water Review features girls diving 100 feet; The six Gretchenas, a wire act requiring 75 feet, and The Four Monarchs, an 80-foot ladder act.

There are twenty outstanding circus acts with the Moose show.

Open Evenings
You Needn't Spend a Lot When You Select a Smart New Swim Suit at the Jobbing House!

New SATIN LASTEX BATHING SUITS for Only \$1.98
Rochester Jobbing House saves you ONE THIRD on this most popular swim-fashion of the 1939 season! Smooth and lustrous, these Satin Lastex suits afford full freedom of action with their easy stretch, and provide support where needed. *\$3.00 Values!*

NEW KRINKLE SWIM SUITS
Regular \$4.00 values! They fit snug and firmly, but stretch for free action. In all new wanted shades and combinations. **\$2.79**

SWIM SUITS for LARGE WOMEN
Dressmakers, Woolens and Celanese — a smart new style. SIZES TO 34. **\$1.89 to \$4.98**

Children's Satin Lastex Swim Trunks 69c
Bright and colorful, in novelty printed styles. Well made and durable.

Girls' 100% Pure Wool SUITS 95c
Every conceivable color and in all sizes. Popular novelty skirt-tees models.

SHARKSKIN SLACK SETS
Smart and trim... with new rubber jack style jacket. In powder, chartreuse, dusty-pink, white. Sizes 14 to 20. Regular \$3.50 values. **\$1.98**

NEW STYLES IN LADIES' SLACKS 39c
\$1.29 values. In all the new styles. Dark colors and pastel shades.

LADIES' COTTON POLO SHIRTS 79c
\$1.49 values. With boat neck, and in pink, powder, maize, white and aqua.

STONE 2260
Rochester Jobbing House
159-161 JOSEPH AVE. COR. NASSAU ST.

HARRIS NUSBAUM

The Greatest Fashion Event
In Our Almost Half Century
History in Rochester

**OPEN TONIGHT
UNTIL 9:30 P. M.
FRIDAY 9 A. M. to 8 P. M.**

A SPECTACULAR PRESENTATION OF 2,500 CRISP, NEW FROCKS IN A Dress Sale!

**OF THREE MOST
FASHION-FAVORED SUMMER GROUPS**

An event that will make history at HARRIS NUSBAUM'S! Brand new, fashion-first Summer frocks... priced right down to rock-bottom, to acquaint more Rochester women with NUSBAUM'S greater selections (a variety second to none in Rochester)... the truly tremendous savings of NUSBAUM'S low-overhead, away-from-Main-street location... and the important fact that at NUSBAUM'S you can obtain the same foremost frock fashions that are featured at much higher prices in most exclusive women's shops!

\$1.95
Comparable With Any \$2.95 Values!

Warm-weather frocks... Cool Cottons, Bembergs, and Spun Rayons. Now, right at the season's beginning, we've priced them to dramatically demonstrate NUSBAUM'S greater values!

\$2.95
Comparable With Any \$3.95 Values!

Summer's most favored fashions... cool, caressing spun rayons and fine silk noiles, novelty linens and crasches, in soft pastel shades, with fresh white dots, pretty prints, wanted solid colors and stripes. Details usually found only in frocks selling for much more than this special sale price!

\$3.95
Comparable With \$4.95 to \$5.95 Values!

True aristocrats... in fashion, fabric and skilled workmanship! Every one crisp, fresh and brand-new... just arrived from New York fashion centers! Printed chiffons, Bemberg silks, crepes, silk prints... in black and white combinations, large and small dots, new high shades, and every other accepted color combination for summer!

SIZES
9 TO 17
10 TO 20
38 TO 44
46 TO 52

HARRIS NUSBAUM

221-229 JOSEPH AVE.

OPEN EVENINGS
PLENTY PARKING SPACE

FREE BOYS' OR GIRLS' BICYCLE

LATEST MODEL... OUR GRADUATION GIFT TO THEM... GIVEN WITH EVERY

GIBSON FREEZER REFRIGERATOR

THIS BIG 1939 6-CU. FOOT

Gibson Refrigerator

for **\$99.95** **\$1.00 DELIVERS**

- Keeps Perishable Foods Fresh!
- 1939 All-Steel Triple Sealed Cabinet!
- Makes More Ice Cubes Faster!
- Sealed Thrifty-Scotch Yoke Mechanism

Here's the refrigerator that gives you everything you want, at a price you want to pay! See it! Inspect it from top to bottom! Compare it with Refrigerators selling for \$50.00 more! You'll find it's the only big SIX Cubic Foot, all-steel, hermetically sealed refrigerator in all America selling for less than \$100! \$1.00 down brings this beautiful, big, new 1939 Gibson in your home!

\$1.00 DOWN---3-YEARS TO PAY!

Complete Service—Gibson Refrigerators, Radios, Washers
VISIT US—INSPECT ONE OF ROCHESTER'S LARGEST FURNITURE DISPLAYS.

UNION

STONE 5008
286 EAST AVENUE
Corner UNION ST.
Fairport Store 60 NORTH MAIN STREET
East Rochester Store 114 WEST COMMERCIAL ST.

OPEN EVERY EVENING 'TIL 10 P. M.

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. 33

THE ROCHESTER SUN, THURSDAY, JUNE 15, 1939

74,300 COPIES DELIVERED

Employment Registers Consistent Gain Here

Sheriff's Men Open New Drive

Sheriff Albert W. Skinner's road patrols and the nine town and village police departments of Monroe County will consolidate their forces for the opening of a new traffic safety campaign tonight.

It will be the second drive conducted by the sheriff in co-operation with the police of Irondequoit, Brighton, Greece, East Rochester, Fairport, Brockport, Webster, Spencerport and Honeyoye Falls. In the drive conducted during the first week in May against improperly lighted automobiles, 1,700 cars were stopped for immediate repairs and 118 arrests were made.

Sheriff Skinner pointed out that the drive against "one-eyed" cars and glaring headlights would be repeated in the campaign opening tonight and that, in addition, the drive would embrace defective equipment on trucks and cars, unlicensed operators and reckless drivers.

"As in the last campaign, the 'block system' will be used to check cars in the drive of the 'light patrols,'" the sheriff said. "Drivers will be given an opportunity to have their lights and other defective equipment repaired or replaced at a nearby service station and arrests will be made only where the driver tries to evade his responsibility."

"Reckless drivers will be shown no mercy. Speeders, 'middle-of-the-roads' and 'in-and-outers' who zoom through our highways with reckless abandon are a menace to the traveling public. There'll be no let-up in the drive against this pestilence and arrest tickets will be issued to every reckless driver."

Mrs. Amos H. Cobb of Penfield Road, is in New York.

Downtown Lads Put Reputations On Line Tonight

Tonight at Red Wing Stadium the Downtown coaches, always audacious, will attempt to give softball opposition to the combined forces of the Barry-Curtin exponents of the softball game of the early twenties.

The coaches will play such "blind Toms" as "Bucket" Lyons, Howie Freckleton, Johnnie Sullivan and Rip Benzoni. Manager McEneaney is having considerable difficulty with his lineup, in as much as his galaxy of post-war prima donnas all want to play first base. Punk Rowe, endowed with a natural chest protector, will catch.

The game scheduled for 8 o'clock will find the Barry-Curtin champs with four complete teams, mostly second basemen.

PICNIC SPEAKER

Vito Marcantonio liberal American Labor Party representative in Congress from a New York City district, will be the main speaker at the ALP picnic August 5 in Scheutzen Park.

City Court Row Moves Slowly

Observers who have been following the row between City Manager Harold Baker and City Court judges over reported "fixing" of traffic cases are wondering as to reasons for the sudden lull in what seemed destined to be a rip-roaring fight to a finish.

There are some who profess to see further widening of the already considerable breach between Baker and the Republican party in Baker's blast at the City Court judges. This, though, seems far-fetched, as Baker tarred both Republicans and Democrats with his charges, although the City Manager did imply that Judge Gitelman, a Democrat, was not one at whom his remarks were aimed.

Four judges have retained Paul Folger as their attorney in the controversy.

Mercantile Concerns, Factories Increase Number of Workers

Employment, one of the basic factors in measuring business conditions, has been registering a steady gain in Rochester. Not only has factory employment in the Rochester district improved, but mercantile employment, too, has shown consistent gains.

Mercantile employment here has shown a gain of 10 per cent. since the beginning of this year, according to reports gathered by the Chamber of Commerce Statistical Bureau.

These figures, based on reports from 23 retailers and 26 wholesalers, show that most of the increased employment was in retail concerns.

Another encouraging indication is the report of department store sales for the four weeks ending May 27. Over that period, local department stores exceeded the corresponding period of 1938 by 7 per cent.

This gain of 7 per cent. in Rochester was more than twice as great as the average gain for a district which includes New York City, Brooklyn, Newark, N. J., Buffalo and Rochester.

Nature Club Plans Trip to Marion

The Burroughs-Audubon Nature Club will motor to the summer home of Mr. and Mrs. Carlton M. Brooks at Marion, N. Y., Sunday.

Club members and friends will meet at Monroe and Highland Avenues at 8 a. m. and the leader en route will be Miss Rowena Jackson. Carlton M. Brooks will be the instructor on the field trip.

Walter Wells, son of Mr. and Mrs. Lyndon H. Wells of Brunswick Street, has returned from Deerfield Academy at Deerfield, Mass.

MY GOODNESS, SUMMER HATS ARE REALLY PRACTICAL . . . !

. . . and they're pretty too, for no woman need feel "typed" this Summer! She can express her own personality, in Summer hats as varied as are milady's tastes! No need to wear a hat that perches, careers or flies off. This season's head-lines have a dashing distinction for individuality . . . the glamorous, sweeping picture hat which gives even simple frocks a "going places" look . . . the snug turbans, with their air of sophistication . . . trim, dressy sailors . . . languorous, floppy-brim styles . . . and all the rest so flattering to a woman's own personal beauty. We show a white, rough straw, colorfully enhanced with a wide band of Roman stripes, a natural straw with the ever-popular navy band and plume; and a white, draped crepe turban. The prices? . . . only \$1.98 and \$2.98!

These hats are purchasable right here in Rochester! If you'd like to know where, just call the SUN office, Stone 6001, or drop a card to 419 Burke Bldg.

HARRIS NUSBAUM SUMMER APPAREL FOR ALL THE FAMILY, AT THE AWAY-FROM-DOWNTOWN PRICES OF

LAST DAYS THIS WEEK-END Nusbaum's History - Making

Summer Dress Sale

Three Great Groups!

COMPARABLE \$2.95 VALUES

\$1.95

A grand variety of Cool Cottons, Bernbergs and Spun Rayons! Doreas of styles to choose from at this one low NUSBAUM sale price!

COMPARABLE \$3.95 VALUES

\$2.95

An incomparable group of Spun Rayons, fine Silk Kollies, Novelty Linens and Crashes! Soft pastel shades, with plenty of dots, prints, stripes and solid colors

COMPARABLE \$4.95 & \$5.95 VALUES

\$3.95

Finest of Summer frock fashions in this group! Every one fresh and new! Printed Chiffons, Bernbergs, Silks, Crepes, Silk Prints, black and white combinations, large and small dots, all the new high shades! You'll want several at this price!

Sizes 9 to 52

Cute, Durable, Kiddies Play Clothes

More practical kiddies clothes than you'll find in any store in Rochester! Well-made, durable, washable garments . . . in styles as cute as they are practical. See them all at NUSBAUM'S this week-end!

PLAY OVERALLS

Sturdy, washable cottons in washable novelty weaves. Patterns and solid colors. Sizes 3 to 8.

75c

BOYS' POLO SHIRTS

Striped, crew-neck styles in smart, new patterns. Doreas to choose from!

50c

BOYS' NEW SHORTS

Just the thing for warm weather! Elastic backs, self-belts. In plain and printed styles. Sizes 3 to 14.

50c

BOYS' KNICKERS

New patterns in cool, lightweight fabrics that will stand plenty of tubbing. Sizes 3 to 16.

85c

WASH SUITS

Their good looking and cool - plenty of styles. Sizes 3 to 8.

95c

Special Purchase MEN'S and BOYS' SLACKS

Hundreds of pairs to choose from . . . STRIPES, CHECKS, HERRING-BONES, TWILLS . . . every pair finely tailored and well made to serve you the whole summer with contrasting sports coats, jackets or polo shirts. Every desired shade and style!

\$1.00

Values to \$2.95

HARRIS NUSBAUM

The Complete Apparel Department Store

221-229 JOSEPH AVE. AT KELLY STREET

OPEN EVERY EVENING
And Always
Plenty Of Parking Space

HARRIS NUSBAUM

Take a tip on SAVINGS . . . and take a trip to NUSBAUM'S! See how an away-from-Main-street location can bring you substantially lower prices on all the things your family needs for Summer comfort. Selections second to none in Rochester . . . fashions comparable with the best . . . prices you won't find anywhere for similar merchandise!

"TRU-VAL" IN-OR-OUTER Polo Shirts

Shantungs . . . Rayons . . . Crash and all the wanted new novelty fabrics. All colors and sizes. A sensational value.

Sizes For Boys **59c**

Sizes For Men **95c**

Ladies! CLEVER NEW SUMMER Play Togs

Everything for milady's spectator or active sportswear! Skirts and shorts, blouses, slacks, shirt-and-slack sets, shorts, etc. . . all at characteristic NUSBAUM lower prices!

SLACK SUITS

New contrasting shades, featured in clever shirt-and-slack ensembles.

\$1.95

SLACKS or OVERALLS

Pretty, practical Summer-wear . . . in all the new shades.

\$1.00

SHORTS

59c-95c

Well made - cleverly styled . . . plenty of colors . . . sizes 8 to 20.

New Latest

Swim Suits

Smart new woolen and latex models . . . the same styles you've seen featured in Vogue . . . at far less than their nationally advertised prices! Hundreds to choose from at NUSBAUM'S.

\$1.89

\$2.95

Mrs. Edward F. Wellington of Grosvenor Road, has gone to her summer home at Putneyville for the season.

Mrs. Eugene J. Chapman of San Gabriel Drive, has taken a house on Beach Avenue for the summer.

Mr. and Mrs. Percy W. Shelley of Commodore Park, were week-end guests of Mr. and Mrs. Preston A. Gaylord of Sodus.

Mrs. Gordon Turnbull of Toronto, is the guest of her aunt, Mrs. Charles E. Sager, and Mr. Sager of Canterbury Road.

JOELS... Present New Arrivals In This

SALE

\$1.98

\$3.00 Fashions

NEW STRAWS

Brand-new arrivals... to repeat last week's sell-out... this record low price for so much hat-fashion! Select yours early this week-end.

**HI-CROWNS
LO-CROWNS
SWIRLY BRIMS
TAILORED
AND
DRESSY
TYPES**

Joels

215
MAIN ST. EAST

GRADUATION SPECIAL

\$27.10

UNDERWOOD

Portable
STUDENT MODEL

Underwood

75c
Week

Has All Modern Features

Standard Typewriters Rented, 3 Months \$6

CITY TYPEWRITER

160 S. CLINTON NEXT TO R. B. L. STONE 3424

Smart Styles For The Bride And Graduate

MISS FORTUNA

has just returned from New York City with smart hair styles and permanents for brides and graduates.

With Complete Hair Styles and PERMANENTS \$5

Call Early For Appointments

205 COMMERCE BLDG. STONE 4691

WIN GUEST TICKETS LIMERICK CONTEST

Maisele is a common down-to-earth name. It's simple, unpretentious and bespeaks a person from real life. "Maisele" starring Robert Young and Ann Southern, opens at Loew's, Friday, June 23rd. Fill in the last line and you may be one of the twenty-five to receive a guest ticket to see "Maisele".

A maiden as lovely as Maisele
Her beauty drives all the boys crazy
Demure and petite
As she walks down the street

Hurry! Address All Replies To:
CONTEST EDITOR: ROCHESTER SUN

Declarer Defeats Himself By Lavish Use of Trumps

By VIRGINIA LEVY

Although there is nothing particularly complicated in the play of the hand which follows, several players failed to make the four heart contract which they had arrived at.

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

NORTH
S J 7 5
H A 7 3
D 7 3 3
C K 9 3

EAST
S K Q 9 3 2
H 5
D 10 8 2 2
C 7 2

SOUTH
S 10
H K Q 8 4 3
D Q 4
C A Q 8 5

South was declarer at a contract of four hearts, and West made the opening lead of the diamond king. The ace of diamonds followed, and West then shifted to the spade ace. Receiving partner's encouraging signal, spades were continued, and South ruffed.

Declarer, now seeing that he must take all the rest of the tricks, decided that his contract was in if both the trumps and the clubs broke favorably. Accordingly, he drew three rounds of trumps, and then attacked the club suit.

Of course, the clubs didn't break the way he hoped and not having another trump in the dummy with which to ruff, he was forced to give up a trick in the suit, and the contract was set one trick.

The trouble with the declarer's play in this hand was that he expected too much in the way of breaks and neglected to play safe. After trumping the second spade lead by West, South can see at once that if the trumps are divided 3-2 and clubs no worse than 4-2, his contract is safe, as he will be able to draw the trumps in two rounds, and will still have another one left in dummy with which to ruff the fourth club.

However, when after taking two rounds of trumps, he sees the distribution, it must become evident that unless he finds a

point is to lead the clubs, leaving the remaining trump in the dummy. Now if the clubs break 3-3 all is well. If, on the other hand, they are divided 4-2, the contract can still be made if the player who has the four clubs also has the outstanding trump.

After taking the three high clubs, declarer next will trump the last one with his remaining trump in the dummy, then re-enter his own hand and draw the opponent's last trump, and the contract is made.

HEADS CHORAL GROUP

Walter H. Wentworth heads the newly-elected slate of Knights of Columbus Choral Society officers. Theodore Houck is vice-president; William Eckert, secretary; Hubert Call, treasurer.

Boy Scout Leader To Speak Here Friday

C. Walter Seamans, assistant national director of Cubbing Boy Scouts of America, will come to Rochester Friday to lead a cubbing conference at the Chamber of Commerce. Participating in the program will be the Rochester and Red Jacket Councils.

The conference will open with a luncheon at 12:15 p. m. and meetings are scheduled for the afternoon and dinner at 6.

RUMMAGE SALE

Phi Chi Epsilon Fraternity of the Evangelist Lutheran Church of Peace will hold a rummage sale on Saturday at 455 South Avenue, near Comfort Street.

... This Coupon Good For Cash ...

INTERNATIONAL WATER FOLLIES

GOOD FOR ONE ADMISSION

On Payment of 25c Service Charge

OPENING NIGHT ONLY

FRIDAY NIGHT
JUNE 16th
Airport Stadium

SUMMER SALE!

SLIPCOVERS

Custom Made!

TWO PIECE SETS

DAVENPORT and CHAIR

One of the largest varieties of most favored patterns... including serge-cloth, florals and stripes. Our expert workmen will cut and fit materials in your own home!

\$16.98

SUMMER FABRIC SPECIALS!

Everything Complete!

Striped, Colored 36-In. Wide	9c	Waterproof Materials for Outdoor Furniture	19c
Reg. 19c yd.		Awning	
Reg. 35c yd.		Reg. 35c yd.	
50" Fast Color DUSTY CLOTH	48c	50-In. Yarn Dyed HOME SPUN	39c
Reg. 98c yd.		Reg. 89c yd.	
Mexican Peasant PRINTS	17c	50" Wide Linenized CRASH	39c
Sun and Tub-Fast, Regular 25c		Reg. 59c Yd.	

MILL END SHOP

71 Clinton Ave. So.
Opposite J.E. Thompson Co.

DAVENPORTS CLEANED

All types of upholstered furniture cleaned by our exclusive process. All work guaranteed.

\$6.00

BLANCHARD STORAGE CO. Inc.

MAIN 1030 CLEANING DIVISION MAIN 7021

KOMINZ

FREE

GIFT TO THE JUNE BRIDE

... An Ideal Way To Start House-keeping, With a Savings of \$80.00

Your Choice

\$60.00 Washing Machine
\$60.00 Gas Range
\$60.00 Radio
\$60.00 Set of Tires ...

Free With The Purchase of a New 1939

Nationally Advertised REFRIGERATOR

Now On Display at All Three Kominz Stores

NO DOWN PAYMENT

As Little As 50c WEEKLY

WEEK-END SPECIALS!

At The Kominz Ridge Rd. Store Only!
6.00 x 16
GOODYEAR G-100 TIRES \$9.95
Regular price \$15.95 Exchange

Kominz 417 Monroe at Averill
GAS 8 Gals. For \$1
Knockless Grade Cut Price Tax Included

OIL 9c
Plus 1c. Tax quart

KOMINZ TIRE CO.

NOW THREE STORES OPEN EVERY EVENING

468 Ridge Rd. W. | 182 Monroe Ave. | At Savannah St. At Dewey Ave. | At Averill Ave. | 417 Monroe Ave.

MAURICE D. ROFFE, Inc.

LINEN SHOP

205 MAIN STREET EAST

Next Door To Davids

Gigantic Sale!

CLIP THESE COUPONS AND SAVE!

COUPON! \$4.54 RAYON DAMASK LUNCHEON SET \$1.25 7 Piece Sets With Coupon	COUPON! CHILDREN'S DRESSES (Close Out) 2 for \$1.00 Values From \$1.00 to \$2.98! With Coupon	COUPON! POT HOLDERS Reg. 10c 5c With Coupon	COUPON! Hand Smocked BABY DRESSES Reg. 59c 59c \$1.00 Value With Coupon	COUPON! Men's Hand Rolled Colored Initialed HDKF'S Reg. 39c 19c With Coupon
--	--	---	---	---

FREE! Souvenirs To Our First 10 Customers Tomorrow Morning. Be Here Early! **FREE!**

Savings on GOOD MEATS

Follow the crowds to CLARK'S, and see for yourself how you can save money on the best of good meats!

BEEF ROAST Cut from U. S. Inspected young steer beef! 15c lb.	SMOKED HAM Wilson's Certified, all purpose fat and rind removed. Wash and boil. 25c lb.	SIRLOIN STEAK Tender, juicy steaks, cut from prime steer beef. 27c lb.	CHICKENS Milk-Fed Young Roasting 3 1/2 to 4 lbs. 22c lb.	BROILERS Home-Dressed 1 1/2 to 2 lb. 25c lb.	FOWL Fricassee or Salad MILK FATTED 19c lb.	PORKLOIN Fresh Rib-End Roasts 15c lb.	VEAL ROAST Boneless Fillet 21c lb.
---	---	--	--	--	---	---	--

READY CUT-UP FRESH CHICKEN

Broasts... lb. 43c | Legs... lb. 35c | Livers... lb. 35c
Wings... lb. 23c | Necks... 2 lbs. 25c | Giblets... lb. 19c

CLARK'S 906 N. Goodman St.
Near Bay St. Culver 4870

WE DELIVER ORDERS OF \$1.00 OR OVER

The Highest-Priced Slate-Surface Asphalt Roof

MICA MONARCH

COSTS MORE... and WORTH IT!

Gives You An Insulated, Everlasting Tapered Beautiful Roof

INSULATION

7 Layers of Mica underneath the slate and over the felt reflects heat. Keeps house cooler in summer—warmer in winter.

TAPERED

Mica Monarchs are tapered, which permits each shingle to hug the straight line of roof deck without distortion. The extra-thick butts produce a deep beautiful shadow-line effect.

EVERLASTING

Everlasting Material Built to Last As Long As the Nails Will Hold It On the Roof

RIGID

The lamination of the mica flakes within the Mica Monarchs produces an unusually rigid shingle, yet not brittle. Will not raise in the wind or crack or break in hail storms.

Special Factory Representative in Rochester This Week to Introduce This Beautiful Roof. SPECIAL INTRODUCTORY OFFER AT A SPECIAL LOW FACTORY PRICE THIS WEEK TO THE FIRST JOB IN EACH NEIGHBORHOOD.

KEMP ROOFING 331 W. MAIN
PHONE: MAIN 1786

We are distributors and sell and apply this shingle. You can phone us, or any of the following reliable roofers will be glad to give free estimates.

ACME ROOFING CO. Genesee 3498-R	INLAID ROOFING CO. Glenwood 108
ALLIANCE ROOFING CO. Stone 3845	PIKE ROOFING CO. Glenwood 5882
ALL SLATE ROOFING CO. Main 3120	PLYMOUTH ROOFING Genesee 1757-W
CRISSEY ROOFING CO. Culver 3243	ROCHESTER DISTRIBUTION Culver 2054
CULVER ROOFING CO. Culver 3586-W	C. R. ROOFING Glenwood 5198

TRUTHFUL NEWS

THE ROCHESTER SUN, THURSDAY, JUNE 15, 1939

TRUTHFUL ADVERTISING

PAGE THREE

Beautiful beyond words!



RUDOLPH'S
E. MAIN at SOUTH AVE. OPEN SAT. EVES.

For Yourself or for a Bride...
ELECTRIC HAND VACUUM CLEANER



RUDOLPH'S
E. MAIN at SOUTH AVE. OPEN SAT. EVES.

Father's Day Problem?
That's Easy! Get Him a
SCHICK ELECTRIC SHAVER



RUDOLPH'S
E. MAIN at SOUTH AVE. OPEN SAT. EVES.

Fidler in Hollywood

HOLLYWOOD. — Among other mysteries beyond my understanding, list the studio czars apathy toward Dolores del Rio. She should be the prize "property" on some lucky film factory's star roster; instead, she has made only one picture in two years.

More than a decade ago, when she skyrocketed to stardom as Charmaine in "What Price Glory?" her beauty was breathtaking. Today, at thirty-three, she is even more beautiful. By some magic formula of her own, she has gained the serenity, expression and poise that accompany maturity without making sacrifice to Time.

She has, moreover, gained a certain, indescribable magnetic quality that she lacked in her screen hey-day. You would appreciate her meaning if you could see her in any social gathering. She is always quiet, reserved, dignified — and yet everyone there feels the force of her personality to such an extent that she, without making the slightest bid for the honor, is the center of everything. That kind of magnetism is the essence of stardom.

To make Hollywood's neglect, in her case, still more insane, add the fact that every studio is bidding frantically for the goodwill of the Latin-American countries just now. Del Rio is still THE screen star in Mexico and Central and South America — the one Hollywood personality with a large enough fan following to guarantee "big business" from Juarez to Buenos Aires. And she is the one Latin star available who can speak English perfectly.

List her assets and list Hollywood's needs — and I think you'll share my befuddlement.

IDOL CHATTER. If those scientific scoffers knew Martha Raye they wouldn't be so darned sure perpetual motion is impossible. Suicidal impulse: to applaud Eleanor Powell's dance numbers with an enthusiastic "Hips — Hips — Hooray!" Now that Errol Flynn and Joel McCrea have built the Union Pacific, how about giving Hugh Herbert a chance at the Toonerville Trolley? Positively touching, the masterly way Wayne Morris refers to his wife as "My Child Bride."

You can't call Bob Burns handsome — but his is a face that's launched a thousand quips. Peas in a pod: Marie Blake and Helen Troy. Best place to hunt star autographs this season will be Mexico City — all the stellar bodies who are anybody are planning to be there. That constant noise you hear out this way is merely the

assistant director — hollering for "Quiet on the set!"

Had lunch at Ruby Fox's and challenged Zella Sowerby, the famous Hollywood soothsayer, who's prognosticating there, to do her stuff. And — quick like a wink — she prophesied (1) that Joan Crawford will marry a wealthy South American soon and retire from the screen; (2) that July, August and September will see Hitler at the peak of his success and power; (3) that Dick Powell and Joan Blondell will break the Crosby record for stork visitations; (4) that Hedy Lamarr and Gene Markey will

stay happily married, but that Hedy will quit pictures; and (5) that important developments in television will be announced within five months by two Los Angeles inventors. Clip this paragraph and check up later if you will. I'm just reporting, not supporting.

ODD-FORMATION: Maybe I shouldn't tattle, but Leo Gorcey, toughest of those Dead-End brats, has taken up knitting. In amusing contrast to the unionization of all other studio workers is the complete failure of all attempts to "organize" Hollywood's Indian extras — the

braves always refuse to patch up tribal feuds. That ring Irene Franklin wears so proudly once belonged to Empress Zita of Austria. According to official communiques from parents, fifty-three babies have been named in honor of Jeanette MacDonald. Casting incongruities: W. A. Beckley, playing a convict in "Each Dawn I Die," used to be a prison guard at a Minnesota penitentiary.

Distributed by McNaught Syndicate, Inc. Say You Saw It In The "Sun"

grownups between 9 a. m. and 5 p. m. daily.

There will be all the facilities of a city-owned playground. Cecil Meador, executive secretary of the Monroe Y. M. C. A., has been delegated to organize a baseball league.

Assisting Bareham in supervising the enterprise are Irving Drew, Charles O. E. Doerr, Peter Barry, Charles Vaisey, Nathan Reim, Harold Moss and Joseph Kaiser.

Club Sponsors Playground

Formal opening of the Union League Club and Fourteenth Ward Republican committee's semi-public playground at Clinton Avenue South and Field Street has been scheduled for June 26 by its sponsors.

Harry W. Bareham, chairman of leaders of the two sponsoring groups, said the playgrounds were leased to September 26 and would be available for southeast section children and

Say You Saw It In The "Sun"

LINCOLN'S

REMEMBER "HIS DAY"
Sunday, June 18th

Father's Day

The two best SHIRT VALUES we've ever seen



Guaranteed for One Year

Genuine "KING PHILLIP" and the famous LINCOLN'S INSURED SHIRTS

Tailored by the country's leading maker... fine lustrous broadcloths and 80 square patterns. Plenty of fullness without bulging, pleated sleeves and non-wilt collars.

Men's Genuine Tailored SHIRTS

★ Tested and proven to be superior to nationally advertised \$3.00 shirts.

Genuine end-on-end madras and beautiful broadcloth shirts with extra full, pleated sleeves... a real action back and hidden French pleated front. Sizes 14 to 17.

Give him something practical

BROADCLOTH PAJAMAS



\$1

Full cut, roomy pajamas in comfortable Summer styles. Cool-looking white ground stripes piped in colored bindings. Notch collars and middies. Sizes A to D.

Scores of patterns in smart summer materials.

Men's TIES

Bermuda cloths, cool washable shantung, linens, and other smart summer fabrics.

25c

EXCEPTIONAL VALUES in Men's athletic style SHIRTS and SHORTS

FEATURING THE NEW JOCKEY SHORTS



25c

Men's Summer BELTS

Plain white or white with contrasting edging. Some perforated. A dozen or more new styles.

Genuine HICKOK BELTS 25c 50c

Two of The Best Slacks Buys in Years Men's Sanforized SLACKS

\$1

They're washable, fade-proof and sanforized. In patterns of plaids, stripes and checks. Nulu suitings and cool twills. Sizes 29 to 42.

\$1.59

Fine woven solids, gabardines and twills in stripes, checks, plaids and solids. Tan, oyster white, grey and black and white.

Exceptional Values in SPORT SHIRTS



RAYON — COTTON OPEN WEAVE POLO SHIRTS 59c

Ribbed Cotton — Basque Striped or Pastel Crew Neck SHIRTS 79c

Long or Short Sleeve Broad-cloth or Sacking SPORT SHIRTS \$1

FREE ENGRAVED CARD WITH EVERY PURCHASE



200 new patterns

50c

Ties for DAD

Hand tailored shantung, Bermuda mixtures and beach cloths in the largest assortment of colors and patterns we've ever seen.



Dad can't have too many SOCKS

Conservative, close and arrows... brilliant blazers, plaids and stripes. Light pastels and darks in sizes 10 to 12.

15c 25c



Dad's own initials in 14 kt. GOLD

Leather Billfold and Keycase SETS

including three initials \$1

Billfolds with plenty of convenient compartments and matching key case. We'll put Dad's own initials on them in 14 kt. gold.

CORRECTION SCREENING 3c SQ. FT.

ACHER'S ACHTER'S

SAVE WITH COUPONS

ALL COUPONS GOOD ONE WEEK

THURSDAY, JUNE 15TH THRU WEDNESDAY, JUNE 21ST

COUPON Good Thurs. thru Wed. Shinola SHOE POLISH 5c	COUPON Good Thursday Thru Wednesday Household Paper TOWELS 3c	COUPON Good Thurs. thru Wed. Daisy Crochets Cotton 14c
COUPON Good Thurs. thru Wed. Hold Bob CURLERS 2 1/2c	COUPON Good Thursday Thru Wednesday Mercerized TOILET TISSUES 1 1/2c	COUPON Good Thurs. thru Wed. Machine THREAD 5c
COUPON Good Thurs. thru Wed. 40 Count Best SAFETY PINS 2 1/2c	COUPON Good Thursday Thru Wednesday 40 Ft. In WAX PAPER 3 1/2c	COUPON Good Thurs. thru Wed. Armour Star PORK & BEANS 4 1/2c

WATCH OUR E. MAIN ST. WINDOWS FOR REAL VALUES!

ACHER'S BARGAIN ARCADE

Phone Stone 1880-1881-1882
387 MAIN ST. E. Near GIBBS STREET
Rights Reserved To Limit Quantities

ACHER'S ACHTER'S

Mrs. D. Stuart Smith of Ar-bordale Avenue, entertained at tea on Wednesday in her home in honor of Mrs. William G. Scrantom.

SUMMER SALE

OF HIGH GRADE
MATTRESSES
SPRINGS—GLIDERS

Thursday—Friday & Saturday Only

Regular \$12.95 Innerspring Mattress	\$7.95	Porch Gliders 1/2 to 1/4 Off Regular Prices	
Regular \$22.50 Innerspring Mattress	\$12.95	Walnut Link	\$3.95
Regular \$35.50 Sleeping Mattress	\$23.50	SPRINGS All Goose Feather Pillows	\$3.45
Regular \$8.95 Coil Spring	\$3.95	per pair Cotton Mattresses any size	\$3.95

REGULAR \$12.95 Waterproof Innerspring
CRIB MATTRESSES \$4.95
Positively With This Coupon Only

CHARLOTTE MATTRESS CO.
Char. 1820
Etab. 1929
Open Evenings Until 9 P. M.

Water Follies To Show Here

Five different countries are represented in the group of lovely mermaids that compose the water ballet of the International Water Follies who appear at the Airport Stadium, on Scottsville Road, for a six night run, starting tomorrow night and continuing nightly through Wednesday.

day. Special matinees are scheduled for Saturday and Sunday. The Gleissner sisters, Irma and Annette, were born in Holland; Lillian De Las Casas is a South American beauty. Mildred Ver-bick and Patricia Wendlaw come from Poland. Ruth Hansen is a Swedish girl who came from Oslo, Sweden, the home of the famous Greta Garbo, while this country is represented by Dorothy Magner.

DURING
NATIONAL
TIRE SAFETY WEEK
RETREAD \$\$\$\$
SMOOTH TIRES ARE DANGEROUS
MADE TO LAST
LONG TIRE CO. 455 STATE ST. GUARANTEED!
Specializing Exclusively in Retreading & Vulcanizing
OPEN FROM 8 A. M. TO 8 P. M.
\$\$\$ SAVE \$\$\$

Jewish Women Choose Convention Delegate

Mrs. Meyer Amdursky, 121 Ave. nue E, will represent the Rochester Chapter of Mizrahi Women's Organization of America at its 14th annual convention in Atlantic City, June 19-21.

The organization representing 15,000 Orthodox Jewish Women, maintains hostels and training schools in Palestine for refugee and native girls.

Pythian Lodge Seeks Baseball Engagements

The Jay Lodge of Knights of Pythias has organized a baseball team and would like to have other Knights of Pythias lodges contact Lou Shapiro of the lodge for a game.

The annual outing will be held at Churchville County Park on July 23. Members of other lodges are invited.

**ROCHESTER'S
FINEST AND
LARGEST SELLING
STOCK ALE**
**Tam o' Shanter
STOCK ALE**
More Hops • More Malt • More Age
DRAUGHT • BOTTLES
EVERYWHERE
AMERICAN BREWING CO. • Rochester, N. Y.

Wegmans
Guarantee
TO GIVE YOU THE
**LOWEST
GROCERY
PRICES
IN TOWN!**
You'll always find Wegman grocery prices as low or lower than any in Rochester!

Wegmans Old Fashioned
MILD-CURE TENDER LEAN SKINNED
**COOKED
HAMS**
25¢ lb.
All surplus fat and skin removed. Deliciously tender and flavorful. Whole ham or shank half... at an extra low week-end price! Ready to heat and serve.

BECHNUT PURE TOMATO
CATSUP bot. 15¢
1/2-POUND HERSHEY BAKING
CHOCOLATE 11¢
125-FOOT ROLL CUT-RITE
WAX PAPER 15¢
DELICIOUS CRISP SHREDDED
RALSTON 2 pkgs. 25¢
QUART JAR
Miracle Whip 32¢
QT. JAR GREEN GABLES SALAD
DRESSING ea. 25¢
DELICIOUS FRESH BAKED
FIG BARS lb. 10¢
NO. 2 1/2 SIZE DEL MONTE
PEACHES can 16¢
2-LB. PACKAGE SUNSWEET
PRUNES each 13¢
2-LB. PKG. A-1 SODA
CRACKERS ea. 12¢
ROYAL GELATIN OR JELLO
DESSERTS 4 pkgs. 19¢

ALL KINDS, SMALL
**EVAP.
MILK**
3 cans for 11¢
NO. 2 GOLDEN GLORY
**SWEET
PEAS**
3 cans for 23¢
NO. 2 CUT GREEN OR
**WAX
BEANS**
3 cans for 20¢
FRIEND'S BRICK OVEN
**BAKED
BEANS**
2 Large cans for 29¢

STOCK UP NOW on these LINENIZED PAPERS
**NORTHERN
TISSUE** 2 rolls for 11¢
GAUZE 3 rolls for 11¢

**HERE'S YOUR
GUARANTEE!**
HIGHEST GRADE BUTTER
U. S. CERTIFICATE OF QUALITY IN EVERY PACKAGE
It's 93 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. Unquestionably America's finest butter for table and cooking.
LAND O' LAKES
Sweet Cream
BUTTER
NOW!
POUND ROLL 27¢

Wegmans
HOME OWNED FOOD MARKETS
Free Parking
For Customers at All Stores

June Bride's OWN SALE! REPEATED BY DEMAND

at **Majestic**

MAJESTIC leads the way again! June brides who buy here, don't have to cramp their budget... for here you can have the most liberal credit terms in all Rochester! See these two completely furnished rooms... and put them in your own home, with only \$5 down and 2 years to pay the MAJESTIC way!

**2
YEARS
TO
PAY**



**Complete
2-Room
OUTFIT** \$158
REGULAR \$220.00
ONLY \$5.00 DOWN!

15 Pc. Living Room Outfit \$79
Created by our decorators, to give your living room that charming, comfortable "lived in" look, with major pieces that are luxuriously comfortable, in deep toned rich colors. The accessories are skillfully chosen. Here is what you get:
• Big Sofa • Two Lamp Tables
• Wing Chair • Magazine Rack End Table
• Lounge Chair • Two Table Lamps
• Coffee Table • Bridge & Floor Lamp

9 Pc. Bedroom Outfit \$79
Smartly modern, with "waterfall" fronts, and Smart contrast, secured by the skillful use of expensive veneers. A suite that you'll be proud to have in your home, with everything listed below included:
• Bed • Spring • Night Table
• Chest • Mattress • Chintz
• Dresser • 2 Pillows • Boudoir Chair

**VACUUM
CLEANERS**
NATIONALLY
FAMOUS MAKE
Factory Rebuilds
EUREKA-ROYAL
WESTINGHOUSE, PREMIER DUPLEX

OPEN EVERY EVENING
MAJESTIC FURNITURE \$5.95
COMPANY Fully
Guaranteed
204 COURT ST. Out of the
High-Rent District
Just a Step
From Clinton

Shanter
K ALE
Malt • More Age
BOTTLES
WHERE
Rochester, N. Y.

SKINNED

ED

LS

5c

lb.

SMALL

P. K

1c

N GLORY

ET

S

3c

OVEN

ED

S

0c

PAPERS

GAUZE

TER

7c

OVEN

ED

S

0c

PAPERS

GAUZE

TER

7c

OVEN

ED

S

0c

PAPERS

GAUZE

TER

7c

OVEN

ED

S

0c

PAPERS

GAUZE

TER

7c

OVEN

ED

S

0c

PAPERS

GAUZE

TER

7c

Mr. and Mrs. Russell W. Ser-
vants and their daughter of Green-
field Lane, were week-end

guests of Mr. and Mrs. Alexan-
der Thompson at Canandaigua
Lake.

Asbestos Workers Re-Elect Officers

Burton F. Belkitch was re-
elected business representative
of Local 26, Asbestos Workers, an
A. F. of L. affiliate, at its an-
nual election.

William Smith was elected
president, George Scherbyn was
re-elected vice-president and
James P. Lang was re-elected
secretary and treasurer. A. B.
Uard was elected sergeant-at-
arms.

EDITOR RE-ELECTED

Harold W. Sanford, editor of
The Democrat and Chronicle,
was re-elected president of the
New York State Society of New-
spaper Editors at its annual meet-
ing in Syracuse.



NEW BLUE BUSES

The Last Word
In Comfort!
THE SAME
LOW FARES

Every Hour!
BUFFALO
only ... \$1.40
Round Trip \$2.55

Direct To Business Centers

See Rochester vs. Buffalo
Doubleheader—Sunday
Offerman Stadium, Buffalo

BLUE BUS TERMINAL
South & Broad St.
Phone Main 2442

Look for the Checker Front

The Way To A Man's Heart

—BY IRENE MUNTZ—

Hot breads taste extra good
in warm weather when we turn
to salads, cold meats and other
easy main dishes. Since we all
need something warm in our
meals, no matter how hot the
weather, to offer contrast and
stimulate our appetites, hot
breads seem to make the perfect
addition to summer menus. Be-
sides this, they are easy to pre-
pare and they bake quickly so
that if you're looking for some-
thing that will be delicious and
satisfying, be sure to include
them often in your meals.

Here is a recipe for muffins
that are not prepared like muf-
fins at all but made like cake.
Though this takes a little longer
it is well worth while for they
are deliciously moist and tender
and keep fresh longer.

TWIN MOUNTAIN MUFFINS

Temperature: 425 Degrees F
Time: About 25 Minutes

1 1/2 c shortening 1/2 c salt
1 c sugar 1/2 c milk
1 egg 1/2 c salt
1 c all-purpose flour

Cream shortening, add sugar
gradually, then beat in the egg.

Sift flour, measure and sift
with dry ingredients. Beat egg,
add milk and shortening and
stir into flour. Pour into a
well greased 2-3 full and bake
in a preheated oven.

There are many variations for
this recipe; 1/2 c nuts, dates or
raisins may be added. Or one
cup of fresh fruit, like blueber-
ries, sliced strawberries or
chopped cranberries may be
stirred in carefully at the last.

This makes a grand accompani-
ment for fruit salad.

Sift flour, measure and sift
with dry ingredients. Beat egg,
add milk and shortening and
stir into flour. Pour into a
well greased 2-3 full and bake
in a preheated oven.

For an easy June supper or
luncheon dish, split hot squares
of corn bread and place hot
cooked asparagus tips between
the layers. Pour a cheese sauce
over the top and serve at once.

This is good enough to serve to
company along with a fresh
strawberry and pineapple cock-
tail for a starter, a chef salad
and a delicious chocolate refriger-
ator cake for dessert.

These ginger cheese muffins
offer a rather unusual combina-
tion of flavors for a quick bread.

GINGER CHEESE MUFFINS

Temperature: 400 Degrees F
Time: 25-30 Minutes

2 c all-purpose flour 1 egg
1/2 c baking powder 1/2 c milk
1/4 c soda 1/2 c molasses
1/4 c ginger 1/2 c melted
1/2 c salt 1/2 c grated cheese

Sift flour, measure and sift
with dry ingredients. Beat egg,
add milk and molasses, stirring
until the dry ingredients are
partly dampened. Add shortening
and cheese. Fill well greased
muffin pans 2-3 full and bake in
a preheated oven.

Tips on muffin making: In
combining the liquid and dry
ingredients, stir only until the
dry ingredients are just damp-
ened. About 20 strokes of your
spoon should do it. The batter
will look lumpy. However, your
muffins will come out with just
the right tender texture. If they
rise high peaks and have tun-
nels through them, it shows
they are over-beaten.

Butter is a good shortening to
use, both in the batter and to
grease the tin. It has a flavor
that no other shortening can
give and the first bites show you
the wisdom of this.

The length of baking time will
depend on the size of your muf-
fin tins. And don't fill the tins
too full or they will run over
the rim of the pan and be dif-

Miracle Market On New Schedule

Miracle Market, 694 Lake Ave-
nue, will inaugurate a new sched-
ule of store hours, starting June
19. Under the new schedule, the
Miracle Market will be open from
noon until 9 p.m. on Mondays,
Tuesdays, Wednesdays and
Thursdays. Hours for Fridays
and Saturdays—8 a.m. to 9 p.m.
—will remain unchanged.

In making this change, the
owners of Miracle Market were
motivated by a twofold purpose
—to suit the convenience of a
greater number of customers and
to shorten the working hours of
their employees.

Sidney Selgel, president of
Miracle Market, said that both
patrons and employees have ex-
pressed their approval of the
new schedule.

HOLIDAY BAZAAR

Many Rochesterians are ex-
pected to attend the bazaar at
St. Januarius Church in Naples
on July 4. The Rev. Herbert L.
Sturmer announces that out-of-
town guests may obtain dinner
at the bazaar.

difficult to remove, as well as less
attractive to look at.
They are delicious for break-
fast. Sift the dry ingredients to-
gether the night before and
combine the liquid ones in a
bowl. When you come down in
the morning, light your oven
and you'll have them combined
and in the pan by the time the
oven is hot.

CLIP THIS COUPON

Salad Fork, Soup Spoon
and Teaspoon 54c \$1.25 Value

Here's your coupon for your ROGERS SILVER. Bring it to the
SUN office, 419 Burke Bldg., or to any of the stations listed
below. 3-PIECES, 54c

Name _____
Address _____

Rogers Silverplate

Coupon Redeemable at
Rochester Sun Office, 419
Burke Building, or at the
Following Stations:

JOSEPH AVE. PHARMACY
23 Joseph Ave.
BEL-AIR PHARMACY
162 Monroe Ave.
CARE PHARMACY
Genesee cor. Brooks
FIVE'S PHARMACY
159 Park Ave.
KEY DRUG STORES
82 Main St. East
470 N. Goodman
544 Monroe, near Goodman

MAJESTIC FURNITURE
284 Court Street
RUDNER DRUG STORES
64 Plymouth Ave. S.
449 N. Clinton
MANDELL PHARMACY
Portland cor. Norton
SILLES' PHARMACY
615 Thurston Road
SMALLER PHARMACY
221 Ridge Road

Mrs. Albert B. Eastwood of
Culver Road, entertained the
Martha Chapter of Brick Church

for a picnic luncheon on Tues-
day in her summer home at
Webster-on-the-Lake.

MOHICAN

WEEK-END SUGGESTIONS

OUR BEST ALL WHITE
GRADE "B"
MOHICAN
MEADOWBROOK
EGGS

TO FRY—POACH
OR BOIL
MOHICAN
MEL-O
Smoke



You Will Like The
Flavor and Marvel
At It's Tenderness

MOHICAN GIANT



The Perfect Summer
Dessert Serve Plain,
with Fruit or Ice Cream

21c Doz.

27c lb.

25c each

Buy A SIMMONS MATTRESS OR STUDIO COUCH AT LAUER'S

"Pull Easy" Twin Spring-Up
by SIMMONS



PAY LAUER'S 10c A DAY FOR YOUR SIMMONS STUDIO COUCH

Here is a comfortable sofa by day... a soft full size double bed or
pair of twin beds by night... This Simmons studio couch is a really
good looking piece of furniture that will serve a useful, double pur-
pose in your living room, spare room, sleeping porch or summer
cottage. At LAUER'S—you'll find Simmons studio couches covered
in long wearing, attractive figured or plain tapestries and reps. Every
spring is scientifically placed to afford you the greatest comfort pos-
sible. If you're looking for the finest in sleeping equipment be sure
to visit Lauer's first and see the newest in Simmons nationally ad-
vertised studio couches.

LAUER'S Display a Full Line of Nationally Advertised
Simmons Studio Couches Priced From \$34.75 to \$100
Depending Upon The Fabric You Select.

IF YOU CAN'T GET DOWNTOWN JUST TELEPHONE
MAIN 3268—LAUER'S DELIVER ANYWHERE

PAY LAUER'S 5c A DAY

For The New Improved Simmons

BEAUTYREST MATTRESS

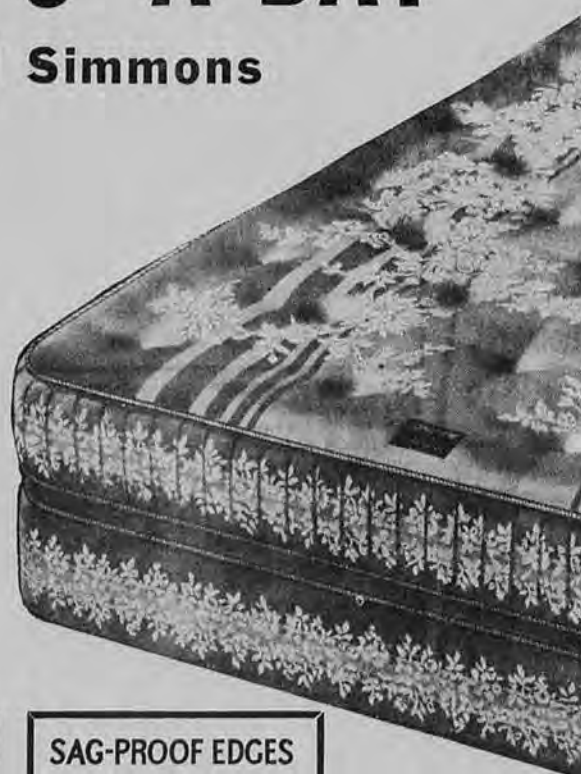
If you're the type of person who wakes up tired, cross and grumpy even
though you've followed the old adage "Early to bed and early to rise",
you had better try sleeping on the new improved Simmons Beautyrest
mattress. The new Beautyrest mattress is built to give you better, sounder
sleep. The 837 individual muslin pocketed coils form a perfect floating
support for every muscle in your body. You sleep in supreme
comfort. Lauer's ask you to make this test... Buy a Simmons Beautyrest
today. Sleep on it every night for thirty days. If at the end of that time
you don't feel completely refreshed, reinvigorated, and re-vitalized after
each night's sleep, Lauer's will take back your Beautyrest and refund every
penny that you have paid. And remember, Lauer's offer you the opportu-
nity of paying only five cents a day for this new, improved Beautyrest—
Five cents a day for a mattress that is unconditionally guaranteed to give
complete satisfaction over a period of at least ten years... twice as long
a guarantee as ever before.

See LAUER'S Complete Display of Nationally Advertised
Simmons Mattresses Priced From \$19.95 to \$39.50.

DEEPER COILS
More Comfortable
than Ever!

DURABILITY TESTED
Guaranteed
for 10 years

SAG-PROOF EDGES
Hold their shape
Won't break down



ON
Sale
AT

LAUER'S • 50 STATE ST.

ALSO AT
OUR
General
STORE

Miss Helen Donovan of Scarsdale, who was the guest of her sister, Mrs. Leon L. McGrady, and Mr. McGrady of Clayborne Road, has returned to her home.

Raab Named Principal of Technical School

Frederick O. E. Raab, who 31 years ago became the city's first industrial teacher with the opening of the first shop school, will open the newest technical institution in September as its first principal.

The new school will replace the Pre-vocational School, of which Raab is now principal, and the West Side School for Boys.

SAUSAGE ROAST

The Women's Democratic Club of the 8th district, 11th Ward, will have a sausage roast Saturday night at the home of Mrs. Helen Jernyn, 17 Gladstone Street. Mr. Elsie Platner is general chairman.

Receive Degrees

Rochester was represented at the commencement exercises of Mercyhurst College of Erie, Pa., Tuesday where Miss Virginia Dooley, daughter of Mr. and Mrs. Joseph P. Dooley of Roslyn Street, and Miss Frances Hauser, daughter of Mr. and Mrs. Wm. J. Hauser of Hancock Street, each received the degree of bachelor of Science in Home Economics.

Local Lawyers Prepare for Meet

Rochester attorneys will play an active part in the annual convention of the Federation of Bar Associations of Western New York at Niagara Falls, June 23 and 24.

Rochesterians Attend Scout Training School

Miss Caroline L. Brewer of 152 Barrington and Miss Esther Cramer of 326 Barrington are attending Camp Edith Macy, Girl Scout national training school at Pleasantville, where they are taking courses in camp counseling and camping activities.

DOLAN'S
600 JEFFERSON AVE.
We Deliver Phone Genesee 1417

HIGHEST QUALITY
MEATS at Economy Prices!

Quality Beef	Par-Broiled Coney Island
POT ROASTS	FRESH HOTS, lb. . . . 25c
Center Cut Chuck or Shoulder 19c lb.	Roasting or Frying
15c	Young Chickens, lb. . . 22c
	Milk-Fattened Fresh FOWL 19c
Buy the Cuts of	Whole or String Half
CHICKEN	COOKED HAMS 27c
You Prefer!	
Legs, lb. 25c; Livers, lb. 45c	Quick Arrow
Necks, lb. 10c; Breasts, lb. 45c	SOAP FLAKES 19c
Wings, lb. 25c; Giblets, lb. 19c	Libby's Sweet
	SWEET PICKLES 29c
Salad Dressing 21c qt.	FRESH BUTTER 25c

EXTRA - Savings Thursday, Friday Sat. and Sunday!

KEY DRUG STORES

THREE STORES

470 N. GOODMAN Near Main

92 E. MAIN Near Water

546 MONROE Near Goodman

CUT RATE

Gifts TO PLEASE DAD

DRONE Reg. 60c 49c

ITALIAN BALM Reg. 60c 47c

BE-ETTES Reg. 25c 14c

NUJOL Pint Size 49c

HINKLE PILLS Bottle of 100 3c

Black Flag Spray Reg. 35c, Pt. Size 14c

20 MULE BORAX Lb. Size 11c

MERCURIOCHROME With Applicator, Reg. 15c 3c

ZINC OINTMENT 1 oz. tube, Reg. 25c 8c

Lyon's Tooth Pdr. Reg. 25c 14c

CUTICURA OINT. Reg. 25c 16c

Wildroot Hair Ton. Reg. 35c 17c

ASPIRIN TABLETS Bottle of 100 9c

Edward's Olive Tabs Reg. 60c 36c

GILLETTE RAZOR & 50 Blades 49c

Haarlem Oil Caps. Reg. 35c 16c

CASTOR OIL 4 oz. 14c

Benedict Solution Pint Size 39c

Stork Castile Soap Reg. 15c 7c

FAMOUS BRAND PIPES 67c

● Nationally Advertised For \$2.00!

● Every Pipe Perfect!

● Mail or Phone Orders Filled For TWO or More Pipes

We cannot advertise the name of this famous pipe because of the price! But the name is on every pipe and all come in the original boxes. Made from selected natural briar, treated with special patented oil process which make it sweet smoking and mellow.

FLASH LIGHT 36c

An extra special KEY value! Complete with batteries in nickel-plated case.

POUND TOBACCO AT DEEP-CUT PRICES!

89c Value!

FLASH LIGHT 36c

TOBACCO AT DEEP-CUT PRICES!

Father's Day - June 18

Something new to give him

98c

SAMSON RUBBER BLADE SAFETY FAN \$4.95

8-Inch Blade

Silent, rubber-bladed fan. Can't hurt the fingers. An extra fine gift for Father's office . . . at an extra-low price at KEY'S!

ZIPPER TOBACCO POUCHES 19c

A big variety of pouches in which Dad can carry his tobacco. Convenient non-sticking zipper-closing.

MEN'S Zipper Travel Case 98c

A beautiful leather case . . . complete with travel-size of Squibb's tooth paste, Palmolive shave, c r e a m, safety razor, double-edge blades, Nail file, Comb and tooth brush!

Dr. West's TOOTH PASTE

40¢ SIZE

24¢

80¢ Value

24¢

Dr. West's TOOTH PASTE

24¢

80¢ Value

24¢

Harriet Hubbard Ayer

Ayer's Catarrh or Luxuria Face Powder

55c Size \$1.10 Size

AT CUT PRICES! 35c 65c

FREE CAR WASH

With Purchase of Oil Change or Grease Job

Special! Hi-Octane Navi

GASOLINE 7 9c

FREE SOUVENIRS 10 GAL. plus tax

For Cities Service Products

ACME SERVICE STATION

581 EAST MAIN ST. Near University

AN APOLOGY

... and a Promise!

So greatly did demand exceed our expectations, when we made this FREE offer last week, that we ran out of girls' bicycles. For that we apologize. We promise that all who attend this sale this week will not be disappointed, as we now have an entire new shipment of these fine bikes . . . ready for the road!

FREE!! BOYS' OR GIRLS' BICYCLE

Latest Models . . . Perfect Graduation Gifts . . . Given FREE with Every

GIBSON Refrigerator

1939 MODEL BIG 6 CU. FOOT SIZE

for \$99.95 \$1.00 DELIVERS

● Keeps Perishable Foods Fresh!

● 1939 All-Steel Triple Sealed Cabinet!

● Makes More Ice Cubes Faster!

● Sealed Thrifty-Scotch Yoke Mechanism

Here's the refrigerator that gives you everything you want, at a price you want to pay! See it! Inspect it from top to bottom! Compare it with Refrigerators selling for \$50.00 more! You'll find it's the only big SIX Cubic Foot, all-steel, hermetically sealed refrigerator in all America selling for less than \$100! \$1.00 down brings this beautiful, big, new 1939 Gibson in your home!

\$1.00 DOWN-3-YEARS TO PAY!

Special Feature In Our Big Furniture Department!

9 PC. MODERN BEDROOM SUITE

\$54.95

★ Large Dresser, ★ Vanity, ★ Large Chest, ★ Full Size Bed, ★ Innerspring Mattress, ★ Coil Spring, ★ 2 Throw Rugs, ★ 2 Crystal Bedroom Lamps

A special demonstration offer . . . to prove the dramatically superior furniture you'll find at the UNION! This big, luxurious, full-size suite is available in your choice of colors . . . well-made for many years of comfortable, satisfactory use.

\$1.00 DOWN \$1.00 WEEK

VISIT US-INSPECT ONE OF ROCHESTER'S LARGEST FURNITURE DISPLAYS.

UNION

COMPLETE SERVICE
Gibson Refrigerators
Radios
Washers
STONE
5008
286 EAST AVENUE
Fairport Store
20 SOUTH MAIN STREET

286 EAST AVE.
East Rochester Store
114 WEST COMMERCIAL ST.

A Number of Used Refrigerators at Bargain Prices

Open Every Evening 'Til 10 P. M.

TRUTHFUL NEWS

THE ROCHESTER SUN, THURSDAY, JUNE 15, 1939

TRUTHFUL ADVERTISING

PAGE SEVEN

IN'S
SON AVE.
Genesee 1417

Economy
Prices!

Par-Bottled Coney Island
FRESH
DTS, lb. 25c
Roasting or Frying
ung
ickens, lb. 22c
k-Fatted Fresh
WFL 19c
5 lbs.

Whole or String Half
COOKED
MS 27c
lb.

5 Sweet
EET
CKLES
9c
qt.
FRESH
BUTTER
25c
lb.

E!!
CLE

uation
FREE with Every

ON

erator

or

OM

4 95

Week

A Number
of Used
Refrigerators
at Bargain
Prices

Open Every
Evening
10 P. M.

ST.

Every Friday Evening
BAND CONCERT & BINGO
(8 o'clock) BY AND FOR (8:30 P. M.)
SLAGER BAND, AMERICAN LEGION

Everybody Welcome Bring Your Friends
General Admission \$1.00

\$1000 -IN PRIZES- \$1000

No Special Tickets Sold

GRAND PRIZE CHOICE OF

39 Plymouth Sedan, L. S. Wolk, Inc. \$725.00
39 Chevrolet Sedan, by Central Chevrolet \$740.00
39 Studebaker Ch. Cl. Sed., Rochester Mtrs. \$748.00
OR CASH \$500.00

We Have Always Paid More in Prizes Than We Have Advertised.

850 HUDSON AVENUE

Formerly Holtz Clothing Factory Hudson near Ave D.
FREE PARKING FOR 1500 CARS

**Fashion Show Listed
Tonight at Monroe High**

The Homemaking Department of the Adult Education Program will present a fashion show this evening at 8:30 in the Auditorium of Monroe High School. Students in the sewing and millinery classes will model the clothes and hats they have made or remodeled. There will be many different types of clothing shown such as suits and coats; house coats, summer sport clothes and play suits, afternoon and street wear and evening gowns.



SAVE \$69.50

By Buying These Furniture Suites
DIRECT from LYONS Factory

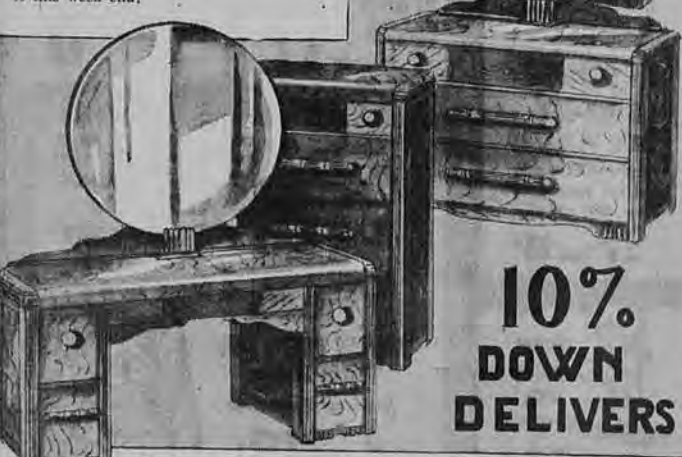


**3-Pc. LIVING
ROOM
GROUP \$89.50**

A regular \$129.00 retail value... that you can buy direct from the manufacturer for only \$89.50! THREE, big, massive pieces... delivered for only 10% down!

**WATERFALL
BEDROOM
SUITE \$59**

Regular \$89.00 retail value! All the fine features usually found only in most expensive suites. The famous Waterfall style... with round plate-glass, beveled-edge mirrors. See it this week-end!



**10%
DOWN
DELIVERS**

Special Purchase! Just 100 Nationally-Known

INNERSPRING MATTRESSES

The kind of a mattress you see in most places for \$15.00! Innerspring construction, with ventilators, turning handles and genuine sisal pad! Special, while present quantity lasts... \$9.95. And only \$1.00 down!

\$9.95

Complete Home Furnishings

LYONS

175 NORTH WATER ST.

Open Daily
and
Tues. and
Thurs.
Evenings

Mrs. William S. Stroud of Riverside, Cal., who has been a guest at the Sagamore has Roosevelt where she will remain until September 1

**\$17,000.00 WON
BY BINGO PLAYERS AT THE
HIPPODROME**

A COOL PLACE TO SPEND THE EVENING

Every Monday Night
ADMISSION
ONLY **40c**

184 CLINTON AVE. N.
(Roller Dome)

Just a Step from Andrews.
JOIN THE PARADE
OF WINNERS!

FREE DELIVERY ON ORDERS OF \$3.00 OR MORE

**Miracle
FOOD MARKET**
OPEN FRI. & SAT. EVENING
694 LAKE AVENUE

NEW STORE HOURS
Beginning Monday

... to make it more convenient for you to shop in the summertime, and to give our employees more leisure.

OPEN AT 12 O'CLOCK NOON
ON MON., TUES., WED. AND
THURS. And Will Remain Open
Until 9 P. M.

This means MIRACLE will be open
EVERY evening 'til 9 P. M. during the
Summer!

Our Friday and Saturday Store
Hours Will Remain As Usual
From 8 A. M. to 9 P. M.

Pure Print
LARD lb. 8c

Golden Malt
OLEO lb. 9c

N. Y. State-Mild
CHEESE lb. 16c

Kraft's Brick
CHEESE 2 lbs. 31c

Rich Cream
CHEESE lb. 21c

A Complete Assortment of Fro-Joy Ice Cream

Fancy
PLUMS
Large No. 2 1/2 Cans
10c

Dole's
PINEAPPLES
GEMS
Tall 2 1/2 Cans
9c

Borden's
Pet. Carnation
MILK
Tall Cans
6c

Combination Sale
Domino Sugar
10-lb. Sack
44c
When purchased with
1-lb. jar of orange
marmalade, 15c

FLAKED
TUNA FISH Can **9 1/2c**

PINK SALMON 2 Tall Cans **19c**

SWANSDOWN
CAKE FLOUR Large Pkg. **19c**

MEISENZAHN'S
EGG NOODLES 1-lb. Pkg. **9c**

FAIRY SOAP 3 Bars **10c**

Clapps
BABY FOOD 4 for **25c**

DILL PICKLES Qt. Jar **10c**

Rich Creamy
SALAD DRESSING qt. **18c**

GRAPEFRUIT JUICE No. 2 Cans **5 1/2c**

Breakfast Food of Champions
HUSKIES Large Pkg. Reg. 12c Value **6c**

PURITY SALT 2 lb. box **5c**

Home Grown
STRAWBERRIES qt. **10c**

U. S. No. 1 New
POTATOES pk. **31c**

New Texas
CABBAGE lb. **3c**

Sweet Seedless Florida
ORANGES doz. **17c**

Sweet Tender-Home Grown
PEAS 2 lbs. **13c**

Coupon Special

GOLD MEDAL
FLOUR 5 lb. Bag **17c**

With This Coupon

Wilson's Certified Tender Cooked
Ready To Serve-Surplus Fat and Rind Removed
HAMS 1/2 or Whole or Shank Half lb. **27c**

Home Dressed
BROILERS 1 1/2 to 2 lbs. lb. **25c**

Cut From U. S. Inspected Young Steers
BEEF ROASTS lb. **15c**

Milk Fatted Young Roasting
CHICKENS lb. **22c**

Boneless Rolled Piles
VEAL ROAST, lb. **21c**

Boneless Rolled
PORK ROAST, lb. **21c**

Tender Sirloin
STEAK, lb. **27c**

Center Cut Lean
PORK CHOPS, lb. **27c**

Wide Chasing
HAM SAUSAGE, lb. **15c**

Lean Tender Sliced
BOILED HAM, lb. **39c**

Assorted
COLD CUTS, lb. **23c**

Arpeko Bristles (Sliced)
BACON lb. **23c**

CHICKEN PARTS
Chicken Breasts lb. 43c
Chicken Legs lb. 35c
Chicken Livers lb. 35c
Chicken Wings lb. 23c
Chicken Necks 2 lbs. 25c
Chicken Giblets lb. 19c

CALL
MAIN
786



Everybody
Likes The Savings At
**BERGHASH
LIQUOR
STORE**

BOTTLED IN BOND
Choice Bourbon or Rye Whiskey
At This Low Price

Compare
\$3.39
Value!
\$2.49

Full Quart
\$29 FOR 12 QUARTS

**EXTRA GOOD
VALUE!**

3 YEAR OLD
STRAIGHT RYE
WHISKEY
FULL QUART
Compare! \$2.38 Value!
\$1.89

THE FINEST SCOTCH
THAT MONEY CAN BUY AT
THIS LOW PRICE
Queen Victoria
\$2.33

LARGE 25 OZ. BOTTLE Fifth

2 1/2 Years Old
"LOWEST PRICE!" QUALITY
Drink straight. Or in your favorite mixed
cocktail or a mint julep.
"Compare!" \$2.00 Value!
3 Quarts Single Quart
\$4.50 \$1.59

**LONDON
INN GIN** 90 PROOF Fifth **\$1.09**

Extra! Special!
GOLD FEATHERS GIN
90 PROOF
SHOP EARLY
FOR THIS WEEK
END SPECIAL
\$1.28 Full Quart
LIMIT 3 QUARTS

THE LOWEST PRICE EVER!
FOR THIS FINE QUALITY CALIFORNIA
WINE

Wine Merchants Since 1893
From the Vine to the Bottle—Every Step Controlled by
The Owner-Grower-Producer

This Is Our Special
Offer For Thursday, Friday
And Saturday
Choice of Sherry, Port, Tokay,
Muscatel, Madeira, Angelica,
Claret, Burgundy, Sauterne.
Ask for Our Wine Recipe Book.
Wine Drinks Are Inexpensive and
Easily Prepared.

**PURE
CALIFORNIA
WINE**
Full Gallon **\$1.15**

MAIN 786 MAIL AND PHONE ORDERS MAIN 786
FILLED FOR \$1 OR MORE
BERGHASH
NEXT DOOR TO LOEW'S THEATRE
124 CLINTON AVE. SOUTH
Free Parking Opposite Our Store

Mrs. A. J. Rodenbeck of Webster-on-the-Lake, will entertain at luncheon and bridge on Wednesday in her home.

Mrs. Alexander Beach of Barrington Street, entertained the Hollow Twig for luncheon on Friday in her home.

Psi U Alumni List Reunion

Psi Upsilon alumni will hold a final meeting and dinner tomorrow evening in their former chapter house at 41 Prince Street. Returning brothers will note many changes in the Prince Street building, used as a dormitory for women students since the Men's College moved to the River Campus.

The former chapter house will be razed this summer and the site will become a lawn for the new women's dormitory.

Harold L. Field, '10, president of the Psi Upsilon Alumni Association of Western New York, has issued the rallying call to the alumni to reassemble in the old chapter hall as part of the commencement exercises. Nicholas E. Brown, '28, is chairman of the arrangements committee.

Mrs. William G. Scrantom of Evanson, Ill., formerly of Rochester, is the guest of Mr. and Mrs. T. Headley of Penfield Road.

CHAMPION'S ANNUAL SALE OF SUMMER SPORTSWEAR

Regular 39c
CREW SHIRTS
19c 6 for \$1.10
SLIGHTLY IRREGULAR

Ladies
SPORT SLACKS
59c Sizes 14 to 26
NAVY and BROWN with STRIPES DOWN SIDES

WELL KNOWN MAKE OF LADIES AND MEN'S WOOL AND LASTEX SWIM SUITS AT CUT PRICES

Champion
KNITWEAR CO. 71 ST. PAUL ST.
30 Minutes Free Parking at 3 Stations: Hills, Strand and Spark

Grand Opening

OF ANOTHER NEW LIBERTY SERVICE STATION

GASOLINE



MOTOR OIL

Free
FRIDAY, SATURDAY, SUNDAY
WITH 7 GALLONS
(OR MORE) OF GASOLINE



6 BIG 9-OZ.
CRYSTAL CLEAR
TUMBLERS
or a
Beautiful
ICE-LIPPED

80 Oz. PITCHER

Don't Miss This Opportunity



Buy Now

YOUR CHOICE
OF EITHER
6 TUMBLERS
OR AN
80-OZ. PITCHER

HUNDREDS OF OTHER FREE PREMIUMS ON DISPLAY AT OUR STATION

For each purchase of GASOLINE or OIL you receive FREE COUPONS. The coupons may be accumulated and redeemed at any time for any of the valuable premiums in our stock. Large assortment to choose from.

There is No Waiting, No Contest, No Lottery, NO BOTHER. You receive your premium immediately.

NATIONALLY FAMOUS MERCHANDISE GIVEN Just Save Our Coupons

INCLUDES SILEX Coffee Makers, YORKTOWN Dinnerware, DETECTO Scales, THERMOS Bottles, INGRAHAM Clocks, UNION Roller Skates. See all these products and many more ON DISPLAY AT OUR STATION.



HOT or COLD FOOD JUGS

LIBERTY SERVICE STATIONS

GASOLINE



MOTOR OIL

350 SOUTH CLINTON
2 BLOCKS SOUTH OF CONVENTION HALL

WANT ADS

HOUSES FOR RENT

LADY'S STREET 36—Eight room house 1 1/2 bath. Call Main 6089 for the above.

JACKSON STREET 191—Eight room house, garage. Use of adjoining vacant lot.

IRONDEQUOT BAY—Eight room cottage completely furnished. Linens and cooking utensils. Running water and electricity. Spacious grounds and boat. Call Main 6089 for the above.

FURNITURE

1-Pc. WALNUT bedroom suit, \$25.00. Fahrers, 134 Plymouth Ave. North, Open Evenings.

1-Pc. OAK DINET SET, \$10.00. 7-Pc. Maple (painted) dinner set, \$12.50. Fahrers, 134 Plymouth Ave. North, Open Evenings.

WALNUT chair-to-table, \$8.50. Fahrers, 134 North Plymouth Ave. North, Open Evenings.

FELT BASE linoleum 30c sq. yd., 6x9 rug, \$1.75. 9x12 rug, \$2.25. Fahrers, 134 Plymouth Ave. North, Open Evenings.

GAS Stoves, \$4.00. Combination stoves, \$15.00. China stove for camp or cottage, \$4.00. Living room suite, \$10.00. Fahrers, 134 Plymouth Ave. North, Open Evenings.

FINE round oak dining table for your cottage or camp, \$1.00. Fahrers, 134 Plymouth Ave. North, Open Evenings.

NOLAN'S. Trade your old furniture for new. Main 6023.

BABY play yards, \$1.50. Baby bathinets, \$1.50. Baby cribs, \$2.00. Fahrers, 134 Plymouth Ave. North, Open Evenings.

OCASIONAL chairs, \$2.00. Kitchen chairs, 7c. Couches, \$17.50. Boudoir chairs, \$1.50. Fahrers, 134 Plymouth Ave. North, Open Evenings.

COTTON mattresses, \$2.00. Simmons Beds, \$3.75. Deluxe coil spring, \$1.50. Studio couch, \$14.50. Fahrers, 134 Plymouth Ave. North, Open Evenings.

5-Pc. LIVINGROOM suite Baker cut, \$7.50. rose-taupe jacquard, \$10.00. Blue taupe, \$15.00. youngie chair, \$4.00. cabinet gas range, \$5.00. Simmons bed spring an mattress, \$5.00. Studio couch, \$10.00. Cot, 2.00. 9x12 felt base rug, 2.00. Ice boxes, 1.50 to \$3.50. 8-Pc. modern walnut diningroom suite, \$49.50. Frigidaire, \$2.00. Dining table, \$5.00. mahogany library table, \$7.00. Occasional chairs, \$2.50. 420 State St., Open Evenings.

NOLAN'S Upholstered furniture, custom built for comfort! Our own factory. All styles. All covers. Save \$25 to \$40 on your suite. 420 State St.

NOLAN'S Beautiful 8-Pc. walnut diningroom suite, like new, cost \$165. For \$49.50. 420 State St.

NOLAN'S New complete maple bedroom suite, spring and mattress, \$34.50. 420 State St.

NOLAN'S. Breakfast suites, save 30% porcelain top tables, with 4 chairs, \$9.50 to \$30.00. 420 State St. Open Evenings.

NOLAN'S genuine felt base rug, 9x12, \$2.50. floor coverings 27c sq. yd. inlaid 3c. 420 State St.

NOLAN'S Bedding Sale! New! All sizes! Mattresses, \$3.00. 10c cotton, \$3.35. Cotton-felt, \$3.25. Tanspring, factory special, \$3.50 and \$4.50. Genuine saguaro springs, 3.5c. heavy coil construction \$3.75. 4 poster beds, \$4.85. Jenny Lynn style, \$4.50. Stov. beds, \$2.85. 420 State St. Open Evenings.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. \$22.50 gliders for \$17.50. 420 State St.

NOLAN'S Imported rug! New! All sizes! 9x12, \$45.00 value for \$22.50. 420 State St.

NOLAN'S. Dinette suites, mahogany, maple and walnut. Save \$25.00. See these bargains first! 420 State St.

NOLAN'S cash says 1/2 on gas ranges and combination stoves. Let us prove our proposition. 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

NOLAN'S. Small model radios at cut prices. Save! 420 State St.

Permits Required For Summer Camps

Camp managers in the Rochester area have been advised by Dr. J. Sumter Cunningham, district state health officer, they must obtain a permit from the health officer in the locality of the camp before opening for season.

The state law, Dr. Cunningham pointed out, specifies permits must be obtained 15 days before opening any camp, public or private, to be occupied by more persons.

NEW Teel

FOR TEETH

LIQUID DENTIFRICE

Made by Procter & Gamble

A marvelous New Discovery—No Paste—No Powder—Contains No Alkalies—No Abrasives

New safe way to brighten teeth and freshen the mouth.

on sale in all

Whelan
DRUG STORES
YOUR MONEY'S WORTH

25c	SIZE 23c
50c	SIZE 39c

Whelan DRUG STORES

Shop at the Friendly Store

140 Clinton Ave. South
Corner Court and Clinton—Tel., Main 9020

Save!

3 PEPSODENT ITEMS

PEPSODENT TOOTH POWDER 25c Size 19c

PEPSODENT TOOTH PASTE 25c Size 19c

PEPSODENT ANTISEPTIC 75c Size 59c

MODESS

Gives You Complete Protection!

You'll like Modess' lasting softness... supreme comfort and complete protection. Modess is always ready-wrapped for your convenience at Whelan's.

BOX OF 30-45c
2 BOXES 89c

Zonite BARCELONA SHAMPOO SALE

DANDRUFF TREATMENT
50c Size BARCELONA SHAMPOO
60c Size ZONITE
1.10 Value
Both for Only 47c

FORHAN'S FREE OFFER

Forhan's Gum Massager 39c Value
FREE with large size tube of
FORHAN'S TOOTH PASTE
78c Value for ONLY 39c

1/2 PRICE SALE!

Wildroot
HAIR TONIC
60c Size 29c
35c Size 17c

KOTEX

REGULAR + JUNIOR
SUPER SIZES
BOX OF 12..20c
BOX OF 30..48c

Buy These Sanitary Accessories at Whelan's—

FIBS Tampons... 12's 23c
KOTEX Wonderform Belt... 23c
KURB Anodyne Tablets... 12's 23c
KLEENEX 200's 13c 2 for 25c = 500's 28c

BLUE-JAY CORN PLASTERS

For the relief of pain and the removal of corns, root and all.

25c size 23c

TROPIC WHITE SHOE WHITENER

5 oz. Bottle 15c

COLGATE

The Famous Delightful CASHMERE BOUQUET SOAP
3 CAKES for 25c

LOVELY PERFUMED TOILET SOAPS
10 Floral Fragrances
4 FOR 19c

SPOT-O-LITE BED LAMP

Focuses light in one spot—Universal Joint Bronze or Ivory. CAMERA FANS! This lamp will take photo-flood.

79c

SUN GLASSES

Scientifically shaped to fit perfectly and comfortably.

from 10c to 98c

BATHING CAPS

10' 25' 39'

UNITED CROSS PAPER TOWELS
Roll of 200 9c

KENYA HATS

White duck with mesh ventilation section on sides. Heavy-weight green celluloid visor.

Only 25c

BELASCO

Havana Blunts
Hand made in Tampa by expert cigar makers of choice Havana cigar leaf. They're an exceptional value at the price.

Box of 50 1.99

WE RESERVE THE RIGHT TO LIMIT QUANTITIES—NO SALES TO DEALERS

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.

A Guide To Better Buying in More Than 74,000 Rochester Homes. News and Advertising of Interest To Every Member of the Family.

OL. II No. 34

THE ROCHESTER SUN, THURSDAY, JUNE 22, 1939

74,300 COPIES DELIVERED

FOR TEETH
QUID DENTIFRICE
Safe way to brighten teeth
on sale in all
Whelan
DRUG STORES
YOUR MONEY'S WORTH

100's	39c
50's	11c
Extra Heavy	8c
100's	49c
100's	\$1.23
5's	19c
10's	48c
12's	9c
4c	
5c	
9c	
19c	

Air Conditioned Footwear Fashions

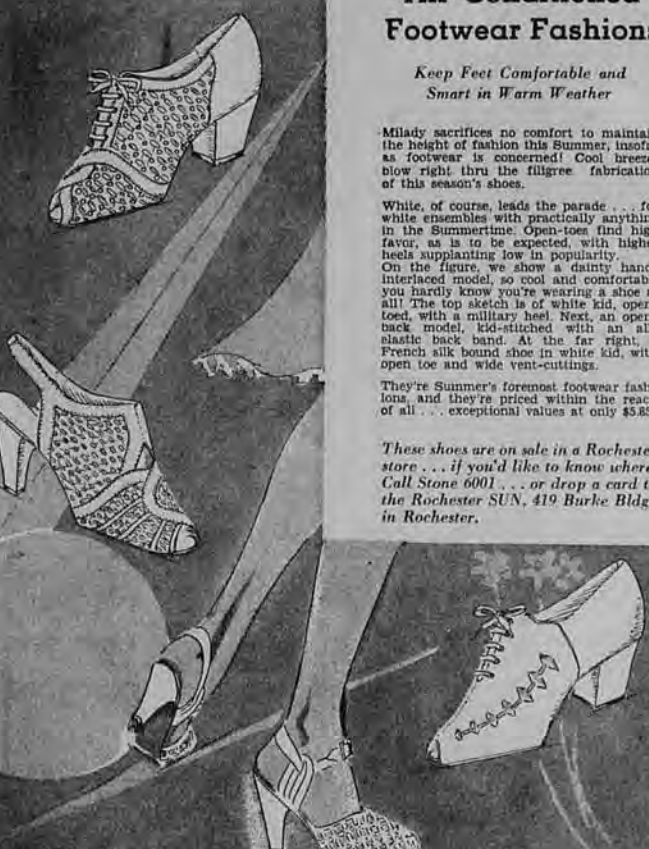
Keep Feet Comfortable and Smart in Warm Weather

Mildly sacrifices no comfort to maintain the height of fashion this Summer. Insofar as footwear is concerned! Cool breezes blow right thru the fillgree fabrication of this season's shoes.

White, of course, leads the parade... for white ensembles with practically anything in the Summer. Open-toe and high heels supplanting low in popularity. On the figure, we show a dainty hand-interlaced model, so cool and comfortable you hardly know you're wearing a shoe at all! The top sketch is of white kid, open-toed, with a millary heel. Next, an open-back model, kid-stitched with an all-elastic back band. At the far right, a French silk bound shoe in white kid, with open toe and wide vent-cuttings.

They're Summer's foremost footwear fashions, and they're priced within the reach of all... exceptional values at only \$5.85!

These shoes are on sale in a Rochester store... if you'd like to know where, Call Stone 6001... or drop a card to the Rochester SUN, 419 Burke Bldg., in Rochester.



GOP Seeks Candidate for County Clerk Job

Food Stamp Plan Ups Sales Here

Retail grocers in Rochester will enjoy a net sales increase of more than a million dollars a year through disposal of surplus food products in exchange for FSSC stamps, according to Milo Perkins, president of the FSSC.

Mr. Perkins, in envisioning a nationwide spread of the food stamp plan, praised the co-operative spirit and merchandising enterprise of Rochester grocers.

Statistics compiled by local FSSC officials show that more than \$42,000 in food stamps was spent during the first four days of the current period. Considerably more than half of the 14,000 relief and WPA homes in Rochester are now getting surplus food products.

Important Rules In Care of Vaccination

A list of five rules to insure the proper care of vaccination wounds was issued by Dr. J. Sumner Cunningham, state health officer for Monroe, Wayne and Livingston Counties.

1. Do not cover the wound with pads or shields. This prevents the proper drying out of the wound.
2. Do not break the blister.
3. Do not wash the wound or its surrounding surface.
4. Let the scab fall off. Do not remove it otherwise.
5. Do not scratch the wound.

The precautions, said Dr. Cunningham, will normally insure the success of vaccination and they tend to avoid an unsightly scar when the scab has fallen.

Cigaret Dealers Optimistic

Rochester tobacco dealers are hopeful that habit will prove stronger than an urge to economy as they consider cigarette sales possibilities after July 1, when the new state tax of "a penny for ten" is to become effective.

A majority of dealers believes that cigarette business will return to normal after a temporary slump due to heavy pre-tax purchases and the natural resentment that follows all new tax impositions.

It is expected that most popular brands will retail at 15 cents per package after July 1. Smokers who patronize vending machines will pay 17c a package.

Republican Aspirants For \$7,500 Position Few and Far Between

Political talk is hardly more than a whisper as the time nears for designating candidates for offices that are to be filled at next fall's election and the most surprising silence concerns the lack of Republican aspirants for the coveted office of County Clerk.

Roy F. Bush, the Democratic incumbent, will be a candidate to succeed himself for another three-year term in this \$7,500 job and Bush, having patched party differences which arose during the 1937 campaign, will wheel into the impending contest with the united support of Monroe County Democrats.

Bush will open his campaign in the towns, where the going will prove hardest for a Democrat, on Sunday at the picnic of the Ironduquet Town and County Committee at Bay View.

Democratic leaders, including Donald A. Dailey, county chief, will attend the picnic to help Bush launch his campaign.

GOP torch bearers had been hopeful that Gordon Howe, Greece supervisor, would consent to run as the Republican candidate for County Clerk, but it seems that their hopes were built on an imaginary foundation. All the noise made about Howe's candidacy was started by Howe's friends and without his knowledge.

The Greece supervisorship is better than a fair job in the matter of remuneration and Howe undoubtedly figured that his political future for the next few years would be best spent in serving his own bailiwick.

So the GOP is still measuring qualifications of possible candidates. It is a careful and thorough process, because Republicans want ever so much to wrest this office from Democratic control.

Famous Physician Entertained Here

Miss Harriet E. Thompson of Westminster Road, entertained Dr. B. Bellowsky and his daughter, Katherine, of England for two days last week.

Dr. Bellowsky was the family physician to the late Czar and Czarina of Russia. They will sail July 1 for Paris, where they will visit before leaving for Australia in the fall.

Cox Reappointed Chief Lifeguard

William J. Cox, public school teacher, took office Monday for another season as chief lifeguard of all the city's bathing resorts. He will have general supervision of all lifeguards.

Cox is the first appointment for the municipal bathing season.

Red Wings Return Saturday For Brief Stay at Stadium

Billy Southworth's Red Wings are coming home Saturday for a five-day stay previous to a stretch of games that will keep them here for the first three weeks of July.

Steve O'Neill's Buffalo Bisons will cross bats with the Wings in afternoon games Saturday and Sunday, and the Toronto Maple Leafs, now piloted by that ex-Yankee infield great, Tony Lazzeri, will be here Monday and Tuesday nights and Wednesday afternoon.

Thursday, June 29, the Red Wings will go to Montreal for three days, after which they will retrace their steps to the Norton Street ball orchard for the long July home stand.

The Bisons have a collection of long distance hitters and they're always dangerous. Ollie Carnegie and "Smookey" Joe Martin are largely responsible for the Herd's league leadership in the home run column. Bison-Wing games are always gala affairs, irrespective of the positions of the two clubs in the race.

Toronto is fielding a stronger combination. The outfield's hitting punch, which, was woefully weak, has been strengthened by the acquisition of Mel Mazera from the St. Louis Browns and the veteran Heinie Manush, who led the Leaf regulars in batting last season. Manush was a Pittsburgh Pirate late in '38 and early this year.

George Kurowski, the Polish third sacker obtained from the Columbus Red Birds, has lived up to all the fine things that were expected of him. He is a powerhouse at the plate and has made the Rochester infield a well-rounded unit.

Reinheimer Receives Trinity College Degree

John B. Reinheimer, 211 Culver Road, son of the Rt. Rev. Bartel H. Reinheimer, bishop of the Rochester Diocese of the Protestant Episcopal Church and Mrs. Reinheimer, received a bachelor of science degree from Trinity College, Hartford, Conn., where he has been a student for the past four years.

The graduating class was addressed by Dr. Eduard Benes, former president of Czechoslovakia, now an exile in the United States, at open air exercises in connection with commencement.

LAWN SOCIAL
The annual lawn social of Winston Congregational Church will be held on Friday evening on the Church Lawn. A cafeteria supper will be served, starting at 6:30. Mrs. William Griffith is general chairman of the affair.

Say you saw it in The SUN

We Have The Furniture Here At Lauer's And We're Going To Sell It Reasonably

ONE OF AMERICA'S FASTEST GROWING STORES

THERE'S A REASON!

Lauer's Show What Values Really Are!

RIGHT DOWN ON STATE STREET IN ROCHESTER

IS THE STORE THAT HAS THE WHOLE INDUSTRY TALKING. FIND OUT FOR YOURSELF—
"THERE'S A REASON!"

We've Been Working Like Bees With Our Factories—Storing Up Honey NOW WE'RE OUT TO SHOW WHAT VALUES REALLY ARE! THERE'S A REASON!

"The 20th Century"

BURL WALNUT TWIN BED SUITE

\$98

2 Beds—Chest—Vanity or Dresser

Solid oak drawer construction, grade A select American walnut cases, large tilting mirror, dull hand rubbed finish distinguish this modern suite from others of cheaper construction. Anyone who is looking for a good quality suite priced way below its true worth will do well to see this suite tomorrow. Price with one bed, chest, vanity or dresser \$79... With two beds \$98.

★
TRADE IN YOUR OLD FURNITURE AT LAUER'S
Lauer's will give you a full trade-in price for your old suite because Lauer's take your furniture, refinish it and sell it in their own Bargain Basement.

12 OF THESE FINE MAHOGANY DUNCAN PHYFE Dining Room Suites

During this great summer sale Lauer's have received from their factories many exceptional buys... Among them twelve of these fine mahogany suites which have never sold for less than \$149 on our show floors. Save now... This, remember, is regular Lauer quality fine furniture.

Special Price For 9 Pieces

\$100

Two Tier Bunk Beds

They are made of solid maple... Can be used as twin beds.

\$18

CHENILLE Bed Spreads

Extra heavily tufted. All colors. Huge selection.

\$3.98

Maple CRICKET CHAIR

Don't come in to the store expecting to see a little Cricket Chair... but come expecting to see a chair that you would estimate to be worth \$10.00. Remember, Lauer's don't try to delude you... we respect your intelligence. This chair is an exceptional value. We want to see how many people read this ad.

\$3.95 Reg. \$5.95 Value

LAUER'S • 50 STATE

COUPON
BURY'S
3c

COUPON
5c

COUPON
11c

COUPON
9c

ATE
Delightful
T SOAP
25c

ASCO
Blunts
in Tampa
cigar makers
laviana cigar
re an excep-
tional
\$.99

Mrs. John Menihan of Pittsford, will entertain the Hollow Twigs for luncheon on Friday at her home.

THURSDAY, FRIDAY and SATURDAY

Specials

FROM THE RETAIL STORE OF ATLANTIC SUPPLY HOUSE

Listed are only ten of the "Better Quality" specials to be found everyday at Atlantic Supply... a store devoted exclusively to finer foods at more reasonable prices.

WITH THIS COUPON ONLY!
ORANGE PEKOE TEA 1 lb. **39c**
(1/2 lb. 22c) Regularly 49c

WITH THIS COUPON ONLY!
TEA BALLS 14c
(Pkg. of 25) Regularly 20c

WALNUT GRANULES
Special
1 lb. **41c**
Regularly 50c

BLACK PEPPER
1 lb. **21c**
1/4 lb. 11c

1939, Pure MAPLE SYRUP
1 gal. **\$1.90**

PURE CLOVER HONEY
5 lb. Pail Regularly 35c Special! **49c**
SALAD MARSHMALLOWS
Regularly 10c a pkg. Special! **6c**

SALAD DRESSING
Finest and Purest Quality Quart **29c**
pt. 17c

MIRACLE WHIP qt. **32c**
MASTER DRINK MIXER
A prepared syrup (Grenadine and others) that makes marvelous cocktails. Recipe included 14-oz. **35c**

EXCELLO COFFEE
A perfect blend of finer coffees. Rich in flavor, but low in acid content. Ground fresh to order. Only **25c** 1 lb.

Atlantic Supply House
79 St. Paul St. - HOUSE - MAIN 4173
WHOLESALE and RETAIL



tonight... dinner and late supper in cool comfort

enjoy a perfect meal adroitly served... 'neath gaily colored umbrellas in the continental manner

the starlight roof's famed summer terrace atop the sagamore hotel

dance nightly (except Monday) in music by bob causer's

cornellians

under norman haines' direction

featuring songs by

virginia bennett • harry hort

the trio • the glee club

dinner, 7 to 9 supper, 11 to 1

KEEP COOL THE HEALTHY WAY!

DON'T suffer from the heat! Come to Loew's. Come early. Stay as long as you please. See the show and visit with your friends in the spacious lounges—in the comfortable smoking rooms. Your health is safe. Your comfort is assured by our 15 years of practical experience in operating weather manufacturing machines. Our plant is one of the largest and most modern in America. It operates 365 days of the year! That's why it's always healthful and comfortable at Loew's.

STAY OUT OF THE HEAT! COME TO LOEW'S

Of course, you want to enjoy the first-run pictures exhibited at Loew's! The Rochester Sun and Loew's Theater offer twenty-five pairs of guest tickets for the best letters—50 words or less—telling why you enjoy going to Loew's.

Send Your Letters to
CONTEST EDITOR, ROCHESTER SUN
419 Burke Building

Pull up A Chair

By Neal O'Hara



Mirage: The Federal Trade Commission has recently warned all distillers they must not advertise any gin mixture as a "cool" drink... Lackadaisical no end; an eminent Spanish nerve specialist reports that despite all the continued bombings of Barcelona, there was not only no increase in the number of nervous disorders among that city's people, but many snapped out of their imaginary condition... Research worker's conducting surveys all about the country report the most persistent difficulty they bump into is the notion that they are government employees engaged in snooping when they try to pull off their interviews. And when folks think they're being queried by any U. S. agency, they shut up like a doren clams.

A typographical error caused one of New York's most staid morning newspapers to have this heading over a list of Columbia University graduates: "THE COLLEGE OF FINE RATS." ... And as a result of a similar boner, the Walla, Walla (Wash.) Union-Bulletin recently advertised a certain exterminator as excellent for "killing rats, mice, Research shows that such is the congestion of city traffic, the over-all speed of motor vehicles within metropolitan areas is only 17 1/2 miles an hour.

Today's favorite gas; JONES — "Last night's little party was sure a wow. Did you know I finally wound up in the police station?" SMITH — "You lucky dog! I managed to find my way home." ... It's a legend of the western ranches that an upturn in the yield of lambs presages a war — in that God thus provides extra meat for soldiers to feed on... Time out: The crustiest of the U. S. Supreme Court justices, McReynolds, usually stalks off the bench whenever the brilliant Solicitor General and arch-New Dealer, Robert Jackson, gets up to argue before that august tribunal — and there's nothing that can be done about it unless some day Chief Justice Hughes pipes up, "Hey, Jim sit down and earn your day's pay."

An odd fatality reported from St. Louis was that of an 18-months-old child chewing on the cord of a bridge lamp and being electrocuted... Just established is a service designated as "a clipping bureau of the air," which records anything broadcast by radio in which clients may be interested... In order to make marriage more binding, many wedding contracts signed in Persia contain odd and fantastic provisions — such as a clause requiring a husband to pay his wife 10 pounds of mosquito wings annually as alimony in case he divorces her... The low-down: I'll take more than Mussolini's bombastic speeches to eradicate the intense dislike of the Italian people for Germans and especially the Nazis — and that's it Duce's No. 1 problem right now. (He's got King Victor Emmanuel seething about it, too.)

A celebrated Honolulu shirt-maker advertises his location thus: "Finding notice — Before finding Musa-Skiya shop kindly pass away in from famous fish market Makai side North King street and progress to river but not there until finding this place. Sign say so." ... It's little known that the late Pope Pius XI designated St. Francis de Sales as the heavenly patron of newspapermen and writers — but he did... It won't be long now: When the good old summer time arrives a leading distilling outfit will try to persuade us Americans to become fond of drinking gin and soda... Prof. Albert Einstein though he was secure for life in an insignificant berth as a worker in the patent office at Berne, Switzerland, in 1905 — until his then recently published theory of relativity started attracting attention and made him a world figure.

You have to smile at the New Orleans motorist who, when he heard persistent honking from behind, finally stopped, looked around and found his back fender had interlocked the front bumper of a bantam car and had towed it, most unwillingly, up the street for 11 blocks... Thomas Dixon, who wrote the script of the immortal "Birth of a Nation," is now a clerk in the Federal District Court at Raleigh, N. C. ... Dunn — just why, but blonde and red hair is found less often among maniacs than dark hair... Whenever British publications speak of themselves generically, they always use a capital letter thus: The Press.

The Fastest Camera Under \$100



Univex Mercury
CANDID CAMERA
\$25
33c DOWN
\$1 WEEKLY

You'll enjoy using this fine camera because it takes clear, sharp pictures under all light conditions. Has fast 1/500 lens and shutter speeds to 1/1000 second. Flash attachment \$5.95 extra.

RUDOLPH'S
E. MAIN at SOUTH AVE. OPEN SAT. EVES.

Plug Into a Socket or Use Its Self-Contained Battery...

Music wherever you go with a **TWIN-PURPOSE DETROLA**

\$24.95
33c down
\$1.00 weekly



Be the first in your crowd to enjoy this wonderful radio. It brings you outstanding performance wherever you go... whatever you do. You'll get a lot of pleasure out of it this summer. Standard airplane luggage finish case.

RUDOLPH'S
E. MAIN at SOUTH AVE. OPEN SAT. EVES.

For Graduation or Business

A NEW PORTABLE TYPEWRITER

\$100 DOWN WEEKLY

Standard Typewriters Rented, 3 Months \$6
CITY TYPEWRITER
160 S. CLINTON NEXT TO E. H. L. STONE 3424

We Suggested COTTAGE PUDDING

A YOUNG WIFE called us at 4:30 in the afternoon. The boss was coming to dinner and her cake had broken apart. What should she do?

We suggested she cut the broken layers into squares and serve as cottage pudding with lemon sauce. The boss loved it.

Providing practical tips is one way to help make homemaking—the most important job in the world—easier and pleasanter. Another is keeping you posted on all the latest homemaking conveniences.

Today, any woman who wastes time watching an oven or waiting for water to heat is doing what gas will do automatically, for a few cents an hour.

"Gas and electric service is one of the smallest items of your family budget."

ROCHESTER GAS & ELECTRIC CORP.
89 EAST AVE. MAIN 3960

School Days Start Monday For Adults

As school bells ring out the old scholastic year for regular public school students, more than 3000 adults are expected to turn their thoughts to adult summer schools, scheduled to start June 26, according to an announcement by the WPA Adult Education Division of the Board of Education.

This will be the seventh consecutive year that day and evening classes will be open in various public schools and civic centers throughout the summer months to assist those who wish to follow special studies in either cultural, vocational, commercial or homemaking subjects.

The following courses are scheduled for the summer term:

Cultural Division
Vocal music, radio, dramatics, commercial art, band and orchestra instruments, effective speech, travel talks, first aid, hygiene, violin, mandolin, guitar, oil painting, dramatics, handicraft, Italian, educational tours, French, German, public speaking, book reviews, lip reading, Italian literature, English.

Commercial Division
Accounting, elementary and advanced bookkeeping, elementary shorthand, intermediate shorthand, dictation, elementary typewriting, advanced typewriting and office practice, business English, commercial arithmetic, filing and indexing, commercial law, general clerical.

Vocational Division
Auto mechanics, practical radio, printing, machine shop practice, upholstery, commercial art. **Homemaking Division**
Dressmaking, foods, needlecraft, millinery, cooking. Specific time and places of classes may be had by calling the Board of Education — Main 2600. The adult summer school is sponsored by the Rochester Board of Education in co-operation with the State Education Department and financed by the Works Progress Administration.

Movie Quiz Winners

Each of the following may obtain a pair of guest tickets for "Maise," starring Robert Young and Ann Sothern, opening Friday at Loew's Theater, by calling at The Sun office, 419 Burke Building:

Gerardine Rivers, 217 Bronson Ave.
Mrs. Raymond Lill, 68 Dorchester
Richard LaCrosse, 629 Emerson St.
Patricia Otto, 108 Westland Ave.
J. Nelson, 753 Monroe Ave.
Mrs. Joe E. Budhorn, 37 Rosalia St.
Mrs. Frank Weaver, 27 Winton Rd. N.
Wynne Jones, 230 Champlain St.
Mrs. P. Schmidt, 712 Longview Terr.
Caroline Zimmer, 112 River St.
Mary Vogler, 127 Gothic St.
K. Schroeder, 123 Goodman St.
Roh't Knapp, 164 Versailles Rd.
Mary Ayers, 45 Ardmore St.
Mrs. G. Sipes, 24 Arnold Pk.
M. Brooker, 1381 Park Ave.
Lucille Marion, 116 Treadwell St.
L. Genova, 577 Front Ave.
Mira Horick, 25 Bedford St.
Elizabeth Rowe, 513 Harvard St.
Beola Hamblin, 648 Lake Ave.
Maude Nichols, 187 Arnold Blvd.
Jane Kimball, 77 East Avenue
Norma Irkin, 387 Joseph Avenue
Fred Fogarty, 48 Carville Rd.

Susan B. Anthony Memorial Planned

A memorial to Susan B. Anthony, woman suffrage champion, who once lived at 17 Madison Street, will become a reality if the present receipt of her mementoes continues. Officers of the Rochester Historical Society, 100 Lake Avenue, said that they have enough Anthony items to furnish at least the lower floor of the old Anthony home.

J. Sheldon Fisher, curator of the museum, said that the house was visited by more distinguished persons in its day than any other home in Rochester. Miss Anthony died there in March, 1906.

He said that he hopes the Anthony home will eventually become a shrine and is keeping Miss Anthony's belongings separate from other gifts to the Museum.

Much of the material has been presented by Miss Lucy E. Anthony, the famous suffragist's niece, of Moylan, Pa. She recently sent the society a quantity of papers and pamphlets once owned by Miss Anthony, among which is "The Scholar in a Republic," autographed by its author, Wendell Phillips, "To Susan B. Anthony."

Christian School Has Commencement

Rochester Christian School commencement exercises will be held tonight at 7:45 p. m. in Brighton Reformed Church. A good citizenship medal will be presented to Robert Cooman, sixth grade honor pupil by the Sons of the American Revolution. Dr. Louis J. Bolt is in charge of the program and will be assisted by Pearl De Jager and other teachers.

Mrs. Thomas Darcy Buck of Palmerston Road, entertained at tea on Wednesday in her home

Mrs. John M. Brown of Berkeley Street, will entertain at luncheon and bridge on Friday at the Century Club.
Mrs. Vilas M. Swan of New-castle Road, entertained informally at luncheon and bridge on Wednesday in her home in honor of Miss Margaret Schow of Quaker Heights, Ohio.

Advance SALE!

So customers of this new store may enjoy a full season's advantage of crisp, new fashion frocks!

FRESH NEW SUMMER FROCKS
Regular \$5.00 to \$6.00
\$1.98 and \$3.98



Values usually not seen 'til season's end! Every favored fashion included... to acquaint new customers with PAIGE'S superior styles.
SHANTUNGS — LACES SPUN RAYONS BEMBERGS NEW SHARKSKINS
Favored New Solid Shades And Wanted Polka Dots

PAIGE'S OPEN EVERY EVENING
334 MONROE AVE.

THURS., FRI., SAT.

CLOSE-OUT

Entire Floor Sample Stock of New

Porch Gliders

SAVE 1/3

THURS., FRI. & SAT.
Reg. \$12.95 Glider, \$ 8.95
Reg. \$14.95 Glider, \$10.95
Reg. \$24.50 Glider, \$17.50
Reg. \$29.50 Glider, \$18.95

STUDIO COUCHES
Nationally Advertised, with Back, All Colors... \$22.95
CHARLOTTE MATTRESS CO. 3898 LAKE AVE.
Open Every Evening Until 9 P. M. Charlotte 1929

BETTER Buys from BANCROFT'S

It Takes More Than Price to Make

USED CAR BARGAINS

... and what it takes, you'll find in these BANCROFT Used Cars! Perfect in condition, low in price, and with every trade-in advantage as well as most convenient of payment arrangements!

CHEVROLET '34 Master Deluxe Tudor Sedan	\$225
ESSEX '32 Deluxe Coupe	85
FORD '38 Tudor	445
FORD '37 Deluxe Fordor	395
GRAHAM '33 Coupe	145
PACKARD '38 Deluxe Trunk Sedan	895
PACKARD '37 Deluxe Trunk Sedan	595
PACKARD '37 Deluxe Coupe	595
PACKARD SIX '37 Trunk Sedan	595
PACKARD '36 Trunk Sedan	595
PACKARD '35 Trunk Sedan	375
PLYMOUTH '38 Tudor Sedan	495
PLYMOUTH '35 Deluxe Coupe	295
PONTIAC '35 Deluxe Sedan, radio	345
STUDEBAKER '36 President Trunk Sedan	485
TERRAPLANE '38 Deluxe Trunk Sedan, radio	645
TERRAPLANE '37 Deluxe Trunk Sedan	445
TERRAPLANE '35 Deluxe Sedan	245
TERRAPLANE '34 Tudor	185

33 Stillson St.
Open 'til 9 P. M. Stone 3723

Eighteen Eligible For St. Bernard's

Eighteen young men who graduated from St. Andrew's Seminary are candidates for St. Bernard's Seminary. In solemn rites the youths were graduated Sunday at services in the Pro-Cathedral of the Sacred Heart, the Most Rev. James E. Kearney, bishop of the Rochester Catholic Diocese, awarding the diplomas. Dinner for the graduates and visiting clergy was held in the church hall, Vincent Porter speaking for the graduates.

2 Rochester Youths Join U. S. Army

Two Rochester youths enlisted for service in the U. S. Army. Recruiting Sergt. Jesse O. Smith said.

They are Lawrence A. Julian, eighteen, 263 Parkway, being sent to Hawaii and Claude R. Sawyer, twenty-four, 417 Melville Street, sent to the Air Corps, Mitchell Field. Sawyer has had three years of mechanical engineering at Georgia Tech, Sergt. Smith said.

Rochesterians At Zonta Meet

Twelve members of the Rochester Zonta Club are in White Sulphur Springs, West Virginia, to attend the annual convention of Zonta International, opening today at the Greenbrier. Heading the delegation is Miss Doris E. Neun, a former international president of the organization, who will conduct a forum for discussion of recent legislation affecting women.

Others attending the Convention include: Miss Adeline Bush, Mrs. Margaret Leach, Miss Lean Woodruff, Miss Evelyn Harding, Mrs. Martha Jefferys, Miss Flora Armbruster, Miss Gertrude LeRoux, Miss Grace Keenan, Miss Berline Nippert, Miss Louise Riedman and Miss Jessie Haskins.

Convention sessions will emphasize the responsibilities of women executive in activities relating to community service, to industrial affairs and to public life. Consideration will also be given to plans for augmenting various service projects that will aid young girls in starting a business career, to a program that will advance women politically and to legislation that menaces the progress of women in the professions and in business.

R. E. I. REGISTRATION

A heavy advance registration for a special course in secretarial practice for college graduates was reported by the Rochester Business Institute. Certificates will be awarded to those completing the sixteen weeks of training.

Mrs. Lyndon H. Wells of Brunswick Street, entertained at luncheon today at the Chatterbox Club.

Mrs. Walter H. Cassebeer of Edgemere Drive, entertained at luncheon on Tuesday at the Century Club.

THURSDAY, FRIDAY & SATURDAY

Clearance

300 HATS

49c

THRIFT DEPT.

VANITY

MILLINERY 48 E. Main at Front

Garden-Fresh

FRUITS & VEGETABLES

MOHICAN
Friday and Saturday

PEAS TENDER SWEET 2 lbs. 11c

ONIONS SILVER SKIN 3 lbs. 10c

CRISP SOLID NEW YORK STATE
ICEBERG LETTUCE

New York State's Challenge to the West. Try a Head and Enjoy It's Fresh Flavor.

5c Hd.

Potatoes 10 lbs. 21c

Tomatoes Home Grown Hot House lb. 19c

Radishes Crisp Home Grown 3 bchs. 5c

CANTALOUPE Jumbo Vine Ripe 2 for 23c

LEMONS 4 for 10c

BANANAS Good Size doz. 15c

For The Week-End Try MOHICAN MEL-O-SMOKE HAM

It's Extra Tender Cooks Quickly, Slices Easily And As For Flavor, You Be The Judge

NEVER BEFORE!

Such A Sensational Offer In

MELLOW MAPLE

A Smart 6 PIECE BEDROOM SUITE...



- ★ BED
- ★ SPRING
- ★ MATTRESS
- ★ CHEST
- ★ CHAIR
- ★ LAMP

The above suite is COMPLETE with Bedding ALL FOR

\$29.95

Includes Everything Complete With Bedding

Rochester's greatest bedroom bargain! A complete 6-piece suite... in beautiful, soft, mellow maple finish... at LESS THAN THE USUAL PRICE OF A 3-PC. SUITE! See it this week-end... next door to Loew's Rochester. This sensational low price is for a limited time only!

RUBY FURNITURE Co.
122 Clinton Ave. S.

TERMS CAN BE ARRANGED

OPEN EVENINGS

FRIDAY

LINCOLN'S

SATURDAY

BASEMENT DAYS



CLOSEOUT -- BRAND NEW 1939 Reg. \$3 to \$4
FAMOUS MAKE SPORT SHOES

The maker needed cash... we bought the entire lot... we can't use the names

- All First Quality.
- Expensive Leathers.
- Everyone worth \$3 to \$4.
- Sizes 4 to 8, widths AA to C

Just imagine buying \$4 and \$4 shoes for less than half right at the beginning of the summer season. We were fortunate to make this sensational purchase of genuine Goodyear welts, beautiful soft buckskin leathers, real crepe soles and genuine hand lasted shoes. Over a dozen brand new 1939 advance summer styles... all famous makes.

\$1.69

Famous Mill Closeout

Bought weeks ago when prices were lowest

FIRST QUALITY

5 YEAR SHEETS

66x99 59c

72x99 59c

81x99... 69c

Sheets you've paid at least twice this price for. First quality seamless sheets woven of strong round threads. (A few irreg.)

Genuine Cannon 20x40 TURKISH TOWELS

39c value Colorful plaid designs in red, green, gold, black and blue.

19c

Full Size CAMP BLANKETS

Usually 79c 49c

18 piece BEVERAGE SETS

(platinum banded)

69c

- 6 5-oz. glasses
- 6 9-oz. tumblers
- 6 12-oz. hi-balls

18x36 White Turkish Towels 12 1/2c

ADIRONDACK FOLDING CHAIRS

94c

Heavy hardwood chairs smoothly sanded, ready to paint.

Avalon 24x48 Fringed Rugs \$1.48

Mix or Match 'Em

20 pc. Caliente Luncheon Sets

\$1.48

- 4 cups
- 4 saucers
- 4 fruit dishes
- 4 bread and butter
- 4 plates

Slightly imperfect \$2.59 value

WE BOUGHT THOUSANDS of DOLLARS Worth of SHEETS, REMNANTS and DOMESTICS

BEFORE PRICES SKYROCKETED

YOU SAVE 1/3 to 1/2 IN THIS BIG SALE

Printed Spun DRESS RAYONS

80 Square 19c PERCALES

Reg. 29c GABARDINE

Reg. 25c-39" SHEER GOODS

Underwear CREPES & TAFFETAS

PERCALE PILLOW CASES... 14c

STEVEN'S LINEN DISH TOWELS 16c

12 1/2 YARD



CURTAINS

KNITTED Tailored BUNNY DOTS RAYON Tailored

Heavy, airy mesh curtains hemmed and headed, ready to hang... 5 new color combinations.

Crisp, marquisette edged with wide billowy ruffles and showered with thick, puffy bunny dots.

Sheer, shimmering tailored rayons in egg-shell and beige, 3 inch hems at sides and bottom.

88c

Two toned, elaborately designed

CHENILLE SPREADS

Exquisitely designed with deep, velvety chenille tufts in rich, expensive patterns. Spreads you'd expect to pay at least twice this price for

\$1.39 \$2.00 value

MAIN ST. EAST at ST. PAUL

SALE!

may enjoy a full fashion frocks!

NEW SUMMER

ROCKS

for \$5.00 to \$6.00

and \$3.98

usually not seen till

end! Every favored

included... to ac-

new customers with

superior styles.

TUNGS — LACES

UN RAYONS

BERBERGS

SHARKSKINS

New Solid Shades

anted Polka Dots

OPEN EVERY

EVENING

Innerspring \$7.95

Waterproof \$3.95

Waterproof \$3.95

Waterproof \$3.95

Waterproof \$3.95

Waterproof \$3.95

Waterproof \$3.95

Waterproof \$3.95

Waterproof \$3.95

Waterproof \$3.95

Waterproof \$3.95

Waterproof \$3.95

Waterproof \$3.95

Waterproof \$3.95

Waterproof \$3.95

Waterproof \$3.95

Waterproof \$3.95

Waterproof \$3.95

Waterproof \$3.95

Waterproof \$3.95

Waterproof \$3.95

Waterproof \$3.95

Waterproof \$3.95

Waterproof \$3.95

Waterproof \$3.95

Waterproof \$3.95

Waterproof \$3.95

Waterproof \$3.95

Waterproof \$3.95

Waterproof \$3.95

Waterproof \$3.95

Waterproof \$3.95

Waterproof \$3.95

Waterproof \$3.95

Waterproof \$3.95

Waterproof \$3.95

Mr. and Mrs. Henry B. Chase of Riverside, Ca., are the guests of Mrs. John H. Howe of Buckingham Street.

Mrs. Despard Grant of Toronto, is the guest of Mr. and Mrs. H. Kenneth Likly of Penfield Road.

DANCE RECITAL PLANNED
Pupils of Mildred Pond will present a dance recital at Masonic Auditorium Friday night.

Feature presentation of the evening will be a dancing fantasy, "Adventures of Robin Hood," with a cast of 125.

Y.W.C.A. School Dinner Tonight

The Leisure Time School of the Y. W. C. A. will hold a banquet this evening honoring Mrs. J. Birdsell Calkins, chairman of the leisure time school committee, at the Franklin Street building, at 7 o'clock.

As a part of the program there will be several speeches and a play "Domestic Tie-up." This event marks the beginning of the summer program. Beginning Monday night, June 26; 7 p. m., public speaking, Mrs. Anna Henion; 7 p. m., triple trio, Miss Mabel Smith; 8:30 p. m., typing and shorthand, Miss Ottilia Spang; 7 p. m., sewing, Mrs. Cora Johnson; 7 p. m., crafts, Mrs. Alice Riordan; 7 p. m., piano, Joseph Swartz; 7 p. m., guitar, Louis Marinetti. Piano, guitar, sewing, typing and shorthand also are offered during the day time. On Tuesday at 3:30 p. m., day camp at Seneca Park; Thursday, 7:30 p. m., orchestra and guitar; on Friday at 3:30 p. m., day camp.

WARD 24 G. O. P. PICNIC

Republicans of the 24th Ward will hold a picnic Sunday at Elser's Grove, Buffalo Rd. General chairman is Deputy Sheriff Erwin L. Sullivan. Honorary chairmen include Hugh Hamill, ward leader; Mrs. Nellie Van Dame, of the women's division, and Alfred Marape.

Charles F. Turton Jr., of Clover Road, returned from Cornell to pass the summer with his parents, Mr. and Mrs. Charles F. Turton.

Say You Saw It In The "SUN" Say You Saw It In The "SUN"

Loudly Acclaimed As THE FINEST ALE IN ROCHESTER

Tam Shanter STOCK ALE

More Hops • More Malt • More Age

DRUGHT • BOTTLES EVERYWHERE

AMERICAN BREWING CO. • Rochester, N. Y.

Buy Quality Meat . . . It Pays!

Fresh Little Pig PORK STEAK 22c	Home-Dressed Loin VEAL CHOPS 35c
Delicious Old Fashioned SHARP CHEESE 29c	Our Own Make BAKED BEANS 10c
Home-Dressed YOUNG BROILERS 25c	For Picnics, Genuine CUBE STEAKS 39c

SCHUDT MARKET
Call STONE 290 511 E. MAIN ST. East Side Deliveries

JEAN'S COTTON AND SILK DRESS SHOPPE

Ladies! JUST ARRIVED! 1,000 DRESSES

New Styles! New Colors! Just in time to get a new dress for the 4th! Plenty of all sizes . . . 12 to 52, with half-sizes too! Come early, for first selection!

• Bombergs • Spun Rayons • Washable Silks

\$1.95

Balance of Our \$1.00 Cottons, Now 78c

2 STORES TO SERVE YOU
1162 CLINTON AVE. N. At AVE. D. 500 LYELL AVE.
OPEN EVERY EVENING

BUY DIRECT

FACTORY TO YOU!

SAVES YOU MONEY ON FINE FURNITURE!

Trade-In Your Old Furniture

You'd Pay \$129.00 In A Retail Store for This BIG 3-Pc. LIVING ROOM SUITE

Here's a dramatic demonstration of the way in which buying DIRECT from LYONS factory saves you money! This suite is one that sells in retail stores for \$129.00 . . . its construction is the best, with your choice of colors in the covering, 100% hand-tailored! LYONS factory-price is only \$89.00 for ALL THREE big, full-size pieces!

OUR PRICE \$89

SAVE \$30.00!

Beautiful Waterfall 3-Pc. WALNUT BEDROOM SUITE \$59.00

An \$89.00 value in retail stores, you save \$30.00 by coming direct to LYONS factory! Popular Waterfall style, with all the fine-furniture features you'd expect in a suite at twice the price! Beveled-edge, round, plate-glass mirrors!

SPECIAL CLOSE-OUT!

100 High Grade Innerspring MATTRESSES

10% DOWN DELIVERS \$9.85

A nationally-known mattress that usually sells for \$15.00! Innerspring construction, turning handles, genuine sisal pad. \$1.00 down puts it on your bed!

Better Furniture Costs Less at LYONS FURNITURE FACTORY

Open Tues. & Thurs. Evenings 175 NORTH WATER ST. Just a Step From Andrews St.

FRIDAY AND SATURDAY AT WEGMANS

Wegman Quality

PRIME STEER TENDER JUICY GRAIN-FED

BEEF SHOULDER ROASTS 18c

Wegman quality beef . . . an assurance of satisfaction, for every Wegman is a first class meat store in GUARANTEED!

Tender, fine-grained, roast, cut from government-inspected prime-steer grain-fed beef.

GUARANTEED-LOWER GROCERY PRICES

Every Day In The Week!

Mammoth Iced or Plain ANGEL FOOD 25c

MOST VARIETIES TASTY HEINZ SOUPS 12c

LB. CAN HERSEY OR BAKER'S COCOA 11c

FOR PERFECT CAKES SWANS DOWN 19c

HERE'S YOUR GUARANTEE! HIGHEST GRADE BUTTER

U. S. CERTIFICATE OF QUALITY IN EVERY PACKAGE

It's 93 score . . . the top score in butter! That's why you can actually see the difference, taste the difference, and know that Land O' Lakes is made from sweet (not sour) cream. Unquestionably America's finest butter for table and cooking.

LAND O' LAKES BUTTER NOW! POUND ROLL 27c

Wegmans HOME OWNED FOOD MARKETS

FREE PARKING For Customers at All Stores

Lyceum Members Plan Picnic

Annual picnic, sponsored by members of various organizations that meet in Lyceum Hall, 580 St. Paul Street, will be held Sunday at Nature Friends Camp, Lima.

Joseph Steingold is chairman, and assisting him are Mrs. Anna Kroeger, treasurer; George Stanley, secretary; Charles Prantl, games; Jacob Amberger, refreshments, and Isadore Fisher, entertainment.

The "Arbeiter Saengerbund," will sing, exhibitions will be given by the Labor Lyceum Turners and the Bavarian Society.

Brighton Unit Members Guests at Dinner Today

Members of the Brighton Unit, American Legion Auxiliary, were to be entertained today at the home of Mrs. Frank Fomire, 100 Monroe Parkway. A Rumanian dinner will be served by the hostess, assisted by Mrs. Ray Schwind, FIDAC Chairman.

The essay entitled, "Queen Marie of Rumania, Ambassador of International Good Will," will be read. This essay won first award in the contest which was sponsored by the FIDAC Study Club and was won by Mrs. Schwind.

Fort Erie Races Open July 3

With entries from leading American and Canadian stables, keen competition is assured daily during the fourteen days of racing, starting Monday, July 3, at Fort Erie across the river from Buffalo. The meet at the popular Canadian track is expected to be the most outstanding in its forty-two years of operation. There will be seven races daily, rain or shine, with the exception of Sunday. The purses offered reach a total of more than \$80,000.

The physical properties at the track are in better shape than ever. All necessary repairs have been completed and the buildings—clubhouse, grandstand, paddock, stables, etc., have been painted. The turf is in excellent shape and the track itself has been resurfaced. The roses and shrubbery for which the track is noted will be at their best during the meet.

The Inaugural Race of six furlongs will feature the opening day's card. The annual Fourth of July Stakes of one mile and a sixteenth will feature the card on Independence Day. The renewal of the race probably will attract such sterling performers as Shoeless Joe, Sir Mariboro, Mona Bell, Bunty Lawless, Teddy Haslam, Cabin Gal, William Palmer, Bit of Sorrow, and Sufferin'.

The other handicaps to be run during the first seven days include the Hamilton Handicap, set down for the third day. On the sixth day of the meeting, the renewal of the Hotel Stadler Cup Handicap is scheduled to be run over the mile and a sixteenth route.

Parimutuels at the Fort Erie track are operated under the supervision and approval of the Canadian government.

Republican Women List State Meet

Republican women will meet at Jamestown, June 25 and 26, for a statewide conference, according to announcement by the women's division of the State Committee. A Monroe County group headed by Mrs. Charles W. Wells Jr., vice-chairman of the county committee, will represent this county.

The conference was called to prepare workers for the 1940 campaign. "The ABC of election District Work" will be the subject of the political school June 26 at 10:30 a. m., with the discussion led by Assemblyman Carl Darling, Chautauqua. Republican member of the joint committee to revise election laws.

Scheduled for June 25 are a boat ride on Lake Chautauqua and a buffet supper for members of the Council of New York State Republican Clubs Inc. Plans for the conference were announced in the June issue of The Woman Republican, along with announcement that Mrs. Kenneth Power wife of the 6th Ward Republican leader, had made the honor roll of that publication for advertising matter acquired for the June issue.

Boss Bruiser Gives Pep Talk

Serious softball was the order of the day when the Curtin-Bruiser Bruisers lined up for their Tuesday night session at Cobbs Hill park.

Captain Curtin, smarting under the defeat administered by the aged Downtown Coaches at Red Wing Stadium last Thursday, gave a pep talk. Said Curtin in part: "We had them beaten, 7 to 2, right into the seventh frame. Our own generosity and kidding—to give those faltering has-beens a break—proved our undoing. I instructed Dailey to let up and give the lads a few hits, but Dailey was just to overcome with the spirit of giving and allowed nine hits in that big bad inning. There'll be no kidding in our next game and we'll take these D. T. coaches, 50 to 5."

Minute Men To Hold Annual Dance Saturday

The Washington Minute Men will hold their twenty-fourth annual dance Saturday at Manitou ball room, Manitou Beach. They expect the biggest crowd that has attended a Minute Men dance, if advance sales reports mean anything.

A lively ticket sales contest is being conducted by the following captains: Ben Tandler, D. Resnick, H. Burgeon, C. Balser and M. Atkin. The Dance Committee consists of General Chairman A. Harold Jaffey, Moe Trotter, Harry Laskin, assisted by the Floor Committee, Charles Jaffey, Dave Resnick and Ben Tandler.

CLUB ELECTS DELEGATE Mrs. Lillian W. Jockey has been elected by Townsend Club No. 1 to attend the 4th National Townsend Convention at Indianapolis, Ind., from June 22 to 25.

The Way To a Man's Heart

BY IRENE MUNTZ

Appetizers are those highly spiced little tidbits we serve with beverages or alone as the prelude to a meal. Whether you send them out on their own or as an accompaniment, they should be as gay and decorative as your ingenuity can make them. Often they are basically of very simple ingredients, such as cream cheese, or butter, spiced up with a dash of mustard, horseradish, a fish paste, chopped parsley, watercress, or green pepper.

In this case, they depend entirely on their garnish to tempt you. Red and black caviar, little pearl onions, sliced stuffed olives or simply finely-chopped, hard-cooked eggs are the most frequently used garnishes. But when they are applied with a touch of artistry they make the gayest, most tempting appearance imaginable.

You may use day-old bread cut in fancy shapes in finger, circles, triangles and diamonds to serve for the base of your appetizers. Others may be hot ones served on toast. Or you may prefer to buy the little canape biscuits in boxes at the store.

The first recipe we're suggesting is to be served as a first course at the table. You'll find it colorful and delicious and a welcome change from the familiar fruit cups, seafood cocktails or fruit juice appetizer.

CRABMEAT CANAPE
1 can crabmeat
1/2 can cream
1/2 can tomato
1/2 can celery
1/2 can bread
mayonnaise
2 stuffed olives

Flake crabmeat and remove tendons. Add celery and moisten with mayonnaise. Peel and slice tomatoes. Cut circles from slices of bread with a cookie cutter, slightly larger than the size of the tomato slices. Spread circles of bread lightly with mayonnaise. On them place the tomato slices. Season well and pile the crabmeat on top. Garnish with a slice of stuffed olive. Serve on small plates covered with paper doilies.

A very pretty variation of this recipe to be served on a canape tray with a host of other appetizers is made by peeling the tomatoes and cutting them in wedges. Remove a little of the soft pulp and pile the crabmeat (prepared as above) in the hollow. Alternate these wedges around the edges of the tray with the following:

DEVILED ANCHOVY EGGS
4 hard cooked eggs
1/2 can anchovy paste
1/2 can tomato
1/2 can celery
1/2 can bread
mayonnaise
15 to 20 vinegar

Cut hard-cooked eggs in quarters, the long way. Mash yolks and add anchovy paste, vinegar and mayonnaise. Blend

of chipped beef, roll like a jelly roll and fasten in several places with cocktail picks. Chill thoroughly in the refrigerator and slice, leaving a colorful bit of the roll on each tooth pick.

These are grand to put in the center of an appetizer tray, either stuck in a decorative ornament made for the purpose or in a perfect grapefruit, orange or apple. Another easy and delicious appetizer for this purpose may be made by cutting stuffed olives in halves. Next cut American cheese in small cubes. On a cocktail pick place half a stuffed olive, then a cube of cheese and then the other half of the olive, sandwich fashion. They're just as good as they look.

The variations for making canapes are endless. You'll find that it's fun to experiment with them and turn out exciting new flavor combinations.

HOT WEATHER AHEAD!

CHANGE NOW TO SAFE New tires

LONG EASY TERMS



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

SET YOUR OWN TERMS!

UNIT PARTS
ROCHESTER CORPORATION
1185-1223 Main St. E. Culver 250

BERGHASH Specials

Famous For Fine WINES and LIQUORS

BOTTLED IN BOND
RYE OR BOURBON
100 Proof
Why Pay \$3.49 For Bottled in Bond Whiskey, We Offer You 100 Proof—Aged, Bonded Rye or Bourbon
\$2.49 Full Quart
TRY IT! YOU'LL LIKE IT!

BOOTH'S GIN

In The Tropics It's HIGH & DRY
The Original British Formula Now Distilled In America.

Compare \$1.85 Value Be Convinced 100% Neutral Spirits Distilled From Grain
144 Large 25.6 Oz. Bottle
Case of 12 Fifties \$16.20
\$1.60 Full Quart

THE LOWEST PRICE IN ROCHESTER

CREAM O' GRAIN
2 1/2 YEARS OLD WHISKEY
STRAIGHT BOURBON
A Smooth Aged Bourbon Of Excellent Quality
We Are Offering DOZENS of Other Items On Special Not Mentioned Here!
Full Quart **\$1.59**
For a Cool—Refreshing Summer Drink Try a "Burgundy Orangeade"

PURE CALIFORNIA WINES

We are repeating last weeks special for our customers who were unable to take advantage of the bargain offered. This may be the last time below \$1.89 price! BUY NOW!

COOLING "SUMMER WINE DRINKS"
"ASK for a WINE RECIPE BOOK"
Port Claret
Tokay Angelica
Burgundy Zinfandel
Sauterne Chianti
Madeira Moscato
Barbera
White Port
Muscatel
Sherry
Reisling

MAIN 786 MAIL AND PHONE ORDERS MAIN 786 FILLED FOR \$1.00 OR MORE

BERGHASH
NEXT DOOR TO LOEW'S THEATRE
124 CLINTON AVE. SOUTH
Free Parking Opposite Our Store

LOWEST PRICES IN TOWN!

on Rochester's Greatest Stock of **CRIBS**
CLOSE-OUT Specials! Full Size Baby CRIBS \$6.98 up
Extra big values... hundreds to choose from in this Sale!
English Perambulators \$16.95 up
Look For The Electric Sign
PILLINGS 512 JOSEPH AVE. Always A Lower Price!

SAVE REAL MONEY on GOODRICH TIRES

LOW PRICES ON GOODRICH COMMANDERS
4.75x19 \$6.71 5.50x17 \$8.55
5.25x17 \$7.56 6.00x16 \$9.32
5.25x18 \$7.79
(Including your old tire) (Other sizes in proportion)

PORTABLE RADIO 4-STATION PUSH-BUTTON TUNING
Complete with Battery \$22.95
MOTOROLA AUTO RADIO \$24.95
Budget Terms To Meet Your Convenience

MARINE TIRE Supply Company
282 JOSEPH AVE. Open Evenings Until 9 P. M. STONE 2874

SAVE YOURSELF \$20.00

ON A 1939 **Thor WASHER**
\$89.50
20.00 (With Pump)
\$69.50 (with old washer)
This Week Only THOR FEATURES
G-E Motor, Automatic Pressure, Free Rolling Wringer with Underwriter's Label, Thor Super Agitator

FREE
1 ELECTRIC IRON
6 BOXES OXYDOL
1 CLOTHES BASKET
1 FILLER HOSE (With Each Washer)

FITCH APPLIANCE COMPANY
477 JOSEPH AVE. Stone 5972 Open Evenings

TRUTHFUL NEWS

THE ROCHESTER SUN, THURSDAY, JUNE 22, 1939

TRUTHFUL ADVERTISING

Mr. and Mrs. Wilmot V. Castle of Buckingham Street, are spending a week at Hot Springs, Va.

Mr. and Mrs. Harry P. Gould, formerly of Crozman Terrace, are occupying their new home in Canterbury Road.

Miss Margaret Schowe of Quaker Heights, Ohio, is the guest of her sister, Mrs. Bryan A. Rice and Mr. Rice of Bonnie Brae Avenue.

Father To Install Pastor Son

Congregation of the Zion Evangelical Lutheran Church, Grove and Stillson streets, Sunday will witness the installation of the Rev. William C. Krumwiede as assistant pastor by his father, the Rev. Dr. Walter Krumwiede, S. T. D.

The Rev. Dr. Ernest Heyd D. pastor, will deliver the installation charge to the young Rev. Mr. Krumwiede, while the Rev. Dr. Krumwiede will deliver the charge to the congregation. The new assistant pastor is a graduate of the Lutheran Theological Seminary of Philadelphia. He was ordained June 8, 1939, at the annual convention of the United Lutheran Synod of New York in Albany.

Yacht Club Sponsors Fund Raising Parties

Friday will bring the first of a summer series of bingo parties sponsored by the Payne Yacht Club at the new dance hall at Manitou Beach. The parties, which are being held in an effort to raise funds for building a new clubhouse, are open to the public.

Concert Friday At Monroe High.

With a total of nineteen selections on its program, the annual June concert of the voice classes of Monroe High Evening School will be held in the school auditorium Friday at 7:45 p. m.

A varied program of classical, semi-classical and popular numbers will be given by the beginners, intermediate and advanced classes. Some of the better-known pieces to be sung as solos, duets, quartettes and ensembles are: Verdi's "Ernani Involuntario," Handel's "Where'er You Walk," Kern's "O! Man River" and Adam's "Bells of St. Mary's."

The program made by the beginners class, which started last September, will be evident in the presentation of several difficult numbers.

There is no charge for adults and the public is invited to attend.

MEN'S FINE COMBED COTTON
CREW SHIRTS
19c
6 FOR \$1.10
Slightly Irregular
Regular 39c Value
Champion
KNITWEAR CO. 71 ST. PAUL ST.
30 Minutes Free Parking at 2 Stations: Bills, Strand and Sparks

\$18,000.00 WON

BY BINGO PLAYERS AT THE HIPPODROME

A COOL PLACE TO SPEND THE EVENING

Every Monday Night
ADMISSION ONLY **40c**

184 CLINTON AVE. N.
(Roller Dome)

Just a Step from Andrews.

JOIN THE PARADE OF WINNERS!

June Bride's OWN SALE!
Last Days This Week-End!
at Majestic
Your last chance to cash-in on this greatest furniture value ever to be offered in Rochester! No need to cramp your budget... no need to save and scrimp... \$5.00 Down will put these two completely furnished rooms into your home... and you have TWO FULL YEARS to pay, the MAJESTIC way!

2 YEARS TO PAY

Complete 2-ROOM OUTFIT \$158
REGULAR \$220.00
ONLY \$5.00 DOWN!
15 Pc. Living Room Outfit \$79
Created by our decorators, to give your living room that charming, comfortable "lived in" look, with major pieces that are luxuriously comfortable in deep toned rich colors. The accessories are skillfully chosen. Here is what you get:
● Big Sofa ● Magazine Rack End Table
● Wing Chair ● Two Lamp Tables
● Lounge Chair ● Bridge & Floor Lamp
● Coffee Table ● Two Table Lamps

9 Pc. Bedroom Outfit \$79
Smartly modern, with "waterfall" fronts, and smart contrast secured by the skillful use of expensive veneers. A suite that you'll be proud to have in your home, with everything listed below included:
● Bed ● Spring ● Night Table
● Chest ● Mattress ● Chintz
● Dresser ● 2 Pillows ● Boudoir Chair

Low RENT SPECIAL
Reg. \$17.95
INNERSPRING MATTRESS
A nationally-known brand and the lowest price at which such a quality mattress has ever been offered... to demonstrate the savings obtainable at MAJESTIC's low-rent location!

\$8.95
THIS WEEK-END

OPEN EVERY EVENING
MAJESTIC FURNITURE COMPANY
204 COURT ST. Out of the High-Rent District
Just a Step From Clinton

FREE DELIVERY ON ORDERS OF \$3.00 OR MORE
Miracle FOOD MARKET
694 LAKE AVENUE
OPEN FRI. & SAT. EVENING
OPEN EVERY EVENING
to Help You Save Money on Foods!
MIRACLE MARKET is open until 9 P. M. every evening. Store opens at noon on Monday, Tuesday, Wednesday and Thursday. Usual 8 A. M. to 9 P. M. store hours on Friday and Saturday.

COUPON
SPRY
3 lbs. **45c**
1 LB. 18c
With This Coupon

CHASE & SANBORN COFFEE
21c lb.

PHILLIPS SOUPS
4c can
Most Varieties

DOMINO SUGAR
10 lbs. **44c**
when purchased with 4-oz. Box of Black Pepper at 10c

RED PKG. SUPER SUDS
Giant Size **13 1/2c**

RINSO Large Pkg. **17c**
CERTO Fruit Pectin **19c**
JAR RUBBERS 3 Pkgs. For **10c**
Kool-Aid 3 Pkgs. For **10c**
MISS LOU FANCY SHRIMP Can **11c**
DR. PHILLIPS GRAPEFRUIT 3 No. 2 Cans **25c**
MEDFORD MUSTARD Full Pint **7 1/2c**
FANCY N. Y. STATE SAUERKRAUT No. 2 1/2 Can **5c**
SOLID PACK N. Y. STATE TOMATOES 3 No. 2 1/2 Cans **25c**
HERSHEY CHOCOLATE SYRUP 3 Cans For **25c**
SPAGHETTI or MACARONI 4 Lb. Box **21c**
SUPER STRONG WAX PAPER Large 125 Foot Roll **10c**
REGULAR 10c
Tomato Juice Full 20-Oz. Can **6c**

Muenster CHEESE - lb. **14c**
Danish - Blue (Imported) CHEESE lb. **35c**
Arpeko Print LARD, 3 lbs. **23c**
Heinz Dill PICKLES doz. **19c**
N. Y. State Sharp CHEESE - lb. **23c**
Firm Ripe TOMATOES, lb. **10c**
Sweet Tender Home Grown PEAS lb. **6c**
Thin Skinned 300 Size California LEMONS .. doz. **25c**
Tender Home Grown ASPARAGUS, bch. **5c**
Firm Ripe BANANAS, doz. **15c**

Fancy Wheat Fatted Hen or Tom TURKEYS 3 to 25 Pounds lb. **27c**
Boneless Rolled Fillet of VEAL ROASTS lb. **21c**
Milk Fatted Young Roasting CHICKENS 1 1/2 to 4 lb. Avg. lb. **22c**
Home Dressed BROILERS 1 1/2 to 2 lbs. lb. **25c**
Cut from U. S. Inspected Young Steers BEEF ROASTS lb. **15c**
Sugar Cured Young Steer Boneless Brisket CORNED BEEF lb. **21c**
Arpeko Rindless Sliced BACON ... lb. **23c** | **Sugar Cured-In Piece BACON** ... lb. **17c**
Tender Steer SIRLOIN STEAKS ... lb. **27c**

CHICKEN PARTS
Chicken Breasts, lb. **43c** | **Chicken Wings** ... lb. **23c**
Chicken Legs ... lb. **35c** | **Chick. Necks**, 2 lbs. **25c**
Chicken Livers, lb. **35c** | **Chicken Giblets**, lb. **19c**

39 Ro
Men T
With C

Thirty-nine men will mar training camp in July.

Ordered to for Fort DuPo Rochester office Reserve. Lieut Beckert, 271 R and Jesse Thol Avenue. They forty-eight of York, Nek Jera Thirty-seven bers of the Training Corps with 679 other training at Fort are:

John D. Pott William T. Pri Rathburn, Doi Frank Reitz, F Ronald W. R Ricigliano, Jan non N. Rogers, erford, Milto Milline P. Sche lam S. Schiefe ler, Louis G. S seyle, Richa George H. Stra taglio, James J yalove, Peter I walker, William Clarence P. W Winterroth, Cl Alex T. Zaene J. Zak, William W. Zollweg an Summer trai Second Corps New York, New ware, will tra 50,000 men dur August at Gov Figures inclu students, 5,200 ers, 3,200 mem ized reserves, 1 members and guardsmen.

Field Mass Sunday at C

A Military f celebrated by James E. Kear Catholic Dioc in Holy Sepul Sunday mornin The Mass w deceased me Knights of S Ladies Auxilia Lending a sphere to the the entire Ro of the Knights forms and th teams all fur to the Bishop alistical party

ROC Silver

LESS THAN REGULA

Coupon Rede ter Sun Office ing, or at the

JOSEPH AY 233 J BEL-AIR 1462 M CARR R Genesee FINE'S 199 KEY DR 92 Ma 170 N 546 Monroe MANDELA Fortlan SILLER'S 415 T RUDNER 669 SMALLIN 221 H

Knife, Fork and Teaspoon

Here's your ROGERS SILV SUN office, 41 any of the sta

Name ...

Address ...

B I West A Corner West Every Mon 23 GA 8 P.

FUR RECON
Re-upholsterin Suites re-cover 425 So. Coe Cogan

Textile U

39 Rochester Men Train With C.M.I.C.

Thirty-nine Rochester area men will march off to army training camps this month and in July.

Ordered to leave next Sunday for Fort DuPont, Del. are two Rochester officers in the Army Reserve. Lieutenants John E. Beckert, 271 Rosewood Terrace, and Jesse Thomas Jr., 78 Magee Avenue. They will be among forty-eight officers from New York, New Jersey and Delaware.

Thirty-seven Rochester members of the Citizens Military Training Corps will leave July 5 with 679 others for a month's training at Fort Niagara. They are:

John D. Potter, John T. Pray, William T. Price Jr., James R. Rathburn, Donald W. Reeves, Frank Reltz, Frank A. Reynolds, Ronald W. Richardson, Nick P. Ricigliano, James W. Robb, Vernon N. Rogers, Thomas A. Rutherford, Milton H. Sapperstone, Millie P. Schenck, Jr., William S. Schiefel, Jack T. Scheyler, Louis G. Scipione, Robert L. Seeley, Richard M. Stillman, George H. Strauch, Fred J. Tagliolo, James M. Tiefert, Natalie Valone, Peter R. Verzillo, Roy G. Walker, William H. Wanamaker, Clarence P. Willis, Herbert W. Winterroth, Clarence J. Zablosky, Alex T. Zaenichewski, Theodore J. Zak, William R. Zimmer, Earl W. Zollweg and Henry S. Zona.

Summer training camps of the Second Corps Area comprising New York, New Jersey and Delaware, will train approximately 50,000 men during June, July and August at Governors Island. Figures include 600 R. O. T. C. students, 5,200 C. M. T. C. enrollees, 3,200 members of the organized reserves, 14,000 regular army members and 27,000 national guardsmen.

Field Mass Listed Sunday at Cemetery

A Military Field Mass will be celebrated by the Most Rev. James E. Keeney, bishop of the Catholic Diocese of Rochester, in Holy Sepulchre Cemetery on Sunday morning at 10 o'clock.

The Mass will be offered for deceased members of the Knights of St. John and the Ladies Auxiliaries.

Lending a military atmosphere to the services will be the entire Rochester Regiment of the Knights in full dress uniforms and three Auxiliary drill teams all furnishing an escort to the Bishop and the ecclesiastical party.

ROGERS Silverplate

LESS THAN 1/2 REGULAR VALUE

Coupon Redeemable at Rochester Sun Office, 419 Burke Building, or at the following Stations:

JOSEPH AVE. PHARMACY
233 Joseph Ave.
BEL-AIR PHARMACY
1402 Monroe Ave.
CARR PHARMACY
Genesee, cor. Brooks
FINE'S PHARMACY
159 Park Ave.
KEY DRUG STORES
92 Main St., East
170 N. Goodman
546 Monroe, near Goodman
MANDELL PHARMACY
Portland, cor. Norton
SILLER'S PHARMACY
615 Thurston Rd.
RUDNER DRUG STORES
669 N. Clinton
SMALLINE PHARMACY
221 Ridge Road

Knife, Fork And Teaspoon 54c \$1.25 Value

Here's your coupon for your ROGERS SILVER. Bring it to the SUN office, 419 Burke Bldg., or to any of the stations listed above.

Name
Address

BINGO
West Avenue Manor
Corner West Ave. & Hancock St.
Every Mon. Wed. & Fri.
23 GAMES for 25c
8 P. M. Sharp

FURNITURE RECONDITIONED
Re-upholstering, Refinishing 2-pc.
Sofas re-covered in Friscoette cloth
\$28.50. Occasional Chairs, \$20.00;
Crown Chair, \$15.00.
Textile Upholstering Co.
MAIN 4433

New Blue Buses Give Real Comfort



The first five buses in the new Blue Bus "Luxury Fleet," which recently started regular operation over the Rochester-Batavia-Buffalo route, are meeting with an enthusiastic reception, according to L. H. Schultz of

Batavia, president of the Blue Bus Line. The seating arrangement provides log-room, and foam-rubber cushions, seat-backs and head-rests invite complete relaxation during the ride.

Rochester Inventors Granted Patents

Six patents to Rochester and district inventors were granted by the U. S. Patent Office. The list compiled by Frank Kelper, patent attorney, follows:

Oscar S. Field, detachable electrical connector (three claims), assigned to General Railway Signal Company, Dewey

M. Kennedy, infant's bathing device (ten claims); Wade H. Richard, coded train control system for railroads (four claims), assigned to General Railway Signal Company.

Jacob J. Spitz, beverage cooler for bars (fourteen claims); Harold C. Valsey, pocket knife (one claim), assigned to Hickock Manufacturing Company, Inc.; George A. Steuber, freight car body (design), assigned to Dispatch Shops, Inc., East Rochester.

GIRL SCOUT AWARDS

Annual Court of Awards of Girl Scout Troop 112 will be held Friday evening in Corn Hill Methodist Church, Edinburgh Street and Plymouth Avenue South. Mothers of the scouts will be guests of honor.

City of Rochester Circle 882, C. F. of A. will hold a short meeting followed by game party at Union League Hall tonight. The public is invited to attend.

ACHER'S SAVE WITH COUPONS

ALL COUPONS GOOD ONE WEEK

THURSDAY, JUNE 22ND THRU WEDNESDAY, JUNE 28TH

COUPON Good Thurs. thru Wed. Palmolive SOAP 5c	COUPON Good Thursday Thru Wednesday Charlie McCarthy SUCKERS 7c 11 Flavors	COUPON Good Thurs. thru Wed. Adhesive 2 for TAPE 5c 1/2"x2 1/2" yds.
COUPON Good Thurs. thru Wed. O.K. LAUNDRY SOAP 5c	COUPON Good Thursday Thru Wednesday Toy Sprinkling CANS 5c each	COUPON Good Thurs. thru Wed. Petroleum 2 for Jelly 5c
COUPON Good Thurs. thru Wed. IRON CORDS 9c each	COUPON Good Thursday Thru Wednesday Lead Pencils 7 for 5c	COUPON Good Thurs. thru Wed. BIAS TAPE 2 for 5c 8 yd. piece

WATCH OUR E. MAIN ST. WINDOWS FOR REAL VALUES!

ACHER'S BARGAIN ARCADE

Phone Stone 1880-1881-1882
387 MAIN ST. E. NEAR GIBBS STREET
Rights Reserved To Limit Quantities

Open Every Night
Until 9 P. M.
Free Parking
At the Gibbs St.
Station

DON'T TELL YOUR WIFE! BUY A BENDIX

FOR HER, AND

Let BENDIX Do Her Dirty Work

Stop her slaving over the old-fashioned wash machine in the summer time.

FREE WASHING IN YOUR HOME

Without obligation to you, and at no cost, the following dealers are authorized to make you a special proposition with FREE installation and FREE trial this week. Phone them today.



Washes—Rinses—Damp Dries Automatically

ALHART ELECTRIC CO.
1149 Culver Rd.

I. S. HUNT CO.
390 Thurston Rd.

FRENCHMAN & SWEET
368 State St.

PEERLESS RADIO SERVICE
1054 Dewey Ave.

BINGO \$10,000.00 HAS BEEN GIVEN AWAY

FREE ENTERTAINMENT! — FREE AIRPLANE RIDES!
At 7:15 P. M. Bingo Starts At 8 P. M. Sharp

ADMISSION ONLY 25c

THURSDAY - FRIDAY - SATURDAY
Hollywood Bingo Hall

Just a Step From Kodak 35 PULLMAN AVE. Off Lake Ave. At Ridge Rd.



Latest Models . . .
Perfect Gifts For Graduation!

Buys What Your Home Needs

- Stoves • Appliances
- Automobile Tires

Boys! FREE Girls!

BRAND NEW BOY'S GIRL'S

BICYCLE

Given With The Purchase of a New

GIBSON

FREEZ-R SHELF Refrigerator

We've made dozens of Rochester boys and girls happy with these beautiful new bicycles . . . and fully as happy, have been the mothers, fathers, aunts, uncles or friends who purchased one of the new GIBSON Freez-R Shelf Refrigerators . . . the refrigerator that REALLY keeps perishable food FRESH! See it at UNION this week-end . . . and see why you need pay no more than UNION'S low price for all that modern refrigerating science can offer!

\$1 DOWN - 3 Years To Pay

For Everything You Want In a Modern Refrigerator . . . At a Price You Can Afford

GIBSON

BIG 6-CUBIC FOOT
ALL-STEEL CONSTRUCTION

\$99.95



THE ONLY BIG SIX CUBIC FOOT, ALL STEEL HERMETICALLY SEALED REFRIGERATOR IN ALL AMERICA, SELLING FOR LESS THAN \$100!

Be skeptical when you come to UNION! Think of all the things you want in a modern refrigerator . . . then think how much such a refrigerator would usually cost. When you see this beautiful new GIBSON, you'll say "Here it is" . . . and for far less than you thought you'd have to pay! Inspect GIBSON from top to bottom. Compare it with refrigerators selling for \$50.00 more!! It's the biggest value on the market today . . . and to that you will agree, once you've seen it!



- ★ Approved By Good Housekeeping
- ★ Makes More Ice Cubes Faster
- ★ Sealed, Thrifty Mechanism
- ★ All-Steel, Triple Sealed Cabinet
- ★ Keeps Perishable Foods Fresh!

SERVE YOU ★ 114 WEST COMMERCIAL STREET EAST ROCHESTER

TRUTHFUL NEWS

THE ROCHESTER SUN, THURSDAY

PAGE EIGHT

THE ROCHESTER SUN, THURSDAY, JUNE 22, 1939

Mr. and Mrs. Wilmot V. Castle of Buckingham Street, are spending a week at Hot Springs, Va.

Mr. and Mrs. Harry P. Gould, formerly of Crosman Terrace, are occupying their new home in Canterbury Road.

Miss Margaret Schowe of Quaker Heights, Ohio, is the guest of her sister, Mrs. Bryan A. Rice and Mr. Rice of Bonnie Brae Avenue.

Father To Install Pastor Son

Congregation of the Zion Evangelical Lutheran Church, Grove and Stillson Streets, Sunday will witness the installation of the Rev. William C. Krumwiede as assistant pastor by his father, the Rev. Dr. Walter Krumwiede, S. T. D.

The Rev. Dr. Ernest Heyd D.

D., pastor, will deliver the installation charge to the young Rev. Mr. Krumwiede, while the charge to the congregation. The new assistant pastor is a graduate of the Lutheran Theological Seminary of Philadelphia. He was ordained June 1939, at the annual convention of the United Lutheran Synod of New York in Albany.

MEN'S FINE COMBED COTTON CREW SHIRTS



19c

6 FOR \$1.10
Slightly Irregular
Regular 39c Value

Champion
KNITWEAR CO. 71 ST. PAUL ST.

30 Minutes Free Parking at 3 Stations: Hills, Strand and Spark

\$18,000.00
BY BINGO PLAYER
HIPPODROME
A COOL PLACE TO SPEND THE

Every Monday Night
ADMISSION ONLY **40c**



June Bride's OWN SALE!
Last Days This Week-End!

at Ma

Your last chance to furniture value ever! No need to Down will furnish



Complete **\$158**
2-ROOM OUTFIT
REGULAR \$220.00

ONLY \$5.00 DOWN!

15 Pc. Living Room Outfit **\$79**
Created by our decorators, to give your living room that charming, comfortable "lived in" look, with major pieces that are luxuriously comfortable, in deep toned rich colors. The accessories are skillfully chosen. Here is what you get:

- Big Sofa
- Wing Chair
- Lounge Chair
- Coffee Table
- Magazine Rack End Table
- Two Lamp Tables
- Bridge & Floor Lamp
- Two Table Lamps

9 Pc. Bedroom Outfit **\$79**
Smarter modern, with "waterfall" fronts, and smart contrast secured by the skillful use of expensive veneers. A suite that you'll be proud to have in your home, with everything listed below included:

- Bed
- Chest
- Dresser
- Spring
- Mattress
- 2 Pillows
- Night Table
- Chintz Boudoir Chair

OPEN EVERY EVENING

MAJESTIC FURNITURE COMPANY
204 COURT ST.
Just a Step From Clinton Out of the High-Rent District

DOLAN'S

MEATS — GROCERIES — VEGETABLES
600 JEFFERSON AVE.
We Deliver Phone Genesee 1417

Tender Young Genuine Spring

LEGS OF LAMB

Here's the kind of a meat value that brings people from all over town to DOLAN'S MARKET!

23c lb.

Tender, tasty mild-flavored lamb... GUARANTEED Spring yield! Serve a leg for Sunday's dinner.

Prime Beef POT ROAST	Whole or Half COOKED HAM	Boneless PORK ROAST	Tender Milk Fed - Young FOWL
15c lb.	27c lb.	19c lb.	19c lb.

GROCERY SPECIALS!

Household Vac. Packaged GOLDEN BANT. CORN, CAN. Miracle Whip SALAD DRESSING, etc. For James and Jellies! 2-8 oz. bottles FRESH BUTTER GRADE "A" EGGS dozen

COUPON

SLICED RINDLESS BACON With This Coupon **19c**

Buy the Cuts of CHICKEN You Prefer!

Legs .1b. 35c Livers .1b. 45c Neck .1b. 18c Breasts .1b. 45c Wings .1b. 25c Giblets .1b. 15c

Every Friday Evening FREE BAND CONCERT & BINGO

(8 o'clock) BY AND FOR (8:30 P. M.)
SLAGER BAND, AMERICAN LEGION
Everybody Welcome Bring Your Friends
TICKETS \$1.00 NO EXTRA CHARGES

\$1000 - IN PRIZES - \$1000
No Special Tickets Sold
GRAND PRIZE CHOICE OF

'39 Plymouth Sedan, L. S. Wolk, Inc. \$725.00
'39 Chevrolet Sedan, by Central Chevrolet \$740.00
'39 Studebaker Ch. Cl. Sed., Rochester Mtrs. \$748.00
OR CASH \$500.00
and 20 Cash Games \$10.00 to \$50.00
We Have Always Paid More in Prizes Than We Have Advertised.

850 HUDSON AVENUE
Formerly Holtz Clothing Factory Hudson near Ave D.
FREE PARKING FOR 1,500 CARS

WAREHOUSE SALE

Shipments Consisting of **\$25,000** First Quality Worth Of Brand New **TIRES**
ORDERED SOLD BY ORDER OF THE SHIPPER
All tires are first quality, fresh stock, serial numbered and carry our written guarantee.
Generals Goodyears Mohawks FIRESTONES — U. S. ROYALS — GOODRICH
Get Our Low Prices on These Popular Make Tires
SALE NOW GOING ON IN THE

SCHANTZ WAREHOUSE

UP TO **40% OFF**

LOCATED IN THE JOS. A. SCHANTZ STORAGE BLDG. 253 ST. PAUL CORNER CENTRAL AVE.



LOOK THESE PRICES OVER ON OTHER STANDARD QUALITY TIRES

4.40-21	Heavy Duty
4.50-20	\$3.95
4.50-21	
5.00-19	Heavy Duty
4.75-19	\$4.50
5.50-17	Heavy Duty
5.50-18	\$6.45
5.50-19	
5.25-18	Heavy Duty
5.25-19	\$5.50
5.25-20	
6.00-16	Heavy Duty
6.25-16	\$5.99
7.00-18	\$8.95
6.50-18	\$10.95

PAINT \$1.00
All Makes A Gallon

Standard Quality **TRUCK TIRES**
36x8 H. D. 8-Ply \$12.50
32x8 H. D. 10-Ply 17.50
32x8 H. D. 8-Ply 16.95

Open Sunday 9 A. M. to 1 P. M. **CONSOLIDATED TIRE SALES** 253 St. Paul St., Cor. Central Ave. Open 10 to 8 P. M.

DAVENPORTS CLEANED

All types of upholstered furniture cleaned by our exclusive process. All work guaranteed. **\$6.00**

BLANCHARD STORAGE CO. Inc.
CLEANING DIVISION
MAIN 1030 MAIN 7021

BINGO FRIDAY NITE JUNE 23rd

Benefit—Payne Beach Yacht Club
\$100 GRAND PRIZE 20 OTHER CASH PRIZES

at MANITOU BEACH DANCE HALL
Play Bingo in Comfort, Where the Cool Lake Breezes Blow.

MANITOU BEACH-FRIDAY NITE
Tickets 99c—No Extras—Free Parking

Nationally Advertised REFRIGERATORS

Less Than **10c** A Day

Due to the cooperation of a group of national manufacturers, we are able to make this special.

COMBINATION FREE OFFER

YOUR CHOICE!
\$49.95 Washer
\$49.95 Gas Range
\$49.95 Radio
\$49.95 Set of Tires

GIVEN absolutely without charge with the purchase of a new 1939 refrigerator at any of the three Kominz stores.

BOTH FOR **\$149.95**

No Down Payment As Little As 50c Weekly

2 for 1 SALE - TIRES

First grade tires, guaranteed for 18 months against all road hazards. Prices include your old tires.	4.75x19 two for 11.45	5.25x18 two for 13.35	5.50x17 two for 14.65	6.00x16 two for 15.95	6.50x16 two for 19.35
--	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Special! 6.00 x 16 U. S. ROYAL Goodyear 6-100 Goodrich Silvertown **\$9.95** exchange Regular \$15.95

KOMINZ TIRE CO.

NOW THREE STORES OPEN EVERY EVENING

468 Ridge Rd. W. | 182 Monroe Ave. | 417 Monroe Ave. At Decey Ave. | At Savannah St. | At Averill Ave.

JUNE ODD LOT SALE RUBEROID

ROOFING & SIDING

Real super-bargain prices... not all colors, but enough for one large or two small jobs!

FREE FRANK BUCK'S

Tropical Hats

FREE Estimate for complete job... both labor and materials. All quotations subject to prior sale of stock.

Phone for FREE Estimate... Easy Terms... Only \$5.00 a Month!

ODD LOT of Shingles \$1.00

A special low price on limited quantity. Material only!

KEMP Roofing Co.
331 W. MAIN STREET
Phone Main 1786

\$1 Down and \$1 Weekly at

UNION

286
EAST
AVE.

Buys What Your Home Needs

- Furniture • Refrigerators
- Oil Burners • Radios

- Stoves • Appliances
- Automobile Tires

A WHOLE LIVING ROOM

5-Pieces For Only



\$39⁹⁵ **PAY \$1⁰⁰ DOWN**

- ★ Davenport and Chair
- ★ Coffee Table
- ★ Modern End Table
- ★ Lamp and Shade

This is the suite that's made UNION the friend of many a June Bride! 100% hand-tailored, it's a big, deep-sprung, extra comfortable suite with sagless construction throughout. And at UNION this week-end, you'll get a whole living room full of furniture for less than the usual cost of the suite alone! A SINGLE DOLLAR WILL PUT IT IN YOUR HOME!



- STATELY STANDING 6-WAY
INDIRECT LAMP **\$6⁹⁵**
- FINELY FINISHED NEW
OCCASIONAL CHAIR **\$6⁹⁵**
- MODERN STYLE CHROME
ASH STANDS ea. **98^c**
- ORIENTAL TYPE
THROW RUGS ea. **99^c**
- JUST 50 REBUILT FAMOUS
VACUUM CLEANERS **\$5⁹⁵**



Extra
Special!
Nationally Known
Innerspring MATTRESS \$8⁹⁵
Coil Springs, \$5.95



BEDROOM SUITE
\$49⁹⁵

You know the quality of Jamestown furniture! This Jamestown suite is no exception. The beautiful burr-walnut veneers are hand-rubbed. It contains all those fine furniture features you've never seen in a suite at this low price! A typical UNION special!

Union Sells Modern
GAS RANGES
FOR AS LOW AS
\$39⁹⁵
ONE DOLLAR DOWN AND WEEKLY

Be Safe on New Tires

All Standard Makes!

Don't risk your life and the life of your family on unsafe tires because you lack cash! At UNION you can choose from the most popular standard makes... and buy with NO MONEY DOWN... and as little as ONE DOLLAR PER WEEK! Re-tire your car this week-end... and be safe for the Summer.

**FIRESTONE - GOODYEAR
GOODRICH - U. S. ROYAL**

No Payment Down

And Only **\$1⁰⁰ Per Week**



**OWN A GENUINE
AUTOMATIC WASHER**

REGULAR \$69.95

For exclusive and outstanding features of real merit and value the AUTOMATIC Washer has been a leader for 29 years. Come in compare its features with washers costing many dollars more—You'll appreciate this Extraordinary Saving!

\$39⁹⁵

\$1 DOWN—\$1 WEEKLY!

UNION
TIRE COMPANY
MAIN STORE
286 EAST AVENUE

OPEN
EVENINGS
UNTIL
10 P.M.

OPEN
SUNDAYS
UNTIL
NOON

- ★ Approved By Good Housekeeping
- ★ Makes More Ice Cubes Faster
- ★ Sealed, Thrifty Mechanism
- ★ All-Steel, Triple Sealed Cabinet
- ★ Keeps Perishable Foods Fresh!



Latest Models...
Perfect Gifts For
Graduation!

We've made dozens of Rochester boys and girls happy with these beautiful new bicycles... and fully as happy, have been the mothers, fathers, aunts, uncles or friends who purchased one of the new GIBSON Freez-R Shelf Refrigerators... the refrigerator that REALLY keeps perishable food FRESH! See it at UNION this week-end... and see why you need pay no more than UNION'S low price for all that modern refrigerating science can offer!

\$1 DOWN - 3 Years To Pay

For Everything You Want In a Modern
Refrigerator... At a Price You Can Afford

GIBSON

**BIG 6-CUBIC FOOT
ALL-STEEL CONSTRUCTION**

\$99⁹⁵



**THE ONLY BIG SIX
CUBIC FOOT, ALL STEEL
HERMETICALLY SEALED
REFRIGERATOR IN ALL
AMERICA, SELLING
FOR LESS THAN \$100!**

20 SOUTH MAIN ST., FAIRPORT, N. Y. ★ 3 BIG STORES TO SERVE YOU ★ 114 WEST COMMERCIAL STREET EAST ROCHESTER

Men Who Want to Keep UP Appearance, and Keep DOWN Costs

Come to the Jobbing House for

SPORTS APPAREL

Choose from Rochester's greatest selection of Summer sports apparel

Reg. 45c Value Crew Neck **POLO SHIRTS** 4 for \$1

Reg. \$1.19 In-or-Out **SPORTS SHIRTS** 79c

Wearable tucked-in like a shirt, or out of the pants, as a sports jacket.

SANFORIZED SLACKS 89c to \$2.59

100% Pure Wool **SWIM TRUNKS** 85c to \$1.29 Value

The biggest swim-trunk value in town! Built-in supporter, belt, side-stripe and flap pocket!

Others to \$2.48!

SWIM SUITS \$3.00 & up! 100% pure wool with detachable zipper-top. **\$1.69**

THURSDAY - FRIDAY - SATURDAY ONLY!

GENUINE LEATHER MOCCASINS

A new shipment to replace last week's complete sell-out! Genuine leather - comfort real Indian. Reg. \$2.50 **\$1.39**

STONE 2260

OPEN EVERY EVENING TILL 9 UNRESTRICTED PARKING

Rochester Jobbing House
159-161 JOSEPH AVE. COR. NASSAU ST.

Jimmy Fidler in HOLLYWOOD

HOLLYWOOD, — I like to sit in the barroom of the Vine Street Derby and watch the wheels of the Hollywood caste system go round. In will swagger one of our big-shot men about town — and as he swaggers, he carefully appraises the acquaintances he must greet.

Unimportant folk he knows with a condescending, very casual nod and a certain I'm-not-sure-who-you-are-but-I-suppose-I've-met-you look. The in-betweeners rate a quick smile, timed perfectly to suit their social standing, and a somewhat vague "Hyuh."

The top-notchers, if any happen to be present, are honored by an enthusiastic back-slapping, hand-pummeling and a flood of "Old-boy-old-boys!" It's all worked out with the precision of naval etiquette — each man gets a salute of exactly as many guns as he is entitled to, and no more.

The same system is in force throughout Hollywood. When visitors tour a studio, their treatment depends entirely upon the entertainment of their importance. When a new star trains in, the reception committee is big or small to match the new arrival's fame. One major studio publicity chief used to designate the station-greeting to be given incoming celebrities as either a "No. 1," "2" or "3" reception. For a No. 1 only one underling from the publicity department and any aged studio car was needed. A No. 2 called for the presence of at least one photographer. A No. 3 included every available celebrity on the lot, every press representative who could be persuaded to attend, all the photographers on the studio payroll, and a parade of imported motors.

Few Hollywoodites are courageous enough to disregard the caste system.

IDOL CHATTER: Beats me

money, he said, could induce him to part with his best friend.

THE HOLLYWOOD PARADE: Frances Marion, ace scenarist and my nominee for the title of Hollywood's most tireless worker. Miss Marion is such an enthusiastic piano student that she takes her teacher with her on her occasional European tours rather than miss one of her daily lessons. . . . Erik Rhodes. In addition to being a very fine character actor, Mr. Rhodes is also a star distance swimmer — a fact the more remarkable when you consider the difficulty most Hollywoodites have in keeping their heads above water.

Say You Saw It In The "SUN"

Mr. and Mrs. Charles T. De Puy of Clover Road, entertained at a cocktail party on Saturday in their home before the dinner dance at the Country Club of Rochester.

SPIRITUALIST SERVICES

Services will be held at the Spiritualist Church of The Divine Inspiration, 251 Hawley St., June 25, at 3, 7, and 8 p. m.

Mrs. Norman R. Olley of Council Rock Avenue, and Mrs. Leland D. Judd of Highland Avenue, entertained at luncheon and bridge on Tuesday at Monroe Golf Club.

A Leader for 17 Years!

Special! BRAND NEW, FULL-FAMILY SIZE Universal Cooler Electric REFRIGERATOR \$99.50

With the famous thrift unit that has stood the test of time . . . and uses less current than any other electric refrigerator.

\$139.50 Value . . . You Save \$40

\$5 DOWN! — 3 Years to Pay SEE IT BEFORE YOU BUY!

SMITH & HIRSCHMANN
Open Evenings 79 STATE STREET Corner Church

WANT ADS

FURNITURE

NOLAN'S. Save 4 on upholstered furniture. Our own factory! All styles! Occasional chairs, \$2.50; English cognole, \$15.00; 2-pc. suites, heavy modern velvet covers, \$49.75. Guaranteed 5 years! 420 State St. Open evenings.

NOLAN'S trade old furniture on new! Main 4633

NOLAN'S Reconditioned furniture Basement: 3-pc. living room suites, \$10.00; \$15.00; \$22.50; lounge chairs, \$4.00; Davenport, \$3.00; Gas stove, \$5.00; Ice boxes, \$1.50; Combination ranges, \$10.00; Library tables, \$2.00; Summer bed, spring and mattress, \$5.00; inner-spring mattress, \$2.00; Fold-down cot, \$1.00; Mahogany dresser, \$7.50; Dining table, \$6.00; Princess vanity, \$7.00; Occasional table, \$6.00; 40 St. & 41st. Street. Open evenings.

NOLAN'S Used Stoves. Combination of coal, kerosene, \$10.00; Gas ranges, \$9.00; Over stoves, \$2.00; 420 State St.

NOLAN'S New stoves direct from factory. Beautiful all white enamel. Hungry gal range, \$29.50; Combination, \$29.50; Tabletop gas ranges, all enamel \$27.50. 420 State St. Open evenings.

NOLAN'S. Genuine Felt base rugs, \$12.13. Floor covering 24 sq. yd. Inlaid 420 State St.

NOLAN'S. Genuine Felt base rugs, \$12.13. Floor covering 24 sq. yd. Inlaid 420 State St.

INNEK spring mattresses \$5.95; cotton \$3.00; floor & table lamps 50c. Fahrre's, 134 North Plymouth Ave. Open evenings.

GAZ Stoves, \$4.00; Combination Stoves \$15.00; Washing machines, \$10.00; Thor Ironing Machine, \$12.00; Fahrre's, 134 North Plymouth Ave. Open evenings.

CHIEFS of drawers \$4.00; Dressers \$4.00; Floor & table lamps 50c; Occasional chairs \$2.00; Living Room Suite \$10.00. Fahrre's, 134 North Plymouth Ave. Open evenings.

REDS, \$3.00; Flat springs, \$1.50; Single coil springs, \$4.00; Double Coil Springs, \$6.00. Fahrre's, 134 North Plymouth Ave. North. Open evenings.

ROLL top desk \$10.00; Oak letter & document file \$8.00; Bookcase desks \$2.50. Fahrre's, 134 North Plymouth Ave. North. Open evenings.

PORCELAIN top tables \$4.00; Walnut bedroom suite \$25.00; Dining room suit \$15.00; China closets \$3.00. Fahrre's, 134 North Plymouth Ave. North. Open evenings.

FELT base linoleum 30c per sq. yd.; Heavy felt base linoleum 50c per sq. yd.; 2pc. 6x9 rugs \$1.75; 9x12 rugs \$2.25; rug border 30c running yard; Hall runner 22c running yard. Fahrre's, 134 North Plymouth Ave. Open evenings.

Drug Specials

TODAY THRU SUNDAY AT THE BIG . . .

KEY DRUG STORES

470 N. GOODMAN
92 E. MAIN
546 MONROE

THREE STORES CUT RATE

LOOK

CARBONA
White Shoe Polish
25c Size **9c**

KEY PRICE CUTTERS

50c Doz. 4 for 17c

Ready ADHESIVE BANDAGES
16 for 5c

Adhesive Tape
Reg. 10c 1/4" x 25 yds.
2 for 9c

BANDAGE
2" x 10 yds.
Reg. 10c
2 for 9c

LOOK

TOILET TISSUE
1000 Sheets
3 for 10c

EXTRA BARGAINS

BORDEN'S MALTED MILK
1 lb. can
5-7c. can **\$1.19**

WHEAT GERM
1 lb. **29c**
4 lbs. **\$1**

Noxzema Cream
Boudoir Size
Reg. 75c **49c**

SHOE SHINE KITS
Polish, Cloth, Dauber
8c

Dr. West's TOOTH PASTE
40¢ SIZE
2 for 40¢

Alka-Seltzer
For Quick Relief Of HEADACHES, COLDS, SOUR STOMACH, ACID INDIGESTION, AND MORNING MISERY
Lge. Size **49c**

NEW LIQUID DENTIFRICE PEPSODENT!
Every drop CONTAINS IRIUM
25¢ SIZE **23c**
50¢ SIZE **39c**

DETECTO
Bathroom Scale
Weights to 250 Pounds
\$1.77

35c ITALIAN BALM
20c DRESKIN COOLIES
55c Value.
Both for **29c**

WILLIAM'S Scented TALCS
Reg. 25c **11c**

Baby Bottles
8 oz. Reg. 5c
3 for 5c

FEENAMINT
Reg. 25c **19c**

DRENE SHAMPOO
\$1.00 Size **79c**

LOOK

SACCHARIN
Tablets 1/4 or 1/2 Gr.
Bottle of 1,000 **53c**

Johnson's FOGGY EYE
Reg. 25c **14c**

Taylor Household Thermometer
Reg. 25c **14c**

ELECTRIC IRON CORDS
Reg. 25c **11c**

ASPIRIN TABLETS
2 in. of 12 **2c**

BUGLER CIGARETTE MACHINE
and 2 PACKS of BUGLER TOBACCO
35c Value All For **23c**

CIGARETTES
Lucky Strike
Camels
Chesterfield
Old Golds
Raleigh
\$1.11 carton

LIBERTY SERVICE STATIONS
Makes You Another Sensational OFFER!

Free

Your Choice
This Beautiful, Regular 60c, Wm. A. Rogers SILVER PLATED

PICKLE FORK
Guaranteed by ONEIDA, LTD.

— OR —
A Chrome Plated Bread Tray

● ONLY 600 FORKS
● ONLY 1000 TRAYS
● COME EARLY, DON'T DELAY!
GIVEN AT BOTH LIBERTY STATIONS

HUNDREDS OF OTHER FREE PREMIUMS
Given with Gasoline and Oil Purchases. SEE THEM AT BOTH LIBERTY STATIONS!

LIBERTY SERVICE STATIONS

2 SUPER Esso STATIONS

350 South CLINTON
2 BLOCKS SOUTH OF CONVENTION HALL

281 Genesee Street
OPPOSITE THE MADISON THEATRE

NEW BLUE BUSES
The Last Word In Comfort!
THE SAME LOW FARES

Every Hour!
BUFFALO
only . . . \$1.40
Round Trip \$2.55

Direct To Business Centers
BLUE BUS TERMINAL
South & Broad St.
Phone Main 2442

Look for the Checker Front

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

A Guide To Better Buying in
More Than 74,000 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. II No. 36

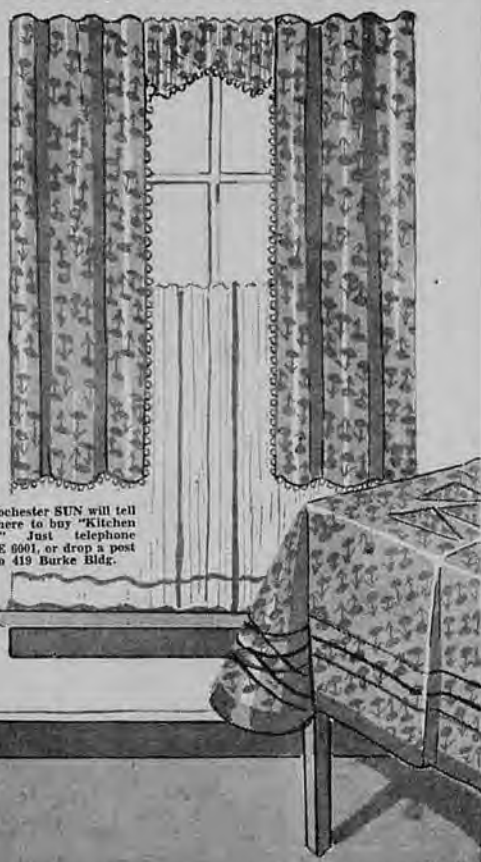
THE ROCHESTER SUN, THURSDAY, JULY 6, 1939

10

74,900 COPIES DELIVERED

"Kitchen Mates"... A Clever New Matched Ensemble To Brighten Your Kitchen

Nothing like a touch of color to make a happy, livable kitchen... and nothing like these clever new matched ensembles to brighten this room in which a housewife spends so much of her life! Whether you prefer plain white with contrasting colored border, or modern, gay flower designs, there's a "Kitchen Mate" set to harmonize with your kitchen color scheme. The set consists of a sprightly cottage curtain set, which sells for \$1.19; matching 40x40 table cloth at 59c; napkins, 4 for 39c; and 36-inch scarf for 59c. The fabric is a fine rice-flecked cotton that tucks beautifully. Predominating colors are blue, red, green and brown. And the sun won't fade the colors, either!



The Rochester SUN will tell you where to buy "Kitchen Mates." Just telephone STONE 6001, or drop a post card to 419 Burke Bldg.

Democrats Plan to Regain Council Control

Hour Cut Seen Aid For WPA

Provision by Congress for a 150-hour work-month for the nation's W. P. A. workers is regarded as more of a benefit than otherwise in some cases since it will allow more time for job hunting and to help out with domestic duties.

This was the interpretation being followed by the full clerical staff of the W. P. A. finance department, under Director Thomas R. Kennedy Jr., at headquarters at 44 Marshall Street.

The W. P. A. also has a new name. Instead of being the Works Progress Administration, it is now officially known as the Work Projects Administration. This is the first recorded action of the newly-created F. W. A. or Federal Works Agency set up in the Congress reorganization bill.

The members of the Stony Brook Garden Club will tour the gardens of John Greenleaf, Jr., of Fonthill Park, on Monday.

Youth Council To Use Park For Dances

Rochester, through its Department of Commerce, is co-operating with a group of young people to provide a dance spot where youngsters may find entertainment in high class surroundings. This spot, the Assembly Hall at Edgerton Park, will be opened Saturday night for the first dance of the Youth Council of Rochester and Monroe County.

Donald Wolcott is president and Allen E. Kappelman of the University of Rochester is vice chairman of the Council, which has the support of the Catholic Youth Organization, YMCA, YWCA, JYMA, JYWA, NYA and the five settlement houses in this city.

Harry J. Gaynor of the Department of Commerce, represented his department in making arrangements for use of the Assembly Hall. Dances will be held Wednesday and Saturday evenings during the summer.

Mr. and Mrs. William R. Hardy, of Park Avenue, have left for Putneyville, where they will pass the summer in their home.

Teachers To Meet In City

Rochester and Monroe County members of the New York State Teachers' Association, will hold meetings here next October 26 and 27.

The group, organized ninety-four years ago, has a membership of 48,000. Seven hundred delegates of the ten zones will meet later in Albany, November 27 and 28.

Plans of the association, have made it possible for practically every teacher in the state to attend these meetings, thereby gaining in professional advancement.

Centers of each zone include Buffalo, this city, Syracuse, Potsdam, Tonawanda, Schenectady, Ithaca, Troy, Watertown and Hempstead L. I.

Included in the Central Western Zone are Allegany, part of Genesee, village of LeRoy and supervisory District 21, Livingston, Monroe, Ontario, Orleans, Seneca, part of Steuben, Wayne, Wyoming and Yates Counties.

Executive Committee To Fire Opening Shot At Meeting Tonight

Control of the city government always a major stake in municipal elections, is really the objective behind the call for tonight's meeting of the Monroe County Democratic Executive Committee, which is to meet at 8 o'clock in Seneca Hotel.

Movie Quiz Winners

Each of the following may obtain a pair of guest tickets to see "Goodbye, Mr. Chips," opening Friday at Loew's Theater, by calling at The Sun office, 419 Burke Bldg.

Mary Taylor, 316 Greenwood Ave.
Lillian Mazzeo, 108 Lyndhurst St.
O. Maier, 82 Chestnut St.
Larry John, 775 Monroe Ave.
Edna Gabriels, 124 Mulford St.
Clara Leidecker, 371 Maple St.
Wynne Jones, 230 Champlain St.
Carmella Cassa, 15 Post Ave.
Lucille Marion, 116 Tremaine St.
Le Carter, 883 Bay St.
Marion Anderson, 19 St. Casimir St.
Jane Lyndwood, 140 Thayer St.
Mildred Hamm, 108 Harrington St.
Donald Martin, 144 Mulford St.
John Smith, 2213 Genesee St. Blvd.
Meyer Stein, 313 Lexington St.
Mary Winter, 312 Tremaine St.
Betty Lane, 68 Strong St.
Mildred Kittle, 1483 Monroe Ave.
Madeline Slattery, 18 St. Paul St.
Mary Jackson, 308 Lake Ave.
Grant Stewart, 44 Mulberry St.
Ray Tierney, 26 Madison Terrace
Anna May Gilbert, 38 Garfield St.
William Hall, 147 Park Ave.

First requisite for a Democratic return to power in Rochester is control of the City Council. In order to accomplish this, the Democrats must elect three district Councilmen and return John Hart, present incumbent, from the Northeast District.

Donald A. Dalley, county chairman, declared that a program will be considered tonight for the organization of the committee into subcommittees representing the four City Council districts, so that sentiment for various candidates may be determined.

Tentative designations for Council posts are: John Hart, Northeast District; George S. Rogers, Northwest; James P. B. Duffy, West; and Charles S. Stanton, East.

Hart is the only member of the above list who has agreed to run, but tonight's meeting may bring some of the others into line.

Business Women Meet At Kansas City

Drawing delegates from every state in the union, the national biennial convention of the Business and Professional Women's Clubs will be held July 8 in Kansas City.

Miss Madeline J. Snyder, president of the Rochester group left for Kansas Wednesday morning, and with Mrs. Edna S. Capewell of Yonkers, state second vice-president, and Miss Esther J. Corwin of Oswego, first vice-president of the state federation, will represent the Empire State at the gathering.



Flowers for Weddings

Finest Blooms For
Finest of Brides!

Experts in wedding floral arrangements.
At your service, at
STONE 2228

Sagamore Florists
B. Frank Gray, Mgr.

Red Wings Face Jerseys Tonight in Fight for Top

Baseball will move into the crucial stage here tonight when the battling Red Wings engage the Jersey City Giants in the opening game of a series in which leadership of the International League will be at stake.

The Wings and Jaycees Giants are neck and neck as they go into this series and Billy Southworth believes that his boys will utilize the occasion to grab first place, a position they held until a combination of illness and injuries tumbled them from the top.

Renewal of the savage hitting which marked the attack of the Reds before their slump has cheered followers of the team and this improvement in batting, plus steeper pitching, has readied the Rochesterers for combat with the Jerseys.

All of the eastern clubs will be seen at the Stadium during the present home stay of the Reds.

Democratic Clubs Arrange Outings

Annual outing of the East Side Democratic Club will take place at Schuetzen Park, July 23, Michael Carola, leader, announced. Paul Muscarella, president, will be in charge. He will be assisted by Caroline Polizzi, Joseph Montessano, Dr. Charles L. Magno and Carson Kauffman.

Ninth Ward Democrats will hold their annual outing at Emerson Park, August 6, Nicholas Rago, general chairman, announced.

DAW'S MID-SUMMER TOILETRY SALE

An annual money-saving event, timed to give you an opportunity to stock-up on your favorite cosmetics before you go on your vacation! Lowest prices of the season on nationally-famous brands... and extra low prices on DAW'S big extra-value brands as well! Check the things you need... then check into your nearest DAW'S store this week-end.

CASTILE SOAP 7c 15c SIZE	PHILLIP MORRIS CIGARETTES Pack 15c 2 for 29c CARTON 54c TAX PAID BY DAW'S	POND'S CREAMS 16c 35c SIZE (LIMIT 1)	WOODBURY'S HAND CREAM 29c Mum Deodorant 29c DIAMOND DYES 23c Toilet CREAM 16c Toilet LINDLIN POWDER 16c Lookaline 29c Neet Cream 49c Italian Balm 29c Powder Puffs 4c Nail Polish 11c	DR. LYON'S TOOTH POWDER 8c 25c SIZE (LIMIT 1)	5c TASTY-YEAST VITAMIN CANDY BARS 6 for 5c	Woodbury LIPSTICK 14c 25c SIZE
BLONDEX SHAMPOO 16c 28c SIZE	WHITE SHOE LACES 27-inch 3 Pairs 5c	Cook Book 9c OVER 500 MODERN EASY-TO-MAKE RECIPES 50c VALUE	FREE Genuine Velour POWDER PUFF At Our Toilet Goods Counter ASK FOR YOURS!	WHITE AGE WHITE SHOE CLEANER 9c 25c SIZE (LIMIT 1)	DJER-KISS TALCUM POWDER 25c Size 2 for 25c	BOBBIE PINS 3c CARD OF 25 BRONZE or BLACK
Ironized Yeast 48c \$1.00 SIZE	FREEZONE FOR CORNS 16c 35c SIZE	CLEANSING TISSUES 11c BOX of 500 (LIMIT 2)	B. Paul's Henna Mercolized Recore Farr's Hair Diatene Non-Spi Cuticura Mavis Body 69c 69c 16c 98c 76c 29c 18c 29c	CLAPP'S Baby Foods 3 for 11c Limit 6 cans	25c SIZE PHILLIPS MILK of Magnesia TABLETS 11c	MARROW OIL SHAMPOO 28c 60c SIZE
Noxzema CREAM 19c New Large 25c size	WOODBURY SOAP-3 Bars and WOODBURY'S ALMOND LOTION 40c Value ALL FOR 16c (Limit 1 Combination to Customer)	DAW'S Rochester's Original Cut-Rate Drug Stores 56 Clinton Ave. So. 31 Main St. East 353 Main St. East 452 Ridge Road W. 880 Main St. West 475 Goodman St. North	JERGEN'S FACE POWDER 18c MADE BY THE MAKERS OF JERGEN'S LOTION A smooth, finely-spun face powder in all popular shades. This is the lowest price at which it has ever been offered! LIMIT 3 BOXES LARGE 55c BOX	MAVIC BODY POWDER 29c 55c SIZE	LOVALON HAIR RINSE 14c 28c SIZE	CUTEX MANICURE SET 54c \$1.00 VAL.
CITRONELLA OIL 14c 2 oz. bottle	Zinc Ointment 8c 25c Tube					MAVIS BODY POWDER 29c 55c SIZE
Johnson's FOOT SOAP 14c 25c SIZE	Peroxide 7c PINT SIZE					LOVALON HAIR RINSE 14c 28c SIZE
Zinc Ointment 8c 25c Tube						GOLD CREAM 44c Theatrical Reg. \$1.00 Pound Jar
Peroxide 7c PINT SIZE						DANDERINE HAIR TONIC 59c \$1.00 SIZE

RIGHT RESERVED TO LIMIT QUANTITIES

12th Ward GOP Women To Hold Annual Picnic

The 12th Ward Women's Republican Club will hold a picnic at Genesee Valley Park Friday afternoon and evening, July 14. Supper will be served at 6 p. m. Chairman of the committee is Mrs. Rhoda Stau. Others on the committee include Mrs. Raphael Farber, president; Mrs. Elea Phillips, Mrs. Norman Webb, Mrs. Ben Glasser, Mrs. Patrick Brennan, Mrs. A. A. Sullivan, Mrs. Milton Voolker, Mrs. E. G. Stallman, Mrs. F. C. Henn and Mrs. Rose Shenaup.

DEATH TO MOTHS

When you use Blanchard's Moth Proofing and Fumigation Process on your drapery, upholstered chairs and furniture. We guarantee each job for a period of two years against re-infestation.

\$6.00 Special Summer Price

BLANCHARD STORAGE CO., INC.
MAIN 1030 CLEANING DIVISION MAIN 7021

Clark's Help

Make Parties a Success

With the best quality fresh poultry, smoked or cooked meats. See CLARK'S when next you plan a rip, party or banquet.

5-10, 15, 20, 25, 30, 35, 40, 45, 50, 55, 60, 65, 70, 75, 80, 85, 90, 95, 100, 105, 110, 115, 120, 125, 130, 135, 140, 145, 150, 155, 160, 165, 170, 175, 180, 185, 190, 195, 200, 205, 210, 215, 220, 225, 230, 235, 240, 245, 250, 255, 260, 265, 270, 275, 280, 285, 290, 295, 300, 305, 310, 315, 320, 325, 330, 335, 340, 345, 350, 355, 360, 365, 370, 375, 380, 385, 390, 395, 400, 405, 410, 415, 420, 425, 430, 435, 440, 445, 450, 455, 460, 465, 470, 475, 480, 485, 490, 495, 500, 505, 510, 515, 520, 525, 530, 535, 540, 545, 550, 555, 560, 565, 570, 575, 580, 585, 590, 595, 600, 605, 610, 615, 620, 625, 630, 635, 640, 645, 650, 655, 660, 665, 670, 675, 680, 685, 690, 695, 700, 705, 710, 715, 720, 725, 730, 735, 740, 745, 750, 755, 760, 765, 770, 775, 780, 785, 790, 795, 800, 805, 810, 815, 820, 825, 830, 835, 840, 845, 850, 855, 860, 865, 870, 875, 880, 885, 890, 895, 900, 905, 910, 915, 920, 925, 930, 935, 940, 945, 950, 955, 960, 965, 970, 975, 980, 985, 990, 995, 1000, 1005, 1010, 1015, 1020, 1025, 1030, 1035, 1040, 1045, 1050, 1055, 1060, 1065, 1070, 1075, 1080, 1085, 1090, 1095, 1100, 1105, 1110, 1115, 1120, 1125, 1130, 1135, 1140, 1145, 1150, 1155, 1160, 1165, 1170, 1175, 1180, 1185, 1190, 1195, 1200, 1205, 1210, 1215, 1220, 1225, 1230, 1235, 1240, 1245, 1250, 1255, 1260, 1265, 1270, 1275, 1280, 1285, 1290, 1295, 1300, 1305, 1310, 1315, 1320, 1325, 1330, 1335, 1340, 1345, 1350, 1355, 1360, 1365, 1370, 1375, 1380, 1385, 1390, 1395, 1400, 1405, 1410, 1415, 1420, 1425, 1430, 1435, 1440, 1445, 1450, 1455, 1460, 1465, 1470, 1475, 1480, 1485, 1490, 1495, 1500, 1505, 1510, 1515, 1520, 1525, 1530, 1535, 1540, 1545, 1550, 1555, 1560, 1565, 1570, 1575, 1580, 1585, 1590, 1595, 1600, 1605, 1610, 1615, 1620, 1625, 1630, 1635, 1640, 1645, 1650, 1655, 1660, 1665, 1670, 1675, 1680, 1685, 1690, 1695, 1700, 1705, 1710, 1715, 1720, 1725, 1730, 1735, 1740, 1745, 1750, 1755, 1760, 1765, 1770, 1775, 1780, 1785, 1790, 1795, 1800, 1805, 1810, 1815, 1820, 1825, 1830, 1835, 1840, 1845, 1850, 1855, 1860, 1865, 1870, 1875, 1880, 1885, 1890, 1895, 1900, 1905, 1910, 1915, 1920, 1925, 1930, 1935, 1940, 1945, 1950, 1955, 1960, 1965, 1970, 1975, 1980, 1985, 1990, 1995, 2000, 2005, 2010, 2015, 2020, 2025, 2030, 2035, 2040, 2045, 2050, 2055, 2060, 2065, 2070, 2075, 2080, 2085, 2090, 2095, 2100, 2105, 2110, 2115, 2120, 2125, 2130, 2135, 2140, 2145, 2150, 2155, 2160, 2165, 2170, 2175, 2180, 2185, 2190, 2195, 2200, 2205, 2210, 2215, 2220, 2225, 2230, 2235, 2240, 2245, 2250, 2255, 2260, 2265, 2270, 2275, 2280, 2285, 2290, 2295, 2300, 2305, 2310, 2315, 2320, 2325, 2330, 2335, 2340, 2345, 2350, 2355, 2360, 2365, 2370, 2375, 2380, 2385, 2390, 2395, 2400, 2405, 2410, 2415, 2420, 2425, 2430, 2435, 2440, 2445, 2450, 2455, 2460, 2465, 2470, 2475, 2480, 2485, 2490, 2495, 2500, 2505, 2510, 2515, 2520, 2525, 2530, 2535, 2540, 2545, 2550, 2555, 2560, 2565, 2570, 2575, 2580, 2585, 2590, 2595, 2600, 2605, 2610, 2615, 2620, 2625, 2630, 2635, 2640, 2645, 2650, 2655, 2660, 2665, 2670, 2675, 2680, 2685, 2690, 2695, 2700, 2705, 2710, 2715, 2720, 2725, 2730, 2735, 2740, 2745, 2750, 2755, 2760, 2765, 2770, 2775, 2780, 2785, 2790, 2795, 2800, 2805, 2810, 2815, 2820, 2825, 2830, 2835, 2840, 2845, 2850, 2855, 2860, 2865, 2870, 2875, 2880, 2885, 2890, 2895, 2900, 2905, 2910, 2915, 2920, 2925, 2930, 2935, 2940, 2945, 2950, 2955, 2960, 2965, 2970, 2975, 2980, 2985, 2990, 2995, 3000, 3005, 3010, 3015, 3020, 3025, 3030, 3035, 3040, 3045, 3050, 3055, 3060, 3065, 3070, 3075, 3080, 3085, 3090, 3095, 3100, 3105, 3110, 3115, 3120, 3125, 3130, 3135, 3140, 3145, 3150, 3155, 3160, 3165, 3170, 3175, 3180, 3185, 3190, 3195, 3200, 3205, 3210, 3215, 3220, 3225, 3230, 3235, 3240, 3245, 3250, 3255, 3260, 3265, 3270, 3275, 3280, 3285, 3290, 3295, 3300, 3305, 3310, 3315, 3320, 3325, 3330, 3335, 3340, 3345, 3350, 3355, 3360, 3365, 3370, 3375, 3380, 3385, 3390, 3395, 3400, 3405, 3410, 3415, 3420, 3425, 3430, 3435, 3440, 3445, 3450, 3455, 3460, 3465, 3470, 3475, 3480, 3485, 3490, 3495, 3500, 3505, 3510, 3515, 3520, 3525, 3530, 3535, 3540, 3545, 3550, 3555, 3560, 3565, 3570, 3575, 3580, 3585, 3590, 3595, 3600, 3605, 3610, 3615, 3620, 3625, 3630, 3635, 3640, 3645, 3650, 3655, 3660, 3665, 3670, 3675, 3680, 3685, 3690, 3695, 3700, 3705, 3710, 3715, 3720, 3725, 3730, 3735, 3740, 3745, 3750, 3755, 3760, 3765, 3770, 3775, 3780, 3785, 3790, 3795, 3800, 3805, 3810, 3815, 3820, 3825, 3830, 3835, 3840, 3845, 3850, 3855, 3860, 3865, 3870, 3875, 3880, 3885, 3890, 3895, 3900, 3905, 3910, 3915, 3920, 3925, 3930, 3935, 3940, 3945, 3950, 3955, 3960, 3965, 3970, 3975, 3980, 3985, 3990, 3995, 4000, 4005, 4010, 4015, 4020, 4025, 4030, 4035, 4040, 4045, 4050, 4055, 4060, 4065, 4070, 4075, 4080, 4085, 4090, 4095, 4100, 4105, 4110, 4115, 4120, 4125, 4130, 4135, 4140, 4145, 4150, 4155, 4160, 4165, 4170, 4175, 4180, 4185, 4190, 4195, 4200, 4205, 4210, 4215, 4220, 4225, 4230, 4235, 4240, 4245, 4250, 4255, 4260, 4265, 4270, 4275, 4280, 4285, 4290, 4295, 4300, 4305, 4310, 4315, 4320, 4325, 4330, 4335, 4340, 4345, 4350, 4355, 4360, 4365, 4370, 4375, 4380, 4385, 4390, 4395, 4400, 4405, 4410, 4415, 4420, 4425, 4430, 4435, 4440, 4445, 4450, 4455, 4460, 4465, 4470, 4475, 4480, 4485, 4490, 4495, 4500, 4505, 4510, 4515, 4520, 4525, 4530, 4535, 4540, 4545, 4550, 4555, 4560, 4565, 4570, 4575, 4580, 4585, 4590, 4595, 4600, 4605, 4610, 4615, 4620, 4625, 4630, 4635, 4640, 4645, 4650, 4655, 4660, 4665, 4670, 4675, 4680, 4685, 4690, 4695, 4700, 4705, 4710, 4715, 4720, 4725, 4730, 4735, 4740, 4745, 4750, 4755, 4760, 4765, 4770, 4775, 4780, 4785, 4790, 4795, 4800, 4805, 4810, 4815, 4820, 4825, 4830, 4835, 4840, 4845, 4850, 4855, 4860, 4865, 4870, 4875, 4880, 4885, 4890, 4895, 4900, 4905, 4910, 4915, 4920, 4925, 4930, 4935, 4940, 4945, 4950, 4955, 4960, 4965, 4970, 4975, 4980, 4985, 4990, 4995, 5000, 5005, 5010, 5015, 5020, 5025, 5030, 5035, 5040, 5045, 5050, 5055, 5060, 5065, 5070, 5075, 5080, 5085, 5090, 5095, 5100, 5105, 5110, 5115, 5120, 5125, 5130, 5135, 5140, 5145, 5150, 5155, 5160, 5165, 5170, 5175, 5180, 5185, 5190, 5195, 5200, 5205, 5210, 5215, 5220, 5225, 5230, 5235, 5240, 5245, 5250, 5255, 5260, 5265, 5270, 5275, 5280, 5285, 5290, 5295, 5300, 5305, 5310, 5315, 5320, 5325, 5330, 5335, 5340, 5345, 5350, 5355, 5360, 5365, 5370, 5375, 5380, 5385, 5390, 5395, 5400, 5405, 5410, 5415, 5420, 5425, 5430, 5435, 5440, 5445, 5450, 5455, 5460, 5465, 5470, 5475, 5480, 5485, 5490, 5495, 5500, 5505, 5510, 5515, 5520, 5525, 5530, 5535, 5540, 5545, 5550, 5555, 5560, 5565, 5570, 5575, 5580, 5585, 5590, 5595, 5600, 5605, 5610, 5615, 5620, 5625, 5630, 5635, 5640, 5645, 5650, 5655, 5660, 5665, 5670, 5675, 5680, 5685, 5690, 5695, 5700, 5705, 5710, 5715, 5720, 5725, 5730, 5735, 5740, 5745, 5750, 5755, 5760, 5765, 5770, 5775, 5780, 5785, 5790, 5795, 5800, 5805, 5810, 5815, 5820, 5825, 5830, 5835, 5840, 5845, 5850, 5855, 5860, 5865, 5870, 5875, 5880, 5885, 5890, 5895, 5900, 5905, 5910, 5915, 5920, 5925, 5930, 5935, 5940, 5945, 5950, 5955, 5960, 5965, 5970, 5975, 5980, 5985, 5990, 5995, 6000, 6005, 6010, 6015, 6020, 6025, 6030, 6035, 6040, 6045, 6050, 6055, 6060, 6065, 6070, 6075, 6080, 6085, 6090, 6095, 6100, 6105, 6110, 6115, 6120, 6125, 6130, 6135, 6140, 6145, 6150, 6155, 6160, 6165, 6170, 6175, 6180, 6185, 6190, 6195, 6200, 6205, 6210, 6215, 6220, 6225, 6230, 6235, 6240, 6245, 6250, 6255, 6260, 6265, 6270, 6275, 6280, 6285, 6290, 6295, 6300, 6305, 6310, 6315, 6320, 6325, 6330, 6335, 6340, 6345, 6350, 6355, 6360, 6365, 6370, 6375, 6380, 6385, 6390, 6395, 6400, 6405, 6410, 6415, 6420, 6425, 6430, 6435, 6440, 6445, 6450, 6455, 6460, 6465, 6470, 6475, 6480, 6485, 6490, 6495, 6500, 6505, 6510, 6515, 6520, 6525, 6530, 6535, 6540, 6545, 6550, 6555, 6560, 6565, 6570, 6575, 6580, 6585, 6590, 6595, 6600, 6605, 6610, 6615, 6620, 6625, 6630, 6635, 6640, 6645, 6650, 6655, 6660, 6665, 6670, 6675, 6680, 6685, 6690, 6695, 6700, 6705, 6710, 6715, 6720, 6725, 6730, 6735, 6740, 6745, 6750, 6755, 6760, 6765, 6770, 6775, 6780, 6785, 6790, 6795, 6800, 6805, 6810, 6815, 6820, 6825, 6830, 6835, 6840, 6845, 6850, 6855, 6860, 6865, 6870, 6875, 6880, 6885, 6890, 6895, 6900, 6905, 6910, 6915, 6920, 6925, 6930, 6935, 6940, 6945, 6950, 6955, 6960, 6965, 6970, 6975, 6980, 6985, 6990, 6995, 7000, 7005, 7010, 7015, 7020, 7025, 7030, 7035, 7040, 7045, 7050, 7055, 7060, 7065, 7070, 7075, 7080, 7085, 7090, 7095, 7100, 7105, 7110, 7115, 7120, 7125, 7130, 7135, 7140, 7145, 7150, 7155, 7160, 7165, 7170, 7175, 7180, 7185, 7190, 7195, 7200, 7205, 7210, 7215, 7220, 7225, 7230, 7235, 7240, 7245, 7250, 7255, 7260, 7265, 7270, 7275, 7280, 7285, 7290, 7295, 7300, 7305, 7310, 7315, 7320, 7325, 7330, 7335, 7340, 7345, 7350, 7355, 7360, 7365, 7370, 7375, 7380, 7385, 7390, 7395, 7400, 7405, 7410, 7415, 7420, 7425, 7430, 7435, 7440, 7445, 7450, 7455, 7460, 7465, 7470, 7475, 7480, 7485, 7490, 7495, 7500, 7505, 7510, 7515, 7520, 7525, 7530, 7535, 7540, 7545, 7550, 7555, 7560, 7565, 7570, 7575, 7580, 7585, 7590, 7595, 7600, 7605, 7610, 7615, 7620, 7625, 7630, 7635, 7640, 7645, 7650, 7655, 7660, 7665, 7670, 7675, 7680, 7685, 7690, 7695, 7700, 7705, 7710, 7715, 7720, 7725, 7730, 7735, 7740, 7745, 7750, 7755, 7760, 7765, 7770, 7775, 7780, 7785, 7790, 7795, 7800, 7805, 7810, 7815, 7820, 7825, 7830, 7835, 7840, 7845, 7850, 7855, 7860, 7865, 7870, 7875, 7880, 7885, 7890, 7895, 7900, 7905, 7910, 7915, 7920, 7925, 7930, 7935, 7940, 7945, 7950, 7955, 7960, 7965, 7970, 7975, 7980, 7985, 7990, 7995, 8000, 8005, 8010, 8015, 8020, 8025, 8030, 8035, 8040, 8045, 8050, 8055, 8060, 8065, 8070, 8075, 8080, 8085, 8090, 8095, 8100, 8105, 8110, 8115, 8120, 8125, 8130, 8135, 8140, 8145, 8150, 8155, 8160, 8165, 8170, 8175, 8180, 8185, 8190, 8195, 8200, 8205, 8210, 8215, 8220, 8225, 8230, 8235, 8240, 8245, 8250, 8255, 8260, 8265, 8270, 8275, 8280, 8285, 8290, 8295, 8300, 8305, 8310, 8315, 8320, 8325, 8330, 8335, 8340, 8345, 8350, 8355, 8360, 8365, 8370, 8375, 8380, 8385, 8390, 8395, 8400, 8405, 8410, 8415, 8420, 8425, 8430, 8435, 8440, 8445, 8450, 8455, 8460, 8465, 8470, 8475, 8480, 8485, 8490, 8495, 8500, 8505, 8510, 8515, 8520, 8525, 8530, 8535, 8540, 8545, 8550, 8555, 8560, 8565, 8570, 8575, 8580, 8585, 8590, 8595, 8600, 8605, 8610, 8615, 8620, 8625, 8630, 8635, 8640, 8645, 8650, 8655, 8660, 8665, 8670, 8675, 8680, 8685, 8690, 8695, 8700, 8705, 8710, 8715, 8720, 8725, 8730, 8735, 8740, 8745, 8750, 8755, 8760, 8765, 8770, 8775, 8780, 8785, 8790, 8795, 8800, 8805, 8810, 8815, 8820, 8825, 8830, 8835, 8840, 8845, 8850, 8855, 8860, 8865, 8870, 8875, 8880, 8885, 8890, 8895, 8900, 8905, 8910, 8915, 8920, 8925, 8930, 8935, 8940, 8945, 8950, 8955, 8960, 8965, 8970, 8975, 8980, 8985, 8990, 8995, 9000, 9005, 9010, 9015, 9020, 9025, 9030, 9035, 9040, 9045, 9050, 9055, 9060, 9065, 9070, 9075, 9080, 9085, 9090, 9095, 9100, 9105, 9110, 9115, 9120, 9125, 9130, 9135, 9140, 9145, 9150, 9155, 9160, 9165, 9170, 9175, 9180, 9185, 9190, 9195, 9200, 9205, 9210, 9215, 9220, 9225, 9230, 9235, 9240, 9245, 9250, 9255, 9260, 9265, 9270, 9275, 9280, 9285, 9290, 9295, 9300, 9305, 9310, 9315, 9320, 9325, 9330, 9335, 9340, 9345, 9350, 9355, 9360, 9365, 9370, 9375, 9380, 9385, 9390, 9395, 9400, 9405, 9410, 9415, 9420, 9425, 9430, 9435, 9440, 9445, 9450, 9455, 9460, 9465, 9470, 9475, 9480, 9485, 9490, 9495, 9500, 9505, 9510, 9515, 9520, 9525, 9530, 9535, 9540, 9545, 9550, 9555, 9560, 9565, 9570, 9575, 9580, 9585, 9590, 9595, 9600, 9605, 9610, 9615, 9620, 9625, 9630, 9635, 9640, 9645, 9650, 9655, 9660, 9665, 9670, 9675, 9680, 9685, 9690, 9695, 9700, 9705, 9710, 9715, 9720, 9725, 9730, 9735, 9740, 9745, 9750, 9755, 9760, 9765, 9770, 9775, 9780, 9785, 9790, 9795, 9800, 9805, 9810, 9815, 9820, 9825, 9830, 9835, 9840, 9845, 9850, 9855, 9860, 9865, 9870, 9875, 9880, 9885, 98

Reserve Officers Honor Rochesterian

Abram N. Jones, chief probation officer of Monroe County, has returned from Puerto Rico, where he attended the national convention of the Reserve Officers Association of America. He was elected unanimously as national judge advocate of the organization.

His election to office makes him a member of the national council, which determines the policies of the entire association throughout the country, he said.

Say You Saw It In The "SUN"

Three Collegians At Marine School

On the road to the rank of lieutenant, three Rochester collegians are at Quantico, Va., to attend summer courses at the Marine Training Base.

They are Norman Eckhardt, 589 Harvard St.; Donald Ferguson, 5358 St. Paul Blvd., all of whom will participate in platoon leaders' classes. Pople and Ferguson are sophomores at Hobart College and Eckhardt is a University of Rochester junior. The classes conclude Aug. 15.

Elementary Hands Bungled By the Best Players

By VIRGINIA LEVY

The simplest and most elementary plays are frequently the ones muffed by the good players.

We take as an example the south player in the hand to follow. He was declarer at a contract of three no trump. Probably because he knew most of the rules and played mechanically, he neglected to take the proper precautions in his play to the first trick, thereby finding himself set in a perfectly safe contract. The hand with his actual play follows:

NORTH		SOUTH	
S 9 7 8	S K 8 4	S 9 7 8	S K 8 4
H K 8 5	H J 6 5 4	H K 8 5	H J 6 5 4
D J 6 5 4	D 3	D J 6 5 4	D 3
C 4 3	C 10 9	C 4 3	C 10 9

West opened his fourth best club and declarer playing from habit called the queen from dummy, which of course held the trick. As there could be seen only three tricks in hearts and two sure diamonds, it was necessary to take the remainder of the tricks in spades. Declarer after returning to his own hand

with a diamond, led the three of spades to the next trick and finessed the jack in dummy. This was won by east who immediately led a club right through south's king and west ran five tricks in the suit.

DECLARER'S MISTAKE

Declarer's failure to make his contract was due to the fact that he always played certain combinations of cards according to rules he had learned. As he knew that the best way to attempt to take two tricks in a suit such as the clubs in the hand he was playing, was to go up with the queen. However in this particular hand there was no reason for declarer to assure himself of two club tricks. What he really needed was one club, three hearts, two diamonds, and three spades. Inasmuch as he was going to find it necessary to take the spade finesse through west and into the danger hand, east, it must become evident that east must be prevented, if possible, from being able to lead clubs through the king.

CORRECT PLAY

How then, should south play the hand? The correct play is almost too simple for any good player to miss. West is undoubtedly leading from a long suit, and it is probably a fourth best. According to the rule of eleven, east then can have but one card

higher than the card led in his hand. It must be either the ace, jack, eight or ten. He may have three or four cards of the suit in his hand, but it is entirely possible that he may have only

two. If he has but two, then declarer can assure the safety of his contract by holding up and refusing to win the first trick. Correct play is therefore, the

king from the dummy. East will play the ten and south must allow the trick to remain with east, who will probably return his other club. Now when declarer gets in he may take his spade finesse with perfect safe-

ty, because when east wins with the king, he will have no more clubs to lead back to his partner. Played in this manner the contract is made.

Say You Saw It In The "SUN"

DO YOU NEED Money?

Come Here For a Low Cost PERSONAL LOAN

If you have steady employment you'll find it easy to obtain a loan here. No collateral or co-maker necessary. Small, convenient monthly repayments.

Member of F. D. I. C.

GENESEE VALLEY TRUST COMPANY

Exchange and Broad
THE BANK OF PERSONAL SERVICE



If you are unable to drop in, phone or write for an application form.

LINCOLN'S
The Polysto Way
HAVE YOUR PHOTO TAKEN!
8-10 BUFF
PORTRAIT \$1.00
48 PROOFS SUBMITTED

If You Can't Come Down TELEPHONE LAUER'S NOW!

WE'LL DELIVER YOUR GENUINE SIMMONS

Beautyrest MATTRESS

So You Can Sleep On It Tonight

PAY ONLY 5¢ A DAY

Main 3268



Beautyrest Sleep is Beauty Sleep



Try One in Your Own Home

JUST THINK! You can buy this famous mattress on Lauer's 5c a day plan! There is no reason why you should not enjoy the world's finest sleep and start getting better health. Buy your Beautyrest at Lauer's . . . and remember, if you can't come to our store, just pick up your telephone and call Main 3268. Tell us the color mattress you want and Lauer's will deliver it to your door within the hour. Pay our driver one dollar, then start paying us at the rate of only 5c a day, 35c a week, or \$1.50 a month!

LAUER'S • 50 STATE ST

LINCOLN'S OPEN SATURDAY UNTIL 6 O'CLOCK!



Sale

FRIDAY and SATURDAY SPECIAL
only the newest semi tailored
Cool washable summer

DRESSES

• Floral rayex prints
• Pastels or white
• Printed spun rayons
• Monotones or polka dots

\$1.39
Regularly \$2

Loads of styles to suit every taste . . . wonderful colors . . . prints that are new and different . . . travel type tailored as well as dainty dress-ups. Sizes 14 to 50.

Scoop

FRI. and SAT. ONLY

Genuine Printed SLUB BROADCLOTH

FROCKS

best sellers at \$1

77¢

A special concession and we're passing the savings right on to you! Hundreds to select from . . . button-downs, tailored, bubble dots, polka dots, . . . swing and pleated skirts. Sizes 14 to 44.



A Fortunate Purchase in Rough White

HATS

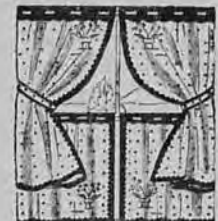
Half Price Fri. and Sat.

• Leghorns • Crepes, felts
• Rough Straws • Tuscan

69¢



FRI. and SAT. Special



Cut and hang COTTAGE SETS

Regularly 39¢
29¢

FRI. and SAT. Special



TOTS' SHORTS or SUNSUITS

The Shorts Washable, crash striped shorts with belt. Sizes 3 to 6.
The Sunsuits Pluses and seersuckers in prints or white. Sizes 2 to 6.
12½¢
Regularly 19¢

FRI. and SAT. Special

Camisole top

Wide lace shoulder straps

SLIPS 59¢

• Tearose and white
• Sizes 34 to 40

Lustrous rayon and taffeta in the new lovely camisole style and with deep lace bottom.



FRIDAY and SATURDAY SPECIAL

GROWING GIRLS' and WOMEN'S SADDLE OXFORDS



79¢

Huck-suede shoes with genuine tan saddle and sport rubber soles. Sizes 4 to 8.

FRIDAY and SATURDAY SPECIAL

MEN'S Reg. 12c Fancy

HALF HOSE

3 pr. 25¢

Plenty of pastels and light summery patterns. All sizes 19 to 12.



MAIN ST. E. at ST. PAUL

Mr. and Mrs. Merritt Bristol of California, who have been the guests of Miss Millie Bristol of Alliance Avenue, left Monday, by motor for their home.

Louis Walker of Meadville, Pa., was the weekend guest of Mr. and Mrs. Charles C. McCord of Penfield Road.

FURNITURE RECONDITIONED
Re-upholstering, Refinishing 3-pc. Buttes re-covered in fringed cloth \$26.50. Occasional Chairs, \$2.00; Copewell Chairs, \$1.50.
Textile Upholstering Co.
MAIN 4633

BINGO
West Avenue Manor
Corner West Ave. & Hancock St.
Every Mon., Wed. and Fri.
11 GAMES for \$10
8 P. M. Sharp

Local Support Asked For Garner

Rochesterians this week were drawn into the "draft Garner" boom being spread over the country by the Vice president's fellow Texans.

A number of downtown persons, mainly lawyers, received letters from the Texas Garner for President Committee lauding the qualifications of John Nance Garner for the Democratic nomination for president. Enclosed were pledge cards the recipients were to return to Texas if the Garner candidacy found their favor.

Little response was reported last night. Democratic circles here, unofficially cold to a Garner movement, still are strongly behind President Roosevelt.

George Welsh Named On Kelly's Staff

George Welsh, secretary to the late Walter P. Cox, when he was public safety commissioner, has gone to New York to join the staff of George B. Kelly, New York administrator of the Federal Relations Board.

This is the first distribution of a plum of this office to a Rochester Democrat since Kelly was named. Welsh's appointment is provisional on Civil Service acceptance, after six months of service.

Welsh is a Tenth Ward leader of young Democrats.

Mrs. Morris D. Knapp of Lake Avenue, entertained at luncheon on Saturday, in her home.

Mrs. Spencer Cook of Newcastle Road, entertained her bridge club for luncheon on Wednesday in her home.

The Way To a Man's Heart

BY IRENE MUNTZ

Right now cherries are big news, culinary news, anyhow. For sweet or sour, they are the basis for so many delicious July desserts that we have to race with the cherry season to get in all our favorites.

The sweet varieties are so good, eaten "as is," that it is really gliding the lily to put them into a cooked dessert, but we are offering you a cherry tart recipe, using them that way, you'll find any of their freshness or flavor. The sour varieties, of course, will lend their mouth-watering tartness to your favorite cherry pie recipe or to the cherry upside-down cake and the Brown Betty we are suggesting in today's recipe.

These cherry tarts will call for exclamations of delight next time you serve them. If you like to serve a dessert at the beginning of your afternoon bridge session they will offer the perfect, refreshing dish that you have been looking for, along with coffee, iced cold or deliciously hot, as you prefer it.

Or use them to top off a light luncheon of jelly tomato bouillon, a salad plate or chicken salad, cottage cheese and deviled egg, hot muffins and iced tea. Your guests will leave the table satisfied but refreshed, as is the object of all well-planned summer meals.

CHERRY TARTS
1 qt. sweet cherries
1 c. heavy cream
1 pk. gelatin
1 c. water
1 c. hot water
1 c. heavy cream
1 pk. gelatin
1 c. water
1 c. hot water

Wash, stem and pit cherries; add sugar and let stand 1 hour. Dissolve gelatin in hot water; pour over cherries and chill until slightly thickened. Whip cream until stiff, fold in 3 or 4 T. of the gelatin mixture and chill. Place a layer of the whipped cream in each tart shell and fill with the jelly mixture. Chill well before serving.

This Brown Betty is simple enough for a family dessert, but delicious enough to serve to your most fastidious guests. Traditionally, of course, brown betties are made with stale bread (and a delicious way they make of using it up, too) but we are suggesting that you try the spiciness of zwiebach in this recipe and see if it isn't a grand success. Of course, it makes the dessert a more expensive one, so that if your food budget is a little low right now or if you have a good deal of bread on hand, you may substitute it for the zwiebach. This, too, is a dessert to top off a light meal.

CHERRY BROWN BETTY
Temperature: 350 Degrees F
Time: 40-50 Minutes
2 c. pitted sour cherries
2 c. zwiebach
2 T. butter
dash cinnamon
Pit cherries and drain well.

Butter a casserole dish and line bottom with crumbs. Add about half the cherries, add half the sugar and dot with half the butter. Top with remaining ingredients. Pour over 1/2 c. juice drained from the cherries (add water or lemon juice if not enough has been obtained.) Cover and bake in a preheated oven. Remove cover the last 15 or 20 minutes of cooking.

CHERRY UPSIDE DOWN CAKE
Temperature: 375 Degrees F
Time: 25-30 Minutes
1 T. butter
1/2 c. brown sugar
1/2 c. pitted sour cherries
1/2 c. shortening
1/2 c. sugar
1 c. cake flour
1/2 c. baking powder
1/2 c. milk

Melt butter and brown sugar together, stirring until smooth. Spread on bottom of an 8"x8"x2" pan. Wash, stem, pit and measure cherries. Arrange evenly on top of brown sugar mixture and set aside to cool. Cream shortening, add sugar gradually and beat well. Beat in the whole egg until the mixture is light and fluffy. Sift flour, measure and sift with baking powder and salt. Add to first mixture alternately with the milk. When nicely blended pour over cherries and bake in a preheated oven. Serve plain or with whipped cream. To turn this upside down cake out of the pan, invert while hot on a serving dish and allow to stand a few minutes. This will assure you that the brown sugar mixture will leave the pan. Then just lift the pan off the cake. Upside down cakes are always popular, so we aren't saying a word about this one, except just try it. A word to the wise, you know!

Field Trips Scheduled By Museum

Rochester Museum of Arts and Sciences will begin its nature trail field trips for children between seven and thirteen years of age July 6. Parents are requested to register their children at the Museum as soon as possible.

The program for the summer field trips is:

July 6—"Tracking the Glacier" at Mendon Pond's Park, via Cobbs Hill.

July 13—"Field and Meadow Flowers," at Reynold's farm, East Rochester.

July 20—"The Evergreens," at Highland Park.

July 27—"Bird Haunts," at Messerschmidt Farm, Kohn Road.

August 3—"Amphibians, Reptiles and Small Mammals," at the Gioia farm.

August 10—"Big Rocks and Little Fossils," at Maplewood Park and Denmore Creek.

August 17—"Falling Leaves," at Fisher's Station.

August 24—"Arthropod Antics," at Churchville Park.

August 31—"Where Plant Life Begins," at Brook's Farm, Marion.

The field trips will be under the direction of Miss Marian Peake, of the Museum staff.

Auto Club Considers New Revenue Sources

The influence of the economy ideas in the legislative chambers in Albany was felt in a new quarter when possibilities of money-making trucking and bus operation on public highways was considered by members of the Automobile Club of Rochester as a source of public revenue.

Whether the club will demand increased payments from owners of truck and bus fleets is still undecided, but it is one of the "live" matters in the mind of the membership and of President Samuel R. Parry of the club.

Fred K. Townsend of Oxford Street, is passing a few days at Henderson Harbor, where he is the guest of his sister.

WANT ADS

FURNITURE

NOLAN'S Reconditioned Maytag Washing machines, \$23.00, 420 State Street.
NOLAN'S Bedding Sale. New Steel beds, \$2.50; 4-Poster beds, \$4.95. Mattresses, all sizes, \$2.00. All-cotton, \$3.25; Cotton (re), \$3.25. Slightly soiled, \$1.95. Innerspring Mattresses, \$4.50; genuine seersucker, \$3.25; aluminum coil, \$3.75; 420 State St., open evenings.
NOLAN'S Genuine Telford base rugs, \$5.95, \$1.75; \$2.12, \$2.50, 420 State St.
NOLAN'S Special 3-pc. suite, jacquard reprinted, completely reconditioned and dry cleaned, \$5.00, 420 State St. Open Evenings.

PHOTO FINISHING

PHOTOS finished—25¢ roll to 15 exposures 2 1/4" contacta eight—50¢; 3 1/2" 36, Weener Studios, 94 Dewey St.

OPPORTUNITIES

WORK FOR "UNCLE SAM" Start \$1200 \$2100 year. Dependable. Men—women. Get ready now. Try next examinations. Common sense education usually sufficient. Last jobs, particularly telling how to qualify and sample tests—FREE. Write today. Franklin Institute, Dept. P16, Rochester, N. Y.

\$19,000.00 WON BY BINGO PLAYERS AT THE HIPPODROME

A COOL PLACE TO SPEND THE EVENING

Every Monday Night
ADMISSION ONLY **40¢**

184 CLINTON AVE. N.
(Roller Dome)
Just a Step from Andrews.

JOIN THE PARADE
OF WINNERS!

BINGO ON THE BEACH

AT THE

GRAND VIEW BEACH CLUB

A Community Civic Enterprise

FRIDAY EVENING, JULY 7th

AND EVERY FRIDAY EVENING

Admission \$1.00 25 Door Prizes

FIRST GAME—8:30 SHARP

HOW TO GET THERE—Drive down Ridge Road West to Long Pond Road, or down Lake Avenue out Beach Avenue, then over the New Road to the GRAND VIEW BEACH CLUB.
PLENTY OF FREE PARKING FOR EVERYONE

MALLEY RADIO

Offers the Buy of 1939... in the New

KELVINATOR

Your Credit Is
Good Here,
Why Not Use It?

Big Thrifty 6
\$149.50

Write Your
Own Terms



Note These
Features:

1. One Piece Cabinet.
2. Automatic Defrosting.
3. Largest Cold Chest, 28 Lbs.
4. Two Large Glass Covered Crispers.
5. 60 Pound Vegetable Bin.
6. Quiet Hermetically Sealed Unit.



28 POUND MEAT CHEST

All These EXTRA
Conveniences Are
Standard Equipment

The Most
Talked-About



60 POUND STORAGE BIN

Refrigerator of 1939... Stop In And Look Over Our
Display of Kelvinators And Convince Yourself!

GLENWOOD
2831

1645 ST. PAUL STREET

OPEN EVERY
EVENING

Officers Selected By Brick Unit

The Board of Deaconesses of Brick Presbyterian Church has elected officers for the coming year. Mrs. Mary Taylor of Averill Avenue has been named as chairman of the Board and other officers include, Mrs. Albert Sager, of Brightford

Heights, vice president; Mrs. John A. Lowe of Crofton Road, secretary; and Mrs. H. G. Cram of Brighton Street, treasurer.

Other members of the board include Mrs. M. V. Atwood, Mrs. William Blamire, Mrs. William H. Turnbull, Mrs. Kenneth P. Skinner, Mrs. Fred Zellwager, Mrs. Harry Ward, Mrs. Frank Ritter, Mrs. Morris Knapp, Mrs.

Irving Hartman, Mrs. William G. Jerome.

Also on the board are Miss Ada Higgins, Mrs. G. B. F. Hallock, Mrs. George Gelsner, Mrs. L. Dudley Field, Mrs. Lincoln Doumaux, Mrs. Frank Doyle, Mrs. George C. Donahue, Mrs. Edward Holton, Mrs. Arthur Blanchard and Miss Millie Bristol.

First of the 1939
Season!

HOME DRESSED GENUINE
LEGS OF SPRING
LAMB

23¢

First of the 1939 flock!
Tender baby lamb legs,
fresh dressed and with
that delicious mid-flavor.
Serve a Wegman's
lamb roast for Sunday's
dinner.

TENDER YOUNG BONELESS ROLLED
LAMB ROASTS lb. 23¢

WEGMANS
GUARANTEE

You The
LOWEST!
Grocery Prices!

Kilbourn Hall Our Best Coffee . lb. 19c
Certo, For Jams or Jellies bot. 19c
Pure Granulated Sugar . . 10 lb. sack 49c
Parowax for Sealing Preserves 10c
Jar Rubber for Canning . . . 6 pkgs. 25c
Chase & Sanborn's Fresh Coffee, lb. 22c
Beech-Nut Pure Tomato Juice . . can 5c
Texas Grapefruit Juice . 4 No. 2 cans 25c
Jell-O or Royal Puddings pkg. 4c
Smarty Brand Dog Food . . . 6 cans 25c
No. 2 1/2 White Lily Peaches . . 2 cans 25c
Blue Label Tomato Catsup . . . bot. 11c
Crisco or Spry Shortening . 3 lb. can 48c
Phillips' Red Ripe Tomatoes, No. 2 can 5c
Oxydol (bowl for only 1c) pkg. 18c
Elbow Macaroni, Meisenzahl, 1 lb. pkg. 8c
Tast-T-Mix Fruit Cocktail . . . tall can 10c
Miracle Whip Salad Dressing, qt. jar 32c
Green Gables Salad Dressing, qt. jar 25c
Sweet Mixed Pickles qt. jar 19c
Pure Peanut Butter 2 lb. jar 23c
Swansdown Cake Flour . . . package 19c
Bisquick for Quick Biscuits pkg. 26c
Clean Quick Soap Chips . . 5 lb. box 25c
Assorted Pop, 28-oz. bottles . . 4 for 25c
Empire State Beer and Ale . . 4 bots. 25c
Blue Plate Large Size Shrimp . . can 10c
Alamo Light Meat Tuna Fish . . can 12c
Jell-O, Six Delicious Flavors . 4 pkgs. 19c
Dole Pineapple, Crushed, Gem, Tidbit 10c
Vita Popped Wheat Cereal pkg 5c



HIRE'S REAL ROOT BEER

26-oz. 12-ounce
3 for 25¢ 6 for 25¢

CEREAL
WHEATIES 2 pkg 19¢

U.S. GOVERNMENT GRADED
93 Score



LAND O'LAKES Sweet
Cream
BUTTER 27¢ lb.



Wegmans
HOME OWNED FOOD MARKETS

FREE PARKING
For Customers at All Stores

STOCK UP SALE

Buy Now for Your Vacation, and
SAVE on BERGHASH

LOW CUT PRICES



4 YEARS OLD

100 PROOF
BOTTLED IN BOND
CHOICE
RYE OR BOURBON

Try a Bonded Whiskey—It Costs
You Less Than Many Blends!
A Greater Value!

CASE OF 12 QUARTS \$28.00

BOTTLED IN BOND

RYE OR BOURBON
100 Proof

Why pay \$3.49 for bottled
in bond Whiskey. We offer you 100 proof
—aged, bonded rye or
bourbon.

TRY IT!
YOU'LL LIKE IT!

\$2.49

Full Quart

Our Best Seller!

GIN LONDON INN

DISTILLED DRY

90 Proof

Distilled In English Pot Type Still.

Smooth, Palatable, Satisfying
"A Perfect Mixer"

Large 25.6 Oz. Bottle

CASE OF 12 BOTTLES \$12.00



SPECIALS

RYE

GRAND MARSHALL

3
YEARS OLD
90 Proof

Compare
\$2.35
Value

\$1.89

Full
Quart

Best Buys At Bergash

BOURBON

2½ YEARS OLD

Straight Bourbon

WHISKEY

Our Leading Whiskey
Value

Compare
\$1.95
Value

\$1.59

Full
Quart

2 QTS. \$3.00

Best Buys At Bergash

Our Famous Quality

WINES

Your Choice of

Madeira Tokay
Burgundy Zinfandel
Sherry Chianti
Sauterne Muscato
Angelica Port
Muscato White Port
Claret Reisling

FREE Wine Booklet
Suggesting Long, Cooling
Summer Drinks



\$1.39

FULL GALLON

MAIN
786

MAIL AND PHONE ORDERS
FILLED FOR \$1 OR MORE

MAIN
786

BERGHASH

NEXT DOOR TO LOEW'S THEATRE

124 CLINTON AVE. SOUTH

Free Parking Opposite Our Store

It'll be Murder In Any Event

The much-heralded return engagement of the Curtin-Barry Bruisers and the Downtown Coaches is on. The date, Thursday to-night at 8:30. The place, U. of R. field.

Captain Curtin of the Bruisers, and Captain McInerney of the Coaches, caught conferring at

NEWPORT HOUSE ON IRONDEQUOIT BAY

Newport House
Cater's to

Picnics, Weddings, Sororities,
Fraternities, Dinner Dances,
and all kinds of Private Parties.
Gene Douglas, Vocalist and Master
of Ceremonies.

GEO. W. HENNER, Prop. CULVER 896

JamoShanter STOCK ALE

More Hops • More Malt • More Age
DRAUGHT • BOTTLES
EVERYWHERE

AMERICAN BREWING CO. • Rochester, N. Y.

COME WHERE IT'S COOL

FOR YOUR SUMMER FUN!

The

CHATEAU

Monroe Ave. at the 12 Corners

- ★ TOE-TAPPING MUSIC
- ★ HIGHEST ORDER OF GOOD ENTERTAINMENT
- ★ ROCHESTER'S FINEST FLOOR SHOW
- ★ GOOD FOOD, SKILLFULLY PREPARED AND SERVED

NOW WE'LL ALL PLAY BINGO

— AT THE —

Hollywood Bingo Hall

Off Lake Ave. 33 PULLMAN AVE. Just a Step
At Ridge Rd. From Kodak

LET'S MAKE A DATE FOR

THURS., FRI. & SAT.

Bingo Game Starts at 8:00 P. M.

FREE

ADMISSION 25c



RIDES

FREE
Entertainment
7:15 P. M.

The Rochester Sun

Published every Thursday afternoon by the Rochester Sun Corporation,
3 St. Paul Street, Rochester, N. Y.

G. Curtis Gerling, Publisher

ROCHESTER SUN CORPORATION

G. Curtis Gerling, Pres.
William Pfaff, Secretary
Eugene Davis, Adv. Director
NATIONAL REPRESENTATIVES, James A. Coveney Co.
New York Office
Chicago Office

Frank B. Kelly, Vice-Pres.
Wm. G. Bromley, Treasurer
O. H. Allen, Editor

444 Madison Ave.
33 South State St.

JULY Clearance!

2 YEARS TO PAY

The Majestic Way

15-Piece LIVING Room Suite

\$78

\$5 Down Delivers

- Large Sofa
- Two Cushions
- Wing Chair
- Ottoman
- Lounge Chair
- Lamp Table
- Coffee Table
- End Table
- Bridge Lamp
- Table Lamp
- Floor Lamp



OPEN
EVENINGS

You can buy this COMPLETE living room
separately if you wish. And you'll marvel
that so much fine furniture can be
obtainable for so little! Only at MAJESTIC
is such a value obtainable. The suite alone
is well worth the price of the entire 15
pieces!

Special Clearance!

13-pc. Bedroom Suite

\$77.50

Not just a bedroom suite, but
an entire 13-piece set! In-
cludes springs, bed, chest
dresser, or vanity, bench
chair, 2-pillows, bed lamp
and 2-beautiful, matched
boudoir lamps! Rochester
has never seen a value to
compare with this MAJESTIC
feature!



Majestic Gives You
**THE BIGGEST, MOST
LIBERAL TRADE-IN
ALLOWANCE IN ALL
ROCHESTER!**



6¼ Cubic Ft.

\$149.50

NORGE

CHALLENGES THE WORLD!

- 1—Will freeze 6 lbs. of ice at one time.
- 2—Equipped with the famous Mighty Midget rollator compressor. 5 yr. protection plan.
- 3—9 Point Cold Control.
- 4—Beautifully designed in modern style.
- 5—Ice-tray release bar.
- 6—Finest Porcelain Quality Food Compartment.
- 7—Hydrovair — Keeps garden vegetables fresh and crisp.

SEE NORGE BEFORE YOU BUY!

3 YEARS TO PAY

MAJESTIC

Just a Step
from Clinton

204 COURT ST.

Furniture Company

Out of The
High-Rent District

STARTS INTERNSHIP
Dr. Charles A. Manuele, 34 Garson Avenue has returned to Rochester after receiving the degree of doctor of medicine from St. Louis University, School of Medicine. He will serve his internship at St. Mary's Hospital.

RODEO COMING
Fourth annual Lalla Rookh Grotto rodeo will be held July 24 to 26 at Edgerton Park. Bryant G. Parsons has been named general manager of the affair and has appointed members of the organization to serve on the various committees.

Jimmy Fidler in HOLLYWOOD

HOLLYWOOD.—The sales slogan of every studio, just now, is: "Let's sell America to Americans." Scenarios are being given forced injections of patriotic firewater; the heroes of American history are being drafted for service on the cinematic front; producers lie awake nights trying to devise new Red, White and Blue wrappers for their offerings. Let's SELL America to Americans! The chant is becoming deafening in Hollywood.

In Hollywood—where an un-Americanism caste system flourishes and workers are judged, not by ability but by the size of their paychecks; where nepotism determines the best of high-salaried jobs; where a man unwise enough to offend a studio czar is often blackballed in all studios, for keeps; where the divorce rate is a national scandal; where gangster and sex pictures were the preferred crop until censor boards and an indignant League of Decency called a halt; where the final test of every idealistic picture theme is, "Will it make money?"

In Hollywood—where studios are being investigated—and prosecuted—for the monopolistic practices and unfair restraint of trade; where many influential potentates are preaching policies that would entangle the United States in international quarrels that not the concern of a people who have enough to do in caring properly for their own unfortunates.

It that "Americanism?" It strikes me that Topeka, and Kalamazoo, and Prairie Center have another brand of Americanism that Hollywood might profitably acquire.

CUFF NOTES: Draw a line through those rumored movie contracts for Vic McLaglen's big boy, Andrew—Andy's taking exams in the hope of entering Princeton come fall. And don't credit attempts by Universal publicity men to minimize that romance between Deanna Durbin and Vaughn Paul—it's the McCoy. Jackie Coogan is mulling offers from a French studio and says he will accept unless a Hollywood break is forthcoming soon.

Looks like complete recovery for Richard Arlen's mother, who was desperately ill when brought here some weeks ago. Canceled screen plans announced for Steffi Dunn—immediately after completing "Argentina," she will head a dance review for New York's St. Regis Roof and from that step into the soubrette lead of a Broadway musical. It's a comeback for Duncan Renaldo—he's signed a term contract to replace Ray Corrigan in Republic's "Three Messingquers" series. Hedy Lamarr is mailing a print of "Lady of the Tropics" to her mother, Mrs. Gertrude Kelsier, in London—they haven't seen other for several years. Wallace Beery is ultimatuming M-G-M—he wants a minimum of five daylight flying hours per week in order to keep up his Naval Air Reserve rating.

A succession of annoying delays, plus an assortment of temperamental natures, on the set where the Marx Brothers are making "A Day at the Circus" gave Director Eddie Buzzell an idea. He proposed a fine of \$1, to be assessed from anyone who lost his temper, each time he lost it. At the end of the first day, there was \$11 in the kitty—all collected from Eddie Buzzell!

MEMORIES THAT BLESS AND BURN: When Edna May Oliver squelched a hard-time feeber by telling how she sold her hair, when starting her stage career, for three dollars with which to buy food. When two leading ladies staged a hair-pulling contest over John Boles—who wasn't even remotely interested in either one. When Constance Bennett, sailing via freighter to Europe, bought the

big-saw puzzle stock of a Hollywood novelty shop as a guarantee against boredom. When Maurice Chevalier was "introduced" on his first Hollywood set, to an ex-German officer who had been in command of the prison camp where Chevalier had been confined during the World War.

BELLS AND NO-BELLS: Recommended picture offerings: "Daughters Courageous," a follow-up on "Four Daughters," and even better entertainment—and "Good Girls Go to Paris" with Melvyn Douglas and Joan Blondell turning in top performances. A bow to Gary Cooper for granting an interview about his baby daughter (a subject tabooed these 20 months) because the writer

needed money so badly. No-bells to Twentieth Century-Fox for persistently wasting the talents of Peter Lorre, who really HAS talents. A discordant jangle to David O. Selznick, whose one economy, while lavishing money on "Gone With the Wind," was to use dummies for dead soldiers, thereby depriving extras of badly-needed work.

Fibber McGee, who's turned "rancher" has been gifting his friends with tomatoes. The other day, one of the gifts asked why so many of them were half-ripe. "Just caution," Fibber grinned. "A guy like me can't afford to pass out ripe tomatoes—even to his friends!" Distributed by McNaught Syndicate, Inc.

VERMONT STREET
For sale, modern house, seven rooms, oil burner, two car garage. Price \$3,800. E-Z Terms. SUTTON, STONE 6684

DOLAN'S
MEATS—GROCERIES—VEGETABLES
600 JEFFERSON AVE.
We Deliver Phone Genesee 1417

HOME-DRESSED YOUNG BROILERS 25c	TENDER BEEF POT ROAST 15c
MILK FATTED FRESH FOWL 19c	GENUINE SPRING LEGS OF LAMB 25c
READY CUT-UP CHICKEN 15c	COUPON Rosemont Vacuum Packed WHOLE KERNEL CORN 3 cans 25c
LEGS 15c	
NECKS 15c	
WINGS 15c	
LIVERS 15c	
BREASTS 15c	
GIBLETS 15c	

VACATIONISTS PAY CASH—PAY LESS At CHAMPIONS FOR YOUR SPORTSWEAR



Men's Wool or Lastex
Swim Trunks
Cash Price \$1.59
Reg. \$1.95 Value

Ladies' Lastex or Wool
Swim Suits
Cash Price \$2.95 \$3.95
Reg. \$5.95 and \$6.95 Val.

Men's (All Colors)
Polo Shirts
and
Slack Sets
Cash Price \$2.49
Reg. \$2.95 Value

Men's, Ladies' Oxford Type
Tennis Sneaks
Cash Price 99c
Reg. \$1.29 Value

Champion
KNITWEAR CO. 71 ST. PAUL ST.
1/2 Hour Free Parking Bill's and Strand Station



FREE BOYS' OR GIRLS' BICYCLE

LATEST MODEL . . . OUR VACATION
GIFT TO THEM . . . GIVEN WITH EVERY

GIBSON FREEZER SHELF REFRIGERATOR

THIS BIG 1939 6-CU. FOOT

Gibson Refrigerator

for only \$99.95 \$1.00 DELIVERS

- Keeps Perishable Foods Fresh!
- 1939 All-Steel Triple Sealed Cabinet!
- Makes More Ice Cubes Faster!
- Sealed Thrifty-Scotch Yoke Mechanism

Here's the refrigerator that gives you everything you want, at a price you want to pay! See it! Inspect it from top to bottom! Compare it with Refrigerators selling for \$50.00 more! You'll find it's the only big SIX Cubic Foot, all-steel, hermetically sealed refrigerator in all America selling for less than \$100! \$1.00 down brings this beautiful, big, new 1939 Gibson in your home!



\$1.00 DOWN—3-YEARS TO PAY!

Complete Service—Gibson Refrigerators, Radios, Washers
VISIT US—INSPECT ONE OF ROCHESTER'S LARGEST FURNITURE DISPLAYS.

STONE 5008
UNION
286 EAST AVENUE
286 EAST AVENUE Corner UNION ST.
Fairport Store 20 SOUTH MAIN STREET
East Rochester Store 114 WEST COMMERCIAL ST.
OPEN EVERY EVENING 'TIL 10 P. M.

SUMMER SALES

KEY DRUG STORES
470 N. GOODMAN
92 E. MAIN
546 MONROE
THREE STORES CUT RATE

KEY SCOOP!
CANNON
TURKISH TOWELS
Extra Large 22x44 In. Size
Guaranteed fast colors in pastel shades of blue, pink, green, orchid or yellow. While 6000 last. 6 for 95c

WILDROOT SHAMPOO 50c SIZE	29c
ANTACID PDR. GIANT 10-Ox. SIZE, Reg. \$1.50	79c
FOOT SOAP STEARN'S Reg. 25c	11c
SCRUB BRUSHES Reg. 10c	3 for 11c
ZINC OINTMENT 2 OX. TUBE REG. 39c	15c
POLISH REMOVER 2-Ox. Bot. Reg. 20c	11c
LIFEBUOY SOAP	3 for 14c
MILK OF MAG. TOOTH PASTE REG. 50c, 19c	3 for 55c
DR. LYONS TOOTH POWDER Reg. 50c	27c

CLOSE OUT! JUST 100 SAMSON Electric Table Stoves



Reg. \$2.00 Special at 98c

There's Beauty in Every Drop
Teel
AMAZING—New safe liquid way to sparkling teeth

23c 39c

SHOULDER BAGS
FOR BEACH or SHOPPING
In smart combinations of blue, green or brown. Extra special at 79c

Heavy Russian or American
MINERAL OIL
PINT SIZE 25c
QUART SIZE 45c
1/2 Gal. 85c Gallon \$1.49

max. razor, 30 fees
cutter edge 30c
25c Feena-mint 19c
35c Italian 29c
Balm 29c
Solo Hair Curlers, reg. 10c
5c 3 for 10c
25c Energine White Shoe Cleaner 19c
25c White Ace Shoe Cleaner 11c
25c Griffin Shoe Cleaner (white) 19c
Bayer Aspirin Tab. 59c
bottle of 100 reg. 55c
Brewer Yeast Tab. 49c
bottle of 250, reg. 1.00
Dixon Lead Pencils, reg. 5c 3 for 5c
1.00 Agarol 79c
Laxative 20c
Haarlem Oil Caps, reg. 35c
50c Barbasol Shaving Cream 26c
15c Stork Castile Soap 7c

SENSATIONAL BARGAIN!
2 BIG BOTTLES LUCKY TIGER HAIR TONIC
Regular \$1.50 Value Only 79c

1c SALE
Amazing New COLGATE TOOTH POWDER
HOW DO YOU GET YOUR TEETH SO BRIGHT?
IT'S EASY WITH THE NEW COLGATE TOOTH POWDER
LARGE SIZE . ONLY 1c
GIANT SIZE . . . 35c
BOTH FOR 36c

George Washington Tobacco
46c
Pound Can

A Mild Smoke
LUCKY STRIKE
CIGARETTES
RIGHT RESERVED TO LIMIT QUANTITIES

GAINSBORO
POWDER PUFFS
Reg. 10c 2c

MILK OF Magnesia TABLETS
Tin of 30 7c

LB. BAR GREENE'S FUDGE
Reg. 20c 13c
2 for 25c

ASPIRIN TABLETS
Bottle of 100 6c

DOUBLE-EDGE GILLETTE TYPE Blades
Box of 100 49c

HOSPITAL COTTON
Lb. Roll 17c

BRIDAL BOUQUET SOAP
FRENCH MILLED Reg. 10c 2 for 5c

TODDY POUND CAN
23c

N'S
GETABLES
AVE.
1417
ENDER BEEF
AST 15c
QUINE SPRING
S'O 25c
MB 25c
COUPON
ent Vacuum Packed
L CORN
cans 25c
ES
OF
GS &
ETRIES
FRIDAY
SUNDAY
cial!
K OF
nesia
BLET
7c
GREENE'S
DGE
13c
or 25c
IRIN
BLET
6c
E-EDGE
E TYPE
des
49c
ITAL
TON
17c
BOQUET
AP
MILLED
10c
5c
ODY
CAN
3c

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. 37

THE ROCHESTER SUN, THURSDAY, JULY 13, 1939

10

74,900 COPIES DELIVERED

MANUFACTURERS CLOSE-OUT!
TWO-TONE DESERT CLOTH
2 Piece Complete

SLACK SETS 77c

Yellow and orange, charcoal, blue and pink, and purple, aqua and brown, and orange.

Reg. \$1.29 and \$1.59 values! Clever two-tone styles in sizes 12 to 20.

GUARANTEED WASHABLE!

Stephens
210-214 MAIN ST. E.

Survey Shows June Business Better in Rochester

Most Car Crashes Occur on Clear Days, Sheriff's Figures Show

Statistics on traffic accidents in Monroe County—outside the city of Rochester—compiled under the direction of Sheriff Albert W. Skinner contradict the impression that most mishaps are caused in part by weather conditions.

The Sheriff's figures show that for the first six months of 1939 there were two of those killed in collisions, three were pedestrians struck by automobiles, five were occupants of cars hit by trains and one a bicyclist hit by an auto.

During June, the danger period for traffic mishaps was between 4 and 11 p.m. These seven hours accounted for 52 per cent of the accidents, for injuries to 46 persons and death for one.

Another angle of the Sheriff's report reveals that men, possibly because made drivers are in the majority, figured in 87 per cent of the accidents reported for the first six months of this year. Thirty-nine per cent of the drivers were between 30 and 49, while 26 per cent were from 20 to 29.

One hundred accidents were reported during June, of which two were fatal, 51 involved personal injuries and 47 property damage only.

An analysis of fatal accidents

Wings Play On Home Lot For Week

Billy Southworth's Red Wings will be playing in their home orchard during the next seven days, thus allowing them to continue to battle for first place honors in a friendly and familiar setting.

Thursday and Friday nights there will be owl games with Baltimore, followed by another game with the Yankees on Saturday afternoon. A twin bill with Newark is carded for Sunday, and after an off-date Monday, the Bears will oppose the Wings in night games Tuesday and Wednesday.

A big event, a combined Baseball Centennial and Chamber of Commerce night, is set for Thursday evening, July 20. Previous to a league tilt with Buffalo, a colorful panorama of the evolution of the national pastime will be presented, showing how the oldtime game looked.

First sacker Harry Davis' seven-year-old boy, Scooter, is a new Red Wing mascot and he really puts on quite a show.

Lochte Out Of Race for Clerkship

Arthur Lochte, Republican leader of Monroe County, has declared himself out of the picture as a possible candidate for the county clerkship.

Speaking at the First Ward Republican picnic, Lochte declared that he would not run for county clerk under any circumstances. He intends, he said, to stand for re-election as First Ward Supervisor.

Meantime, G.O.P. chieftains apparently are in no hurry to pick a man to oppose Roy Bush, Democratic incumbent, for the clerkship post. It is expected that the Republican choice will be withheld until shortly before time for filing designations, nearly a month hence.

Improvement Noted In Store Transactions And New Car Sales

Rochester business during June improved noticeably over June, 1938 and May, 1939, reports of three representative business yardsticks compiled by the Statistical Bureau of the Rochester Chamber of Commerce indicate.

Check payments during June aggregated \$126,643,843, an 11 per cent increase over June, 1938, advanced 16 per cent over May, 1939, and were less than 2 per cent behind June, 1937. During the first six months of 1939 check payments amounted to \$691,435,725 against \$665,744,461 for the corresponding period of 1938, a 4 per cent increase.

Department store sales during the four weeks ending June 24 topped the corresponding period of 1938 by 3.2 per cent, whereas combined department store sales for New York and Brooklyn, Newark, N. J., Buffalo and Rochester improved 2.1 per cent.

New passenger car sales in Monroe County during the first 20 days of June numbered 763 against 444 for June 1938, a 72 per cent increase.

Ordinary paid life insurance sales during June of 19 companies operating in the Rochester district totaled \$1,790,340 against \$2,194,655 for June 1938, an 18 per cent decrease. Compared with June, 1938 paid insurance improved 2 per cent.

Woods Given Assurances Of Support

Statewide support is being accorded Public Safety Commissioner Tom Woods in his effort to induce the Legislature to pass a law limiting the sale and use of fireworks.

Lewis J. Valentine, head of New York City's Police Department, has assured the Rochester safety chief of his co-operation in this drive for a safer Fourth of July. In a letter to Woods, the New York police official promised to do everything in his power to insure passage of the proposed legislation.

Police chiefs of Syracuse and Albany also have told Woods that he will have their support in this safety campaign.

It is expected that the measure sponsored by Woods will be introduced by Assemblyman Abraham Schulman at the next session of the Legislature.

Barbers Warned To Get License

A warning to journeyman barbers to renew their operating licenses before July 31 or be prepared to have their work shut off was issued by the city. The Department of Commerce reported only fifty of 600 barbers have renewed their licenses.

A physical examination is demanded before applications may be filed, and this cannot be a last-day accomplishment, the Department of Commerce advised.

Movie Quiz Winners

Each of the following may obtain a pair of guest tickets to see "On Borrowed Time," opening today at Loews, by calling at The Sun office, 419 Burke Bldg.:

John Di Bella, 1055 Clifford Ave.
Joseph Basso, 137 Bay St.
Madeline Slater, 71 St. Paul St.
Mrs. Henry Cobb, 41 Main St. E.
Anthony Arthur, 44 Cummings St.
Sylvia Goldberg, 71 St. Paul St.
Maude Lochte, 12 Ashbury St.
Juliet Van Vleet, 56 Richmond St.
John Van Vleet, 56 Richmond St.
Lawrence Case, 905 Genesee Rd.
Mrs. W. Locke, 640 Monroe Ave.
Mrs. Edgar Brown, 1099 Casser St.
Richard Nash, 48 Town St.
Sheldon Rose, 321 West Ave.
Marion Tabbler, 111 Chestnut St.
Loretta Senk, 21 Hamilton Rd.
John Bond, 159 Thurston Rd.
Jane Getz, 109 Ashland St.
E. Braverman, 126 Ashland St.

Printers Favor Non-Partisan School Election

Rochester Typographical Union No. 15 was on record as favoring non-partisan election of members of the Board of Education.

A resolution adopted at a meeting by the union, endorsed the stand taken in favor of a non-partisan board by the Allied Building Trades Council.

The printers pressed for appointment of Frank A. Pauth as a member of the vocational advisory committee of the Board of Education. The union for some time has been seeking appointment of Pauth as labor's representative on the committee.

Failure of the board to make an appointment July 1, in accordance with custom, caused the union to instruct its officers to renew efforts for appointment of Pauth.

The typographical unit came out in opposition to a statewide sales tax and voted support to the Newspaper Guild in its strike against Hearst publications in Chicago.

TO ATTEND CONVENTION

Three Rochesterians will attend the state convocation of Sons of St. George, which opens in Schenectady today and continues through Saturday. Rochester delegate to the annual sessions is George Bacon, 50 Balsam St. James P. Skinner, 48 Middlesex Rd., retiring grand president, and Francis W. Morrell, 104 Cobbs Hills Dr., scheduled to be installed grand secretary, also will attend.

LETTER FROM BENES

A Rochester writer has a letter from Dr. Eduard Benes, president of the former Czech-Slovak Republic, thanking her for her verses on the seizure of his country. The letter was written to Alice Garland Steel, known locally as Mrs. T. Austin Ball, 170 Ambassador Drive.

Mrs. Josephine Hableib Harrington of Seneca Parkway, returned Friday from El-Mae Lodge on Fourth Lake, where she was the guest for a few days of her mother, Mrs. Joseph C. Hableib.

Thar's Gold to be Found In Them Thar Columns

Yep, readers, "there is gold in them thar" advertising columns, gold to be found in the many values offered by Sun advertisers week after week, bargains that mean savings on your every daily need and the needs of your household. Food and furniture, drugs and dresses, radios and refrigerators, tires and toys—or sportswear for both sexes can be found in the columns of each Thursday's Sun.

We know that there are gold-mining opportunities in every line of Sun advertising, and now we are going to put more gold in them, or perhaps in between them. This week the SUN starts a new game that will be of interest to all. It might be called "Finder's Keepers." "Thar's gold in them thar columns," or a dozen others. We're going to let you name it and the winner will receive a five dollar prize. In case a title is selected that is identical with the suggestions of one or more, duplicate prizes will be awarded.

Here's the game—five names will be selected at random from the city directory and from towns in which the SUN is delivered. If you find your name you're going to be lucky—the lucky winner of a brand new dollar bill. There are no strings attached, nothing to buy, nothing to do. Just come to the SUN office, 419 Burke Bldg., with some means of identification and the prize is yours!

The game starts with this issue, look for your name, the names of your neighbors and friends. AND don't forget, send in a title for this game, you may win the five dollar prize! Address: Title Editor—419 Burke Bldg.

Ritter Dental Company Starts Work on Contract

Ritter Dental Manufacturing Company today has announced its plan to start work on the \$11,747.75 contract that the War Department's medical section awarded.

The supplies were to be shipped at once to the Medical Corps, the contract stated.

TOWNSEND CLUB PICNIC

Townsend Club members in the Rochester area will hold a basket picnic in Pavilion 4, Genesee Valley Park, tomorrow afternoon and evening. Dinner will be served at 6:30. Marian L. Fischer, 383 Columbia Ave., is making arrangements.

SODALITY PLANS OUTING

Sodality of Our Lady of Perpetual Help Church has arranged a outing to Silver Lake for Sunday.

ROCHESTER'S BIGGEST HAT EVENT! 1100 NEW WHITE HATS 57c

REGULAR VALUES TO \$1.49

WHILE THEY LAST!

Fine Felts — Rough Straws, and Crepes
In All of The Season's Smartest Styles

Stephens
210-214 MAIN ST. E.

Exactly As Pictured

NEXT WEEK

An Extra-Big SUN, Chuck-Full of
Extra-Big Values from Rochester's
Most Progressive Merchants

SUPER SAVING DAYS

Thursday, Friday and Saturday
of Next Week, July, 20th, 21st and 22nd

Read Every Page of the
SUN'S Big Super-Saving
Days Issue Next Thursday
To Enable You to Shop Early the
SUN Will Be Delivered to Your
Door Next Thursday Morning

ALWAYS
A Gift
of Good
Taste
FLOWERS
from the vast varieties of
SAGAMORE
FLORISTS
Stone 2828 E. FRANK GRAY, Mgr.

Hollywood's Favorite Play Clothes

Presented by Sun's Fashion Editor

America's film capital sets the pace for comfort and high fashion in Summer fun apparel! These styles spell freedom from wardrobe worries the whole Summer thru, and while we haven't seen them in any Rochester store as yet, no doubt you'll find their close counterparts in some local apparel shop.

Casual, comfortable, YOUNG! Little-boy play suits in the adult mode! The suspender-top shorts and the short bolero jacket are made of "FADED BLUE" denim... the shirt, of gaily colored bandanas. Shorts sport a gosh-clothing with white buttons.

An old-fashioned play girl in the modern manner! Red and white checked gingham in a revival! Gored and flared skirt; short sleeves; little girl collar; tie sash and red buttons. Narrow ruffles of self-fabric and separate matching panties, smartly ruffled.

Horse Show Set For Brook-Lea

Horse will be king August 27, when Brook-Lea Country Club will be the scene of a horse show. An added note of gaiety to the important date will be lent by a dance the evening preceding the show.

Dr. Guy B. Van Alstyne heads the executive committee planning the show, and serving with him are Mrs. Albert Vosburg, Fred E. Reed, Mrs. Van Alstyne, Nelson G. Lengeman and James E. Hershon.

The honorary committee for the August 27th show includes: William P. Wadsworth and Capt. Benjamin Lincoff of Genesee; Everett Tomlinson of Batavia; Herbert Reed of Albion; and J. Francis Weller, Miss Katherine Love, Maj. John Meston and M. Roy McGregor of this city.

The committee arranging the dance included Mr. and Mrs. Russell C. Marron, chairman, aided by Mr. and Mrs. Albert Vosburg, Mr. and Mrs. Arthur D. Weller, Mr. and Mrs. Alphonse F. Peper, Mr. and Mrs. Ivan

Floundering Play Costs Chance to Make Slain

By VIRGINIA LEVY

An interesting hand occurred in a bridge game the other day, wherein declarer found himself in the unfortunate position of trying to make six spades with his left hand opponent holding two kings, one of which was the trump king over his two aces-queen tenaces.

He played the hand rather madly and was set two tricks. The hand follows:

NORTH		SOUTH	
S	H	S	H
6 4 3 2	9 7 5 4 3 2	8 5	10 8 6 5 3 2
D 4	C A 7	D 10 9 8 7 6 5 4 3 2	C 9 8 7 6 5 4 3 2

West was the dealer and the bidding went as follows:

WEST	NORTH	EAST	SOUTH
1 Club	Pass	Pass	2 Clubs
2 Hearts	Pass	Pass	3 Spades
3 Spades	Pass	Pass	6 Spades
Double	Pass	Pass	Pass

As to the soundness of South's six-spade bid we will make no comment. Suffice it to say, that, considering West's opening bid and subsequent double, declarer should have had a play for his contract.

CONTRACT REPEATED

West opened the king of clubs which declarer won with the ace. The diamond ace was next led and this was followed by another diamond, which dummy ruffed. Declarer then returned to his own hand with the ace of hearts and ruffed another diamond in the dummy. Evidently he had hoped to set

FOOD

BY IRENE MUNTZ

A full cookie jar is always a pleasant sort of social security. In summer time especially, a late afternoon snack seems almost a necessity in view of the light meals we generally eat at noon. And what more welcome kind of refreshments can we offer family and friends than cookies and iced cold milk, or cookies and iced tea or cookies and lemonade, in short, whatever beverage you like best, but always cookies.

And they needn't be expensive to be good. Their goodness, whether plain or fancy, depends chiefly on how they are made. Crispness and tenderness are largely a matter of handling the dough if you have a tested recipe and good ingredients.

Your refrigerator may play an important part in assuring you of the desired texture, for chilling cookie dough much easier to handle. Too often cookies are made tough by the addition of too much flour in the rolling. Refrigerator cookies can be rolled with the addition of very little flour, if fancy shapes are desired, or they may be shaped in a roll, chilled, sliced and baked without any more flour being added at all. So if your kitchen is warm, take advantage of the cold temperatures in your refrigerator to help you turn out tender delicious cookies.

THREE STAR REFRIGERATOR COOKIES

Temperature: 40 Degrees F
Time: About 3 Minutes

1 1/2 c shortening	4 c all-purpose flour
1 c brown sugar	1 c soda
1/2 c white sugar	1 t salt
2 eggs	1 c cinnamon

Cream shortening, add sugar gradually and beat until light and fluffy. Add eggs one at a time, and blend thoroughly. Sift flour, measure, sift with dry ingredients and stir into first mixture. Divide in thirds. To one third, add 2 squares melted chocolate and 1 t vanilla, to the second add 1/2 c chopped coconut, to the last third, add 1/2 c coarsely chopped nuts or raisins. Or leave plain, form into rolls, wrap in wax paper and chill thoroughly. Cut in thin slices, place on a greased cookie sheet and bake in a preheated oven.

This recipe enables you to have a whole plateful of different flavored cookies in a jiffy. Another variation may be made by dividing the basic recipe in half and adding melted chocolate to one part. Roll out 1/2 inch thick. Roll out the plain half 1/4 inch thick and place the chocolate half on top. Trim the edges to fit and roll up like a jelly roll. Chill, slice and bake as above.

LEMON WAFERS

Temperature: 350 Degrees F
Time: 10 to 15 Minutes

3/4 c all-purpose flour	1 egg, unbeaten
1/2 c soda	2 t lemon juice
1 t salt	grated rind of 1 or 2 lemons as desired
2/3 c butter	

Sift, then measure flour. Sift three times with baking soda and salt. Cream the butter and sugar. Add egg beating until well blended. Then add lemon juice and rind. Add dry ingredients a small amount at a time, beating until smooth. Chill dough in refrigerator until stiff, or shape into a roll 1 1/2 inches in diameter, then chill for several hours in an automatic refrigerator. Roll dough, cut with 2-inch cookie cutter, or cut very thin slices from roll. Dip in granulated sugar. Place on ungreased baking sheet. Bake in preheated oven.



JIMMIE FIDLER in Hollywood

HOLLYWOOD — Jascha Heifetz says "They Shall Have Music" is his first and last picture. The great violinist has turned a deaf ear to Sam Goldwyn's offers for a repeat engagement-offers that have climbed to brain-dizzing figures. Since money seems not to be the stumbling block, his refusal must be dictated by scorn of the movies as an artistic medium.

Heifetz, I think, is making a mistake which convicts him of the most blamable form of selfishness. Let me use the plot of his own picture as an argument. It concerns a tenement kid who is headed straight for reform school, or worse, when luck puts in his hands a ticket for a Heifetz concert at the Met. He goes—principally to dodge an unfriendly cop—and sits enthralled by the great music. His whole life is changed as a result. Believable? Very—and you'll agree after sitting entranced, in your turn, by the music of Heifetz as it pours from the screen.

Perhaps Jascha hasn't stopped to consider that there are real-life starlings just like that boy—people of all ages who have never had a chance to hear the greatest music and never will have a chance unless it is brought to them by the one perfect mass-medium, the movies. Has any great artist like Heifetz the moral right to say "no" when he has an opportunity to share his gift with those who are begging for it? Why quibble because motion pictures sometimes sin against art—are the best things in life to be reserved only for those who can afford dress suits, orchids and a seat at the Metropolitan?

There's something downright "human" in the best American sense of the word, in Fred MacMurray's current plight. A couple of years ago, when he acquired his first costly home, he did just what ninety-nine newly prosperous people out of one hundred would do—placed himself in the hands of a stylish interior decorator. The living room of the MacMurray

manse was "carried out" very beautifully—and very formally. So formal was it, in fact, that Fred, who likes to sprawl, spent all of his time-at-home in the den. The other day he and Mrs. MacMurray laid aside their pride in those elegant furnishings and had a conference. "How many times have we used that room?" they asked one another and discovered the answer was "Not at all." Fred summoned a squad of carpenters and plasterers. It will be the most livable room in the house when the job is finished.

FIDELINGS:
The professors must feel great elation. When their grade are acclaimed by the nation. For portraying tough mugs and dim-witted lugs in the interest of fine education.

Duncan Renaldo's fight for a screen comeback reminds me of one of the most dramatic "speeches" ever made in Hollywood. The setting was Grauman's Chinese Theater. "Trader Horn" was being premiered. One after another, studio executives and members of the cast had stepped up to the microphone, acknowledged their introduction and spoken their pieces. Finally the master of ceremonies summoned Renaldo, who then under bond on charges of evading the Federal Immigration laws, with conviction and sentence only a few days away. He looked over the crowd sadly, choked and said, brokenly, "Thanking you, ladies and gentlemen, for my first and last premiere."

Visited the "Eternally Yours" set where Davis Niven is playing a magician. The first scene which called for him to produce rabbits out of a hat went off like a charm, the second, which demanded that he make two white mice disappear, hit a snag. One of the property men broke the news. "Mr. Niven," he said, "I guess there's a greater magician than you on this set. I mean the studio cat. She's licking her chops and the mice already disappeared!"

Rochester Men Granted Patents

Four Rochester inventors were granted patents during the past week it was announced by Frank Keiper, patent attorney of this city. In addition to the Rochester men granted patents a Honeoye Falls man also was granted a patent.

Patents granted included: Theodore Christie, cutting machine (15 claims), assigned to Lisco Products Inc.; Winthrop K. Howe, railway traffic controlling system (three claims), assigned to General Railway Signal Company; Clara Seidel, hair curler (four claims); Samuel Vetro, powered toy and energizing method therefor (10 claims); and Floyd Rittenhouse, Honeoye Falls, signal device (design), assigned to the A. E. Rittenhouse Company Inc.

Mr. and Mrs. Albert B. Eastwood of Culver Road, entertained at luncheon on the Fourth at their summer home, Webster-on-the-Lake.

Miss Margot McCameron of Edgerton Street, left Saturday for Laurentin Lake, Canada, where he will pass a month.

Mr. and Mrs. Roy L. Cool of State Street, Pittsford, entertained at dinner Saturday at the Monroe Golf Club in honor of Paul Dyer of Crawley, England.

Mr. and Mrs. E. A. Hanover of Barrington Street, left Sunday for Atlantic City, where they will pass a week.

Mr. and Mrs. James D. Eggleston of Susquehanna Road, and Mrs. Ann Collins left by motor last week for Providence, R. I., where they will pass several weeks.

DOLYFOTO
48 PROOFS SUBMITTED
HAVE YOUR PHOTO TAKEN!
\$100
8X10 BUFF PORTRAIT
LINCOLN'S
MAIN AT ST. PAUL

Mid-Summer SALE
AWNING SALE
PORCH AWNINGS
BROKEN SIZES—BARGAIN PRICES
\$4.21 and \$5.79

WINDOW AWNINGS 98c
Broken Sizes—Bargain at

DROP CURTAINS \$1.56 \$1.80
Incomplete Range of Sizes

BOYS' TENT - Size 5x7 \$4.80

GARDEN SET Metal furniture with cane tops, 4 chairs, tables, umbrellas. Hammocks \$1.98—Waterproofing for Tents \$1.45 gal.

FANARA AWNING Company
51-53 CENTRAL PARK STONE 4395

A GOOD THUMB IS TAKEN FOR GRANTED

But you never realize how much you depend on your thumb until you cut it. So it is with good gas and electric service. Few people realize what a precious advantage steady, unfailing gas and electric service is—because they rarely have to be without it.

But, your gas and electric company employees think about the importance of this dependable service day and night. That's why you never have to think about it.

Everyone of us is on guard to protect some part of this service against "cuts and bandages".

ROCHESTER GAS & ELECTRIC Corporation

89 EAST AVENUE MAIN 3960

BINGO
Now Completely AIR CONDITIONED

AT THE Hollywood Bingo Hall
33 PULLMAN AVE. Just A Step From Kodak Park

OFF LAKE AVE—AT RIDGE ROAD

WE PLAY TO CAPACITY CROWDS—THURS. FRI. SAT. OVER 250 PERSONS HAVE ENJOYED AIRPLANE RIDES

FREE RIDES

HAVE GIVEN AWAY **\$12,000.00** MORE THAN 60 WAYS TO WIN

General Admission **25c**

FREE ENTERTAINMENT 7:15 P. M.



THE GREATEST VALUE WE'VE EVER OFFERED THE PUBLIC—EXACTLY AS PHOTOGRAPHED

3 Pc. Solid Maple \$49

With Twin Beds \$59
Bed, Dresser, Chest and Vanity \$69

Lauer's are proud of their reputation for maple! We will not sell you a maple suite unless that suite is worthy of our store. Now, here is a bedroom suite that we will bank our reputation on! Come in! Examine this suite inside and out. Notice the clear amber-toned finish that shows the hard maple through. Judge the value of each piece separately. See the superiority of Lauer Maple. Buy this maple suite at Lauer's and know that you are getting the finest maple possible for the money. Buy with confidence from a store that you have confidence in!

LAUER'S ASTORIA BOX SPRING OR INNERSPRING MATTRESS

\$12

Lauer's
\$24 FOR BOTH
50 STATE ST.

**ROCHESTER'S
FINEST AND
LARGEST SELLING
STOCK ALE**

**Tam o' Shanter
STOCK ALE**

More Hops • More Malt • More Age
DRAUGHT • BOTTLES
EVERYWHERE

AMERICAN BREWING CO. • Rochester, N. Y.

Edgerton Park Rodeo To Open July 24th

Residents of the Edgerton Park neighborhood are preparing to hear the yell of cowboys and the grunts of animals when Lalla Grotto's fourth annual Rodeo comes to town the week of July 24.

Richard G. Myers son of Mr. and Mrs. Fred L. Myers of Harvard St., has gone to Camp Smith at Peekskill for two weeks.

Bruisers Smack Coaches, 30 to 7

The Boston Massacre in a new locale (the old U. of R. field) was enacted last Thursday, when the Curtin-Barry Bruisers ruffed out 46 base knocks to humble the Downtown Quarterbacks, 30 to 7.

H. H. (Horace Hubert) Horton, one of Baucie's best, was shelled from the mound in the early frames and succeeding hurlers, three in number, fared no better. Co-Captain Barry of the Bruisers, had the situation in hand at all times, and his superb twirling was second only to the invincible "hundred dollar" infield and the fast-running shoe-string catchers that patrolled the outfield.

The Bruisers got under way early, a host of base hits, with home runs by Roland Ricks and Eisenberg, with the sacks loaded, swelled the total to twenty runs by the fifth inning. Captain Curtin, always compassionate, broke up his "perfect" nine by withdrawing himself from the game and ordering in his second string lineup. The Yan-nings allowed seven runs, but added ten more of their own to more than square accounts.

The humidity of the Downtown coaches was complete when time after time the master-minding of Messrs. Freckleton, Lyons (the Buckle), and Sullivan (who did Casey at the bat with encores) continually went awry.

Rover Roche and outfielder Eisenberg were the sluggers, each with two homers and a triple, the "hundred dollar" Bruiser infield, comprising Lunt, Gerling, King and Curtin, all had 5 for 5.

Although the Bruisers would welcome a return engagement, it is doubtful that the nine old men that comprise the Downtown Quarterbacks will have recovered from this shellacking before the 1940 season.

Mrs. Amos H. Cobb of Penfield Road, will leave town on Wednesday, July 26 for West Harwich by the sea Cape Cod, where she will pass some weeks.

Donald S. MacMaster of New York City, was the weekend guest of his parents, Mr. and Mrs. John MacMaster of Edgerton Street.

Mrs. Mary A. Allen of Arnold Park, left Tuesday for Lake Forest, Ill., where she will be the guest of her brother Charles T. Atkinson, for ten days.

Booster Club Plans Three-Day Carnival

Booster Club members of Summerville Boulevard district will hold a three-day carnival beginning Friday evening, officials of the club announced.

Charles E. Mahoney is chair-

man of the event which will serve as a preliminary to the Irondequoit centennial celebration opening July 10. Colored lights will be strung and booths from which candy, soft drinks, hot dogs and fruit will be sold will be erected at the end of the boulevard.

Hibernians Plan Outing, July 16th

Ancient Order of Hibernians Division 2 will sponsor a reunion picnic July 16, at Kern's Grove, Chili Road. All Rochesterians of Irish birth and descent are invited to attend.

One of the features of the reunion will be a registration booth where those born in Old Erin may register their birthplace and present address along with the date they left Ireland in order that they might meet others from their homeland.

Heading the list of honor guests will be a personal representative of the Most Rev. James E. Kearney, bishop of Rochester Catholic Diocese.

The Rochester Sun

Published every Thursday afternoon by the Rochester Sun Corporation, 5 St. Paul Street, Rochester, N. Y.

G. Curtis Gerling, Publisher
G. Curtis Gerling, Publisher
ROCHESTER SUN CORPORATION
G. Curtis Gerling, Pres.
William Pratt, Secretary
Eugene Davis, Adv. Director
NATIONAL REPRESENTATIVES, James A. Coveney Co.
New York Office
Chicago Office

Frank B. Kelly, Vice-Pres.
Wm. G. Bromley, Treasurer
O. H. Allen, Editor
444 Madison Ave.
39 South State St.

Wegmans Quality
PRIME-STEER TENDER JUICY
SHOULDER ROAST
BEEF
18^c
LB.

Serve one of these fine, substantial, prime-steer beef roasts for your Sunday dinner! Guaranteed quality... at a special low price.

TENDER CHUCK ROAST . . . lb. 15^c

Shop in Wegmans

SELF-SERVE
GROCERIES

Where You Are

GUARANTEED

Rochester's

LOWEST

GROCERIES

PRICES!

MAMMOTH PLAIN OR ICED
**ANGEL
FOOD**
25^c
ea.

GENUINE PHILADELPHIA
**CREAM
CHEESE**
6^c
pkg.

WEGMAN'S FAVORITE BLEND
**FRESH
COFFEE**
2 lbs. for 25^c

Redeem Your
**Surplus
Food Stamps**
at Wegmans

DARI-RICH DELICIOUS
CHOCOLATE SYRUP, can 19^c
QUART JAR SWEET
MIXED PICKLES . . can 15^c
TWO POUND JAR
PEANUT BUTTER, ea. 23^c
ROYAL DESSERTS OR
JELL-O 4 pkgs. 19^c
BOWL FOR 16 WITH
LARGE OXYDOL . . pkg. 18^c
QUART JAR BLUE RIBBON
MAYONNAISE . . ea. 41^c
WILSON'S TENDER LEAN
CORNED BEEF . . 2 cans 29^c
No. 3 SIZE CAN GOLDEN
BANTAM CORN . . 4 for 25^c
TENDER SWEET TINY
JUNE PEAS 4 cans 25^c
POUND CAN HERSEY'S OR
BAKER'S COCO. . . ea. 11^c
QUART JAR GREEN GABLES
SALAD DRESSING . . ea. 25^c
TALL SIZE CAN VAN CAMP'S
EVAPORATED MILK, can 6^c
No. 2 SIZE CAN SOUR
CHERRIES each 10^c
Royal Rio Texas or Dr. Phillip's Fla.
GR. FRUIT JUICE, 4 cans 25^c
No. 2 Size Can ROYAL RIO TEXAS
GRAPEFRUIT . . 2 cans 15^c
No. 2 SIZE DOLE CRUSHED
PINEAPPLE . . . 2 cans 25^c
TREESWEET READY-TO-USE
LEMON JUICE . . 2 cans 15^c
BEECH-NUT PURE
TOMATO JUICE . . can 5^c
28-OUNCE BOTTLES
ASSORTED POP . . 4 for 25^c
EMPIRE STATE BRAND
BEER or ALE . . 4 bottles 25^c
QUART BOTTLE GENESSEE
BEER or ALE . . . each 19^c
KILBOURN HALL OUK . . lb. 19^c
CHASE & SANBORN'S FRESH
DATED COFFEE . . lb. 22^c
24-LB. POUND SACK
DAISY FLOUR . . . each 49^c
CRISP ONTARIO CLUB
CRACKERS pkg. 15^c
THREE POUND CAN
CRISCO or SPRY . . ea. 48^c

New! 3 WAY
BLOW OUT
PROTECTION
Diamond
SUPERLUX
LOW
EASY
TERMS
INSTALLED IMMEDIATELY

NEW ACCOUNTS
OPENED IN 5 MINUTES
AND YOU CAN BUY

TIRES
AS
LOW
AS
43^c
A WEEK

**UNIT
PARTS Corp.**
1185-1223 Main St. E.
CULVER 250

FURNITURE
RECONDITIONED
Re-upholstering, Refinishing 2-pc.
Sofas, re-covered in fringed cloth
\$28.50, Occasional Chairs, \$22.00,
Cigarette Chairs, \$15.00.
Textile Upholstering Co.
MAIN 4623

ROGERS SILVERPLATE
**LESS 1/2
THAN
REGULAR VALUE**

Coupon Redeemable at Rochester Sun Office, 419 Burke Building, or at the following Stations:

JOSEPH AVE. PHARMACY
233 Joseph Ave.
BET-AIR PHARMACY
1402 Monroe Ave.
CAIRN PHARMACY
Genevieve cor. Brooks
FINE'S PHARMACY
199 Park Ave.
KEY DRUG STORES
92 Main St. East
424 N. Goodman
546 Monroe, near Goodman
MANDELL PHARMACY
Portland cor. Norton
SILVER'S PHARMACY
415 Thurston Road
RUNNER DRUG STORES
66 Plymouth Ave. S.
809 N. Clinton
SMALLINE PHARMACY
221 Ridge Road

Salad Fork 54^c Value
Soup Spoon 54^c Value
Tea Spoon 54^c Value

Here's your coupon for your ROGERS SILVER. Bring it to the SUN office, 419 Burke Bldg., or to any of the stations listed above.

Name _____
Address _____

Dividend Days THURS., FRI., SAT. and SUNDAY AT...

KEY DRUG STORES

470 N. GOODMAN Near Main
92 E. MAIN Near Water
546 MONROE Near Goodman

CUT RATE

PAPER
TOWELS
3 100 sheet rolls 11^c

Regular 35c
POND'S
CREAMS
16^c

SWEET-
HEART
SOAP
4 for 13^c

BOOK
MATCHES
Box 50 5^c

KNITTED
DISH CLOTHS
Reg. 5c
5 for 10^c

PROBAK JR.
BLADES
Reg. 10c Pkg. of 4
2 for 7^c

Electric
TOASTERS
Guaranteed
Reg. \$1.25
69^c

BORAXO
2 for 21^c

**SHAMPOO
BARGAIN**
WILDROOT
SHAMPOO
BIG 6oz BOTTLE
50^c 29^c

**WILDROOT
HAIR TONIC**
Without Oil
Reg. \$1.70
59^c

75c Ozema Cream
Boudoir Size 49^c

Unguentine 43^c

Benedict Solution
pint size 39^c

Squibb's Mineral Oil
Pint size, reg. 75c 59^c

\$1.00 Vacuum Bottles
pint size 69^c

25c Zinc
Stearate Powder 11^c

15c Mum
Deodorant Cream 29^c

55c Pompeian
Massage Cream 37^c

Oil of Citronella
2 oz. bottle 13^c

"A Quality Smoke"
POST MASTER
CIGARS
Reg. 2 for 5c
14 for 25^c

**ELECTRIC
FANS**

Reg. \$1.50
Value
98^c

EXTRA HEAVY RUBBER
FOUNTAIN
SYRINGE
Reg. \$1.00
39^c

Reg. 50c
JERGEN'S
LOTION and Reg. 25c
JERGEN'S CREAM
75c Value
Both For 39^c

Cutex Manicure Set In Leather Case Reg. \$2.00 **\$1.19**

Ivory Soap Medium Size 3 for 14^c

Taylor Thermometer Reg. 25c 17^c

Flashlight Batteries Reg. 10c 2 for 7^c

Dog Food 4 for 17^c, Doz. 50^c

Business Envelopes Reg. 10c Pkg. 3 for 11^c

Wheat Germ 29^c Lb., 4 for \$1.00

Camay Soap 3 for 14^c

Paradichlorobenzene Moth Crystals 29c Lb. Can 4 lb. \$1

25c Williams Scented Talcum 9^c

The Leader*
in the non-perspirant field gives you
Bigger Value!
**ODO-RO-DO
CREAM**

ONE FULL OUNCE (not just a half ounce)
● Takes Odor from Perspiration
● Checks Perspiration Safely
● Effective 1 to 3 Days
● Non-Greasy . . . Stainless
● Safe Before or After Shaving
● Won't Irritate Skin or Rot
Dresses
★ Over 100,000,000 packages of Odo-rono
preparations have been sold . . . an out-
standing record of service to women.
AT KEY'S FOR 31^c

Get your supply
NOW!
**KOTEX
RESERVE BOX**
30 IN EACH BOX
each 45^c 2 for 89^c
REGULAR, JUNIOR AND SUPER

ATLAS SHOE-SHINE KIT
Brush, Dauber
and Polish
19^c

Reg. 79c
DETACHABLE HANDLE
BATH BRUSH 39^c

M
Qu
F
Small Plu
A Real Lov

"BETTER
BUY
2 OR
3
AT
THIS
PRICE!

SUN
ORANGE J
LIME MIN
PECAN NO

Haddock
Salmon S
Perch Fille

BE
All Hom
Grown

SQUASH-
From Loc
Farms

B
Fresh
Grass
Mohican
Meadow-
Brook

MAIN
Near
Clinton

S
Wom
CO-
WO
COR
A

SALE

SALE

SALE

MOHICAN

MARKET AND BAKERY
Quality Food Week-End Specials

FOWL

Small Plump Meaty Birds Fine For Fricassee Or Pot Pie.
A Real Low Price For Top Quality. Eat Plenty Of Chicken
At This Mohican Price.

"BETTER
BUY
2 OR
3
AT
THIS
PRICE!"

19^c **3 TO 3 1/2
POUNDS
EACH.
WE'LL
DRAW
AND CUT
THEM UP
FOR YOU**

SUMMER CAKES

ORANGE JULEP **29^c** EXTRA LARGE
LIME MINT **29^c** EXTRA TASTY
PECAN NOUGAT **29^c** EXTRA FRESH

Haddock Fillets lb. 15^c KELLOGG'S
Salmon Steak lb. 21^c **Corn Flakes**
Perch Fillets lb. 17^c **2 pkgs. 11^c**

BEETS — RADISHES — CARROTS
All Home Grown **2 for 5^c**
SQUASH — CUCUMBERS — BOSTON LETTUCE
From Local Farms **3 for 10^c**

BUTTER
Fresh Grass Mohican Meadow-Brook **2 lbs. 49^c** We Sell One Grade Only—The Best

Liquor Dealers Must Pay Tax By July 31

Retail and wholesale liquor dealers must have their annual federal special tax in the government's hands before July 31 or be subject to penalty, according to Francis A. Dalton, head of the local Internal Revenue office.

The imposts are among twenty-four special taxes levied on wholesale and retail dealers in business ranging from wholesale dealers of adulterated butter to retailers of filled cheese. The list includes eight taxes on various divisions of the alcoholic beverage business.

"There has been little fluctuation in the annual taxes unless the government feels that it is not obtaining enough revenue. When this happens the tax goes up," Dalton said.

"Biggest cut has been in the brewing trade. In 1933 the annual federal tax was \$1,000 for any sized brewery. Now it has dropped to \$100," he said. Retail liquor dealers must pay \$25 for their license, while the wholesaler will have to pay \$100. Narcotic tax, another special tax, must be in the hands of the government before July 1, Dalton said. This tax will affect city

Labor Weekly Makes Bow Here

With Richard M. Seymour at the helm, the Labor Herald, an eight-page weekly tabloid, this week made its bow to Rochester labor ranks.

Seymour is a former president of Rochester Typographical Union No. 15 and former foreman of the composing room of Rochester's morning newspaper, and now heads the Graphic Arts Press, 15 South Avenue, where the new weekly is printed.

Associated with Seymour in the Labor Herald Company are William J. Mackowski, associate publisher, Joseph H. Foley, business manager, and Will F. McNulty, advertising manager. The Labor Herald is pledged to "champion the cause of organized and unorganized workers" and is to be "free from all entanglement, political or otherwise."

Brook-Lea Women Hold Bridge Tea

An important midsummer event for the women of Brook-Lea Country Club is the bridge tea which is scheduled for today with Mrs. Walter Bauer and Miss Alice Anderson as co-chairmen.

Aiding them is the following committee: Mrs. Joseph F. Burns, Mrs. F. E. Culver, Mrs. W. H. Turnbull, Mrs. A. J. Lacy, Mrs. Ralph B. Knight, Mrs. F. J. Torrey, Mrs. H. L. Fitch, Mrs. M. G. McInerney, Mrs. Charles S. Chase and Mrs. Alvin E. Shubert.

GUILD DINNER

Good Shepherd Guild members have set July 18 as the date set aside for the dinner meeting to be held at the home of their president, Mrs. C. Edward Dieringer, Fairview Crescent. Mrs. Harry J. Kolb is general chairman of the dinner.

Mrs. Emily A. Oemisch of Westminister Road, entertained her bridge club for luncheon on Friday at the Roosevelt.

NEW...a quickeasy way to give your HAIR a glamorous LEMON RINSE



All the benefits of lemon—without the muss and fuss of squeezing lemons.

Try Lovalon oil of Lemon Rinse just once and you'll never go back to the old way. Just the right amount in each envelope for a rinse. Completely odorless—good for oily or dry hair.

5 Rinses 23^c
LOVALON oil of LEMON RINSE

Whelan DRUG STORES

UNION'S JULY CLEARANCE



3-Pc. Walnut Bedroom Suite

FREE! COIL SPRING or MATTRESS given with this suite one week only!
\$49⁹⁵
\$1.00 DOWN

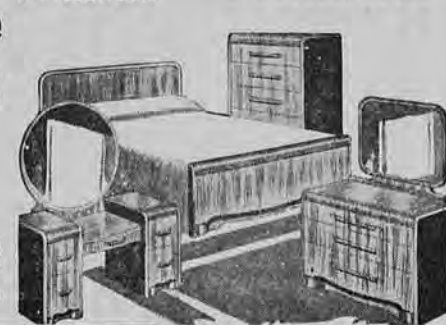
The biggest bedroom value of the year! Beautifully finished, finely matched walnut, with all those fine features usually associated only with expensive suites.



A Big Assortment of Indirect 6-Way Floor Lamps
Formerly sold as high as \$29.50! **FREE!** with each lamp, a beautiful breakfast set of 20 colored dishes, if lamp is purchased this week-end!

COMPLETE 9-PIECE LIVING ROOM SUITE

- DAVENPORT
 - LOUNGE CHAIR
 - 2 END TABLES
 - OCCASIONAL CHAIR
 - 2 THROW RUGS
 - 1 CHROME SMOKER
 - 1 FLOOR LAMP
- \$69⁵⁰**
ONE DOLLAR DOWN



Innerspring MATTRESS
A quality that usually sells for twice this special clearance price! Guaranteed construction, in your choice of colors.
\$8⁹⁵



FREE BOYS' OR GIRLS' BICYCLE

LATEST MODEL . . . OUR VACATION GIFT TO THEM . . . GIVEN WITH EVERY

GIBSON FREEZER SHELF REFRIGERATOR

THIS BIG 1939 6-CU. FOOT

Gibson Refrigerator

for **\$99⁹⁵** **\$1.00 DELIVERS**

- Keeps Perishable Foods Fresh!
- 1939 All-Steel Triple Sealed Cabinet!
- Makes More Ice Cubes Faster!
- Sealed Thrifty-Scotch Yoke Mechanism

Here's the refrigerator that gives you everything you want, at a price you want to pay! See it! Inspect it from top to bottom! Compare it with Refrigerators selling for \$50.00 more! You'll find it's the only big SIX Cubic Foot, all-steel, hermetically sealed refrigerator in all America selling for less than \$100! \$1.00 down brings this beautiful, big, new 1939 Gibson in your home!

\$1.00 DOWN—3-YEARS TO PAY!
Complete Service—Gibson Refrigerators, Radios, Washers
VISIT US—INSPECT ONE OF ROCHESTER'S LARGEST FURNITURE DISPLAYS.

UNION 286 EAST AVE. OPEN EVERY EVENING 'TIL 10 P. M.

286 EAST AVENUE Corner UNION ST.
Fairport Store 20 SOUTH MAIN STREET East Rochester Store 114 WEST COMMERCIAL ST.

Go first to Neisner's 5^c to \$1.00 Stores

SUMMER WHITES Reduced!

Women's Smart Dress Footwear
CO-ED SPORT OXFORDS
WOOD SOLE BEACH CLOGS
CORK SOLED SANDALS

All Reduced For a Quick Sellout
FRIDAY SATURDAY ONLY



69^c PAIR ALL SIZES 3 TO 8

SALE SMART WHITE CORK SOLE BEACH CLOGS WOOD SOLE CO-ED SPORT OXFORDS

BERGHASH
"Hits the Ball" When
It Comes to Real...
WINE & LIQUOR VALUES

Big Value! Low Price!

OLD HIGGINS STRAIGHT RYE WHISKEY
Every Drop 3 Years Old
90 Proof

Compare \$2.25 Value

\$1.89
Full Quart

OLD HIGGINS STRAIGHT RYE

LONDON INN
Distilled Dry **GIN**
90 Proof
Rochester's Outstanding Gin Value!
Compare \$1.45 Value

\$1.09
Fifth

OLD BROMLEY \$1.60
100 Proof LONDON DRY GIN FULL QUART

Imported Scotch
"JOHN BEGGS"
Rated As An A-1 Quality Scotch
Compare \$3.35 Value

\$2.89
Fifth

QUEEN VICTORIA
IMPORTED 100% SCOTCH WHISKIES
Quality Scotch At A Low Price

\$2.39
Fifth

OUR BEST SELLER
2 1/2 YEARS OLD STRAIGHT BOURBON
WHISKEY

Worth \$1.95 **\$1.59** FULL QUART
2 QUARTS for \$3.00!

RENAULT WINES
EST. 1873 Reg. Value \$1.25! Special Half Gallon

93c

Our Quality
VICTOR CALIFORNIA WINES

Ask For A Wine Recipe Booklet — For Cooling Summer Drinks!

Your Choice of
TOKAY
ANGELICA
BURGUNDY
SAUTERNE
MUSCATEL
PORT
MADEIRA
REISLING
SHERRY
ZINFANDEL
CHIANTI
WHITE PORT
BARBERA

\$1.15
FULL GALLON

MAIN 786 MAIL AND PHONE ORDERS MAIN 786
FILLED FOR \$1 OR MORE

BERGHASH
NEXT DOOR TO LOEW'S THEATRE
124 CLINTON AVE. SOUTH
Free Parking Opposite Our Store

Workers Begin Tunnel Repairs

Structural changes and repairs were begun on the twenty year old Rochester Gas & Electric Company's twenty foot tunnel that carries water from Middle Falls to the Lower Falls near Driveway Park Avenue.

Built two decades ago, the 1,400 foot is horseshoe shaped and is 17 feet below the level of the gate house at Middle Falls. Entrance is gained by workmen through a manhole and down a ladder.

Huge iron gates that regulate the flow of water through the tunnel were closed last night and the tunnel was drained.

Stone and concrete lining of the tunnel has become broken and dislodged as a result of "faults" caused thousands of years ago by earthquakes. E. R. Crofts, R. G. & E. electrical superintendent said.

The tremendous force of 3,500 cubic feet of water falling each second, has worn a deep hole at the "elbow" of the tunnel. A "bump" will be built there to prevent further wear.

Repairs to the tunnel will increase the efficiency of the company's hydro-electric system, Crofts said.

1-18 Tempo bid

Miss Elizabeth White returned Saturday from Philadelphia, where she attended the University of Pennsylvania. She will pass the summer with her parents, Mrs. and Mr. Ernest L. White of Douglas Road.

Mr. and Mrs. Edgar M. Reed of Harwood Farms, and Mrs. John S. Davies of East Avenue, and Mrs. William S. Stroud, of Oxford St., returned Friday by motor from a week spent at Maplewood, New Hampshire.

Valguernera Society Will Picnic Sunday

Members of the Society of Valguernera will hold their sixth annual picnic at Codd Park next Sunday Vincent Scardino, chairman, announced. More than 2,000 members are expected to attend.

Several prominent political speakers have been invited. Among them are Mayor Samuel B. Dicker, Representative Joseph J. O'Brien, Former Congressman George B. Kelly Sheriff James Mangano of Kings County and Anthony Contiguglia.

2 Pigeon Clubs Stage Long Distance Races

Pigeons of the Rochester Racing Pigeon Club and West Side Club are resting after flying 500 miles from Lexington, Ky.

Willard Green, 276 Avondale Street, won in the R. P. C. after his bird, Little Lucy, came in first. Thomas Robson, 228 Eastman Avenue, won the W. S. R. P. C. race.

Veterans Relief Exam July 29

Call for a City Civil Service examination for veterans Relief investigators disposed of an application for exemption of present employees from state competition examination. The examination will be held July 29, and applications must be filed before July 19.

No rejection of the city application for exemption of the present staff came from the state, although officials said the suggestion was out of line with usual practices.

The state ordered veterans' relief under Civil Service by January 1, 1940.

GREETERS TO FROLIC

The first annual picnic of Flower City Chapter 62 of the Hotel Greeters of America will be held Sunday, July 30, at the Dolomite Grounds Penfield Road.

WANT ADS

SPRAYED, large, sour cherries 2c. You pick them. Ryan Stop 24, Ridge, West Webster.

STANDISH, 49 Truop St.—2-3 rooms, Masville, 600 Lake, 3 room furnished, Elizabeth, 230 Chestnut, 23 rooms, East Main, 2677, 3 rooms, Apollo, 81 Thurston, 2-3 rooms, Joseph Ave, 536, 6 room flat, 2250. Modern, newly decorated apt., reasonable. Euph. on premises.

FANS all sizes, motors, quart fire extinguishers, radios, neon signs, 16 millimeter films. We buy 8 and 16 millimeter cameras, projectors, films, etc. motors, fans, anything electrical. Nash, 49 Truop St.

WORK FOR "UNCLE SAM" Start \$1200—\$2100 year. Dependable. Men—women Get ready now. Try best examinations Common education usually sufficient. List jobs, particulars telling to qualify and sample tests—FREE. Write today Franklin Institute, Dept. P 16, Rochester, N. Y.

Mrs. John P. Street of Monroe Avenue, left Wednesday for Ocean City, N. J., where she will pass a few days.

Rev. Betz Marks 40th Year of Pastorate

Rev. Carl Betz, pastor of Bethlehem Lutheran Church, has a warm glow in his heart following the fortieth anniversary celebrating his pastorate.

He and his wife were honored at special services in the church Sunday. Dr. Samuel Trexler, president-elect of the United Lutheran Synod of New York, and Rev. Ernest Heyd, pastor of Zion Lutheran Church, spoke at the services.

BACON 23c
Arpeko Rindless Sliced

BROILERS 25c
Fresh Home-Dressed

TURKEYS Hen or Tom, Fancy Wheat Fatted, 8 to 22-lbs. **lb. 29c**

FRESH FOWL For Picnics or Salads, 3 to 4-lbs. average **lb. 19c**

ROASTING CHICKENS Milk-Fatted, 8-lb. average **lb. 25c**

BEEF ROASTS Cut from Govt. Inspected Prime Steer Beef **lb. 15c**

ZWEIGLE'S HOTTS Coney Island, Parboiled **lb. 25c**

CHICKEN CUTS Clark's are the originators of cut up chicken in Rochester. We satisfy the particular people.
Legs, lb. 35c; Wings lb. 19c; Breast lb. 45c; Necks lb. 10c; Livers lb. 35c; Giblets lb. 19c

COUPON Tall Van Camp's **EVAP. MILK 4 cans for 19c**

CLARK'S 906 NO. GOODMAN ST. Near Bay St. Culver 4870
We Deliver Orders of \$1.00 or Over

Whelan DRUG STORES
140 CLINTON AVE. SO. Cor. Court and Clinton Telephone Main 9020 "Shop at the Friendly Store"

drene SHAMPOO
SUMMER HAIR Glistens
A thimbleful makes billowy suds. Banishes gummy film. Makes hair soft and glossy. Special rinses not needed as Drene leaves the hair clean and brilliant. Save money by using Drene.
60c Size **49c**

COUPON CLAPPS BABY FOOD Limit Three **5c**

COUPON EMPIRE RUBBING ALCOHOL FULL PINT **6c**

Headquarters for SUNTAN and SUNBURN Preparations
NORWICH SUNTAN OIL Reg. 35c **29c**
MULSITAN SUNTAN OIL 2 oz.—Reg. 50c **47c**
GARY GREASELESS LOTION 2 oz. **25c**
SAMOA OIL 3 oz. **29c**
MOXEMA CREAM 1 1/2 oz. 2 for **25c**
SKOL 3 1/2 oz. **49c**
EVEN GLOW 2 oz. **50c**

PAPER NAPKINS 100's Embossed **4c**
SANITARY NAPKINS 12's **9c**
PAPER TOWELS United Cross 200's **9c**
HOUSEHOLD AMMONIA Full Quart **7c**
Dr. West Tooth Brush Reg. 35c **2 for 49c**
WHITE FLOATING SOAP Large 6 oz. **3c**
TROPIC WHITE Shoe Whitener Reg. 25c **15c**
ELECTRIC TOASTER Four Slice **98c**
RUBBER GLOVES White They Last **9c**
OLD ENGLISH TALCUM 7 oz. Reg. 25c **10c**
P. & G. NAPHTHA SOAP **2 for 5c**
Dr. West Tooth Paste Reg. 40c **2 for 41c**

COUPON Lighthouse Cleanser TWO FOR **5c**

COUPON EPSOM SALTS 5 LB. BOX **11c**

BLUE-JAY CORN PLASTERS For the relief of pain and the removal of corns, root and all. **25c size 23c**

Wildroot HAIR TONIC
1/2 PRICE SALE
This is the hair tonic that combats dandruff and helps check premature baldness.
(With Oil)
60c Size **29c**
35c Size **17c**

FREE! ORCHID Eau de Cologne (50c value)
with 37c purchase or more COLGATE PALMOLIVE TOILETRIES and SOAPS
87c value for **37c**

COLGATE DENTAL CREAM Large Size **18c**
COLGATE TOOTH POWDER Large Size **18c**
CASHMERE BOUQUET SOAP 2 for **17c**
PALMOLIVE SHAVE CREAM Large Size **23c**
COLGATE SHAVE CREAM Large Size **23c**

MODISS
Gives You Complete Protection!
You'll like Modiss' lasting softness... supreme comfort and complete protection. Modiss is always ready-wrapped for your convenience at Whelan's. Regular and Junior Sizes.
BOX OF 36 **54c** 2 BOXES **\$1.05**

TYRA FACIAL TISSUES 200's **5c**

COUPON RUSSIAN MINERAL OIL FULL PINT **17c**

KENYA HATS
White duck with mesh ventilation section on sides. Heavy-weight green celluloid visor. Durable made for all outdoor activities.
only **25c**

PIPE SMOKERS Special Sale!
ANY 1.00 PIPE IN STORE (Except Medico & Yello-Bole) AND 4 PKGS. TIMES SQUARE or CROSS ROADS TOBACCO
ALL FOR **1.19**
Half of the pipes in this sale were made to sell at 1.50 and 2.00.

Pro-phy-lac-tic HAIR BRUSHES
Every brush a rare value! Light and dark bristles. Different styles and shapes. Only **29c**

COUPON Extra Heavy WAX PAPER 100 Ft. **7c**

COUPON VELVET TISSUE TWO FOR **5c**

KOTEX
3 Sizes: JUNIOR REGULAR • SUPER
BOX OF 12 **20c**
2 BOXES OF 12 **39c**
Sanitary Accessories
FIBS—THE KOTEX TAMPONS • 12's **23c**
KOTEX Wonderform Belt • • • • • **23c**
KURB Anodyne Tablets • • • • • 12's **23c**
KLEENEX 200's 13c 2 for 25c • 500's **28c**

A Guide
More T
Homes.
of Inter

VOL. II No

Ro

Coun
Shov
Of P

Sheriff
argument for
belief on the
complicated by
This report
plete picture
In the county
shows the hi
ciency possib
lice forces wo
even though
tively volunta
Serious cri
comparatively
county. Dur
months of the
1,013 known
arrests. Nearl
arrests—568
offenses.
Seventy per
ny offenses re
by arrests, w
the 392 mis
were cleared b
ers.
The largest
complaints in
and petty the
property lost
\$9,998.36, of w
recovered.

VAISEY F

The second
Valsey family
vicinity was
at Powder Mi
than 70 guests

LIMIT
Gard
Former
to \$1.5

Women
MIL
Hous
Size
3 to 5

FREE
with
6 Cake
Bouque

EE
Slee
\$1

Iced T
Silverpla
Silver Fin
Luxur
Bright
Limit 8

Bed & S
PIL
While
They
Last!

'Imperi
With
H
A Big
Value

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

A Guide To Better Buying In
More Than 93,000 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. II No. 38

THE ROCHESTER SUN, THURSDAY, JULY 20, 1939

93,000 COPIES DELIVERED

Rochester Merchants Offer Exceptional Buys This Week

County Crime Report Shows Efficiency Of Police Co-operation

Sheriff Albert W. Skinner believes that he has a sound argument for a unified county police force and he bases this belief on the first consolidated crime report for Monroe County compiled by his office.

This report, revealing a complete picture of crime conditions in the county, outside Rochester, shows the high degree of efficiency possible when county police forces work in co-operation, even though the co-op is entirely voluntary.

Serious crime is shown as comparatively minor in the county. During the first six months of this year, there were 1,013 known offenses and 897 arrests. Nearly two-thirds of the arrests—566—were for traffic offenses.

Seventy percent of the 55 felony offenses reported were cleared by arrests, while 78 percent of the 392 misdemeanor offenses were cleared by arrests of offenders.

The largest number of crime complaints involved burglary and petty thefts. Total value of property lost or stolen was \$9,593.34, of which \$7,933.60 was recovered.

VAISEY FAMILY MEETS

The second reunion of the Vaisey family of Rochester and vicinity was held on Saturday at Powder Mill Park with more than 70 guests present.

Waltz Program On Air Sunday

An all-waltz program will be presented during the American Album of Familiar Music Broadcast, with Frank Munn, tenor; Jean Dickenson, soprano; Elizabeth Lennox, contralto; the Buckingham Choir, and Gustave Haenschen and his orchestra, on Sunday from 9:30 to 10 p. m., EDT, over the NBC-Red Network.

Munn will sing Ralinger's "The Waltz Lives On," Glover's "Rose of Trale," and with Miss Lennox, Deletre's "Dancing With My Darling," and "Falling in Love With Someone" from Herbert's "Naughty Marietta." Miss Dickenson will be heard in Von Weber's "Invitation to the Dance."

The choir will offer "Waltz of the Bells," and Bertrand Hirsch, violinist, will play "Message of the Violet" from Luder's "Prince of Pilsen." Selections by the orchestra will include Drigo's "Valse Bleue" and Hoesche's "Mme. Sherry." Walter's "Vienna Beauties," by the ensemble, will include the program.

Reds G-Man



JOHNNY GRODZYCKI

One of the Polish boys who have proved helpful to the Red Wings, Grodzky is classed with the promising first-year pitchers in the International.

Whiting Buick Corp. Takes Over Building

Officials of Whiting Buick Corp. announced this week that they had acquired the building at 360 East Avenue, immediately adjacent to their new car display rooms at 342 East Avenue.

The new building will add approximately 20,000 square feet of floor space for the display of Whiting Buick used cars.

Conway Seen As 4th Ward Peacemaker

The Fourth Ward political atmosphere, still charged with electricity, shows some signs of simmering into a satisfactory solution. The harmonizer for the Republican party seems to be George Conway, Monroe County Under Sheriff.

Conway has no designs on ward leadership, although his friends are urging him to take over the reins. Conway has a political heritage that few can boast. His father, the late M. W. Conway, was one of the chief lieutenants of George Aldridge, George, following paternal paths, became James O'Grady's right-hand man. Always an active participant in Fourth Ward battles, he has the happy faculty of maintaining an unruffled calm, no matter how stormy the seas.

Conway prefers a quiet evening at home after finishing the tasks of under sheriff, but it looks as though the powers are depending on George to make the Fourth quiet, and he'll be obliged to take a hand as leader or designate one.

CANDIDATES ENDORSED

At a meeting of the 20th Ward Republican Club, announcement was made of the club's endorsement and support of Jesse C. Fox for Supervisor, and Carl (Toby) Steimes for Constable. Secretary R. Natale reported the membership of the club to be 200.

Enthusiased Over New Models



The new Emerson radios are here and some of the new models are shown in this picture. Frank Troiano and Howard Jones talk over the latest additions to this line with Leo M. Levy, general manager of the Rochester Norge Company, Emerson distributors.

Fadiman Wins \$5 Award

"Buck Hunters" is the name selected for The Sun's profitable new game. Everett Fadiman — no relation to the Fadiman on "Information Please" — won the \$5 award for sending in this name.

There are no strings or conditions attached to this offer. Look through today's Sun.

Merchandise Priced To Stimulate Midsummer Business

Rochester merchants, a hundred strong, do not believe in standing still and waiting for the passing of the so-called "slack" season. These businessmen, alive to the possibilities of stimulating trade through advertising that they know will reach every able-to-buy home in this area, today present to readers of The Sun an exceptional array of merchandise at surprisingly attractive prices.

Civil War Survivor To Head Parade

Henry Lilly, Chitt Road, one of the few remaining Civil War veterans, will be marshal of the parade closing the Gates-Chitt Fire Departments carnival Saturday at 6:30 p. m.

Chief Albert Marvel, Elmer Reinhardt and George Weitzel will direct the event. The carnival will open tonight in the field at Howard and Lyell Road.

Son of Fireman Joins Department

Safety Commissioner Thomas C. Woods appointed Harry A. McGill, 783 Jefferson Avenue, to the Fire Department to succeed Walter Gage, who was retired Sunday. McGill had been under temporary assignment and was given permanent recognition. McGill is a son of a fireman. His father, Benjamin McGill, died last year.

Say You Saw It In The "SUN"

LOYAL ORANGE PICNIC

Rochester L. O. L. No. 213 will meet at Ontario Beach Park grounds No. 4 for their annual picnic on Saturday. Supper at 6 p. m. Members are requested to donate food and prizes, and each may bring a guest.

LIMITED QUANTITY! Garden Trellis Formerly to \$1.50 69c	WEED'S Advertisement on Page 2	See The New BENDIX HOME LAUNDRY AT A SENSATIONAL LOW PRICE	HY Fitch Advertisement on Page 12	\$27.95 China CABINET \$7.85	WEIS & FISHER Advertisement on Page 6	VAN DYK VICTORY COFFEE	Turner's Advertisement on Page 14
Women's Flowered Satin MILITARY HEEL House Slippers Sizes 3 to 8 27c	Neisner's Advertisement on Page 13	Super Savings on Most Desirable MILLINERY FASHIONS	JOEL'S Advertisement on Page 4	25c WILLIAMS SCENTED TALC. POWDER Rose English Lilac Violet and Carnation 9c	KEY'S Advertisement on Page 13	OLD HIGGINS STRAIGHT RYE Full Quart \$2.39 Value \$1.89	BERGHASH Advertisement on Page 19
FREE! Orchid Eau de Cologne with Purchase of 6 Cakes Cashmere Bouquet Soap, 49c	WHELAN Advertisement on Page 14	EMERSON MIDGET RADIO \$7.95	HICKSON'S Advertisement on Page 5	A NEW LOW PRICE!	BENDIX Advertisement on Page 12	RUBBING ALCOHOL 5c pint	DAW'S Advertisement on Page 20
ECLIPSE Sleep Chair \$19.75	LAUER'S Advertisement on Pages 3 & 8	MACHINE SLICED BOILED HAM 39c lb.	Mohican Advertisement on Page 10	Look to STEPHENS for Rochester's GREATEST SUPER-SALE VALUES	STEPHENS Advertisement on Page 7	KRAFT'S VELVEETA 10c pkg.	WEGMANS Advertisement on Page 19
Iced Tea Spoon Silverplate with Silver Finish and Luxurious Bright Bowl Limit 8 to Customer! 4c	Rudolph's Advertisement on Pages 2 & 12	INNERSPRING MATTRESS \$9.95	LYON'S Advertisement on Page 10	7-Pc. CRYSTAL MATCHED GLASSWARE With This Ad 33c	NOAH'S ARK Advertisement on Page 11	SWIM SUITS 79c	ROCHESTER JOBBING Advertisement on Page 9
Bed & Silk Davenport PILLOWS While They Last! 99c Each	RIVERS Advertisement on Page 7	MAJESTIC Leads With AUGUST SALE SUPER SAVINGS!	Majestic Advertisement on Page 14	AUTOMATIC WASHER 10-Year Guarantee \$39.95	UNION TIRE Advertisement on Page 15	Electric Refrigerators \$99.50	SMITH & HIRSCHMANN Advertisement on Page 8
'Imperial' Mattress With Non-Heating HAIR TOP A Big Value \$19.75	H.B. Graves Advertisement on Page 5	THE BIGGEST KELVINATOR REFRIGERATOR VALUE IN HISTORY! 6 MAJOR FEATURES!	MALLEY Advertisement on Page 16	INVITATION TO VISIT THE FAMOUS 12-HORSE TEAM	GENESEE BREWERY Advertisement on Page 16	MIDGET AUTO RACES SAVE 35c Present this coupon at Bond Clothing Co., Main Street East anytime tomorrow and get 35c discount from regular priced, grandstand seat section tickets. Excitement! Thrills!	AIRPORT STADIUM FRIDAY NITE 8:30

LEAD THE TOWN WHEN IT COMES TO REAL... WEED'S

SUPER SALE!

WINDOW AWNINGS 1/2 PRICE

A few discontinued patterns... reduced to rock-bottom for a quick clearance!

Porch Awnings 25% Off (Broken Sizes)

FOR VACATION ENJOYMENT WOVEN HAMMOCKS

Treat yourself to the blissful comfort of a hammock these warm summer days! WEED'S hammocks are strong and dependable... made of the very best materials. In an attractive choice of color combinations.

SALE! 44-pc. CHINEX Dinnerware \$2.95

Chinex in its design, lightness and grace. Combines all the beauty of fine china with extra strength and low cost. You'll like its feel and the ease with which it washes. It will not crack and is hard to chip. It blends with all table settings for semi-formal or informal occasions. Set 44 pieces \$2.95.

REFRIGERATOR SUPER-VALUE!

CLOSE-OUTS Elec. Refrigerators

NO DOWN PAYMENT

BUY NOW! PAY ONLY 15c A DAY

On Weed's Popular Meter Plan

BIG NEW 6 CU. FT. Kelvinator \$149.95

Only 20c a Day On Our Metro Plan

15 EXCHANGE ST. MAIN 7900 FREE PARKING

Pull up A Chair

By Neal O'Hara

It may give a lift to Harry Hopkin's aspirations for him to know that there have been more Presidents of the United States with family names beginning with "H" than with any other letter. Five, in fact — William Henry and Benjamin Harrison, Rutherford B. Hayes, Warren G. Harding and Herbert Hoover. Such is the jittery state of England right now that the main headline on a London newspaper's front page the other day was "No Bad News". Birth statistics for the United States as well as for the rest of the civilized world show that chances are considerably greater that the first-born baby of a mother will be a boy than a girl. But with the advancing age of American mothers, the surplus of baby boy births consistently declines and the baby girls come onto their own.

Distinction: The 500-mile Memorial Day motor race at Indianapolis has the largest paid attendance of any one sporting event in this country — from 135,000 to 150,000 annually. — Midwestern flinching as reported in the Atchison Globe: "A daughter was born to an Athol couple. The mother chose the name Violet. The husband didn't like the name, but he was tactful and said to his wife, 'I think Violet is the prettiest name in the world. The first girl I ever went with had the name of Violet.' So the mother named the new baby Sally."

Barely edged in: Of all the states that touch the Atlantic, the Pacific or the Gulf of Mexico, New Hampshire has the shortest coast — only 13 miles. — Encomium: When the great English poet, Oliver Goldsmith, died and it came to light that he owed about \$10,000, an acquaintance remarked, "Was ever poet trusted more?" — Studies show that the famed flying fish can attain a speed as high as 50 miles an hour under favorable conditions. — About 70 percent of all the gasoline sold at United States filling stations nowadays is treated with ethyl.

A consumer-relations expert blames abuse of the return privilege by retail stores partly to the fact that women don't spend sufficient time to do a good job of shopping. That's especially true in the children's and women's ready-to-wear department where the sizing problem gums things up. — Broadminded: Cafes in what was once Czechoslovakia are now forbidden to carry any but German, Italian and Spanish newspapers for their customers to read. (Oh, yes, and the coffee houses can have Japanese papers on file, if they want to.) — A Chicago company that makes 'em describes an electrical transcription as "a performance in advance of transmission that is available for radiation through any combination of stations." But it's still a phonograph record.

Ho-hum and nothing is done about it: Since 108 B. C., China has had more than 1,800 famines. That of 1877-78 claimed a total of 9,500,000 lives; the one in 1920, about 8,000,000 lives. But China's population and Old Man River, they just kept rolling along. — The old technique: U. S. Senator Key Pittman of Nevada, Democratic chairman of the Foreign Relations Committee, copied an idea from Senator Borah, the Republican who last held down that post, and stays near Washington most of the summer after Congress adjourns, reaping oodles of publicity with comment on foreign affairs which he feeds to the news-starved reporters at the capital. But Borah thought of that technique first.

In Mexico it's a breach of good taste to applaud the musicians for an orchestral selection, no matter how much you enjoy it. — Birth of a nation: Harold G. Clapp, the strained baby food magnate who recently died, was a Rochester, N. Y., restaurant manager 15 years ago at \$40 a week. Forced one day to mind his three babies, he mixed some baby rations for them with a skilled hand (to save time), then feeling he had an idea, tried peddling them over a modest route. His fortune quickly soared. — Lovers' lane: The Sargasso sea, a few hundred miles south of Bermuda, is the great mating ground for eels. — Platinum wire can be stretched to a fineness 1-30-th of that of human hair. And it would take about 5000 miles of such wire to weigh a single pound.

World-wide reception! A real value scoop... 6-tube new 1939 RCA VICTOR

American and Foreign

14.95

50c Down 50c Weekly

Capable of bringing in foreign programs! Full size table model with sensational, improved features. Hear it and you'll be convinced of its great value!

AC-DC Superheterodyne

OPEN SATURDAY 'TIL 6 P. M.

RUDOLPH'S

EAST MAIN AT SOUTH AVENUE

Here's A New Low Price for The

HIGH SPEED ARGUS

CANDID CAMERA

A new low price for the camera that has everything! Has f4.5 Anastigmat Triple Lens and 1/25 to 1/200 shutter.

\$10

50c DOWN—50c WEEKLY

During July and August Closed Saturday afternoons

RUDOLPH'S

E. MAIN AT SOUTH AVE.

4 REASONS WHY You Should Visit Nolin's Now FOR YOUR FUR COAT

Because... We offer you now every smart advance Fur Style Creation that will add glamour to your wardrobe.

Because... Every coat offered is made from pelts that are fresh and carefully selected for choice quality.

Because... The low price available how many may never be repeated again and this is your opportunity to save.

Because... A deposit will hold your selection, storage free until wanted or you may use our Budget Plan.

RE-STYLING & REPAIRING

Your old styled coat can be re-designed into a new model at a small cost if done during this sale.

KOLINSKY SCARFS as low as \$6.00 per skin

FOX SCARFS as low as \$10.00 per skin

NOLIN'S

256 EAST AVE.

Stone 2127

LINCOLN'S Main St. E., cor. St. Paul

CLIP THIS COUPON AND SAVE \$1.21

For a limited time only we make this sensational offer to acquaint new friends with the Polyfoto method of portrait photography.

Our Regular \$2.00 De Luxe Buff 8x10 PORTRAIT WITH THIS COUPON ONLY 78c

24 PROOFS To Choose From

A genuine polyfoto portrait in every respect. All portraits made under supervision of Mr. William O. Campbell.

THIS OFFER GOOD FOR 10 DAYS ONLY! HURRY!

Expiration Date July 30th

No appointment necessary. Offer good for any member of the family.

CURT Comments

With the balmy weather comes picnics, with picnics comes politics, and open season on Mr. Lochte and Dalley. Every lad that ever got an extra vote is sure enough that he's just the man for one of the luscious plums that are still somewhat firmly attached to the political tree.

At the picnics where larger and language flow freely the big guns are being trained on the supervisors, the b e n c h, councilships and of course the county clerkship which has so many of the boys anticipating that nice \$7,500 per annum plus free movie tickets and other emoluments.

The democrats look pretty good to hold their men on the bench. Mix and Tompkins both have fielded well for the home club, while Jake Gittleman should be a cinch with his "safe-driving" or spend a month in the cooler policy. Mr. Gittleman also made the famous National weekly, Colliers, in recognition of his work. And when a lad can make Colliers he can make a re-election, even if he is a Democrat.

The third party threat with Mr. Rapp storming the citadel with adjectives and expletives is conceded to make practically no ruffle on the turbulent political scene.

It's still a long way to election time and there are lots of plumes to come. Meanwhile everybody is seeing the "right people" and the sausage-grinders and breweries will have the uncertain benefits that come with the annual outings.

The Red Wings are having a tough time with injuries, but Joe Connor and Dewey Crittenden figure 'em to finish in the top spot in a final breeze. Tex Erwin who passed up his usual week-end stint of pushing the cultivator at his summer home (Hilton Beach) to play one of those Centennial games at Cooperstown came home with a broad smile. Tex played right field and some tough boy lined one in his general direction. Tex admitted he had no idea where the ball was going to land but he started for the fence anyway, just so he wouldn't have so far to chase it. Half way to the fence, Tex took a quick look behind him, lo and behold, there it was. "I just put my hands up, and it fell right in," drawled Tex, "Boy I looked awfully good on that one!"

Al Michaels is back from the Canadian lakes with fish and a tan that is three inches thick. Art Kane, the Lincoln store man, is back from a two week sojourn on his native heath. Mr. Kane sort of refreshed his Boston accent while tanning his torso on the beach.

FOOD Savings BEGIN HERE

ATLANTIC SUPPLY'S "BIG 4" SPECIALS

For This Week-End THURS. to MON.

SALAD MARSHMALLOWS

Assorted Colors and Flavors

Reg. 10c Now **5c** A Bag

SPECIAL—WITH THIS COUPON! ONE CORY GLASS FILTER ROD AND TWO POUNDS EXCELLO COFFEE

Regular \$1.00 Value

Both For **50c**

A remarkable value! The cory glass filter rod fits any of the vacuum type coffee makers (reg. 50c ea.) and 2 lbs. of Excella (reg. 50c ea.) a finer coffee for strength and flavor, yet low in acid content.

New Furniture Simple in Style

"Outstanding offering of the recent Grand Rapids Furniture Market", is the statement of Charles Messer Slow, noted interior decorator and architect, concerning the new, modern bedroom, dining room and living room furniture recently introduced by the Jamestown Lounge Furniture Manufacturing Co.

Strictly American in thought, and functional in style — this striking furniture is made of natural oak in a beautiful, warm color like that of deep straw. The lines are simple, there is no ornament of any kind except the pulls which are of brushed brass squares assembled in groups of four to make a larger square. The framework of each piece features a gracefully wrought coving throughout.

Designed by Jack DeYoung of Grand Rapids, this beautiful modern oak marks a new development in a style which ultimately will be a characteristic of 20th Century America. Jamestown lounge modern oak furniture is now on display in the new American Home — "Towne House '39" — now being shown at Lauer's Furniture Store, 50 State Street. The illustration shows a dinette.

Kidney Bean Prices Seen Higher In Area

With acceptance of bids for and one car of pea beans offered by Western New York dealers to the Federal Surplus Commodities Corporation, shippers and officials here saw better prices in the future for the farm products in this section.

Bids accepted for U. S. No. 1 kidney beans were \$2.80 per hundred pounds and for U. S. pea beans, \$2.20 per hundred pounds. McAuliffe said. A price of \$2 per hundred for red kidney beans is too low to make a profit to the grower, according to government officials.

LIKLY'S 95th Anniversary SALE

\$1.00 Fitted Leather Comb and File Cases 59c

Handy and compact. Fit into man's vest pocket without bulging or in a woman's hand bag.

\$1.00 Leather Billfolds 79c

\$1.00 Leather Key Cases 69c

With License Holder

\$1.50 Leather Bill Folds 95c

\$1.50 Leather Key Cases 95c

\$2.00 Leather Bill Folds \$1.49

\$5.00 Leather Bill Folds \$3.95

\$1.00 Comb and File Cases 59c (Fitted)

In White and Summer Sports Styles

Hundreds of Items in Trunks Hand Luggage, Leather Goods, etc. Reduced from 10% to 50%

Mail Orders Filled... FREE N. Y. State Deliveries

★ Charge Accounts Invited **271 Main St. E.**

Atlantic Supply

79 State Street — HOUSE — MAIN 4125

Free parking on 5c purchase. Free delivery on \$1.00 purchase. A charge of 10c on smaller amounts. Phone in your order.

Extra Large PECAN HALVES 47c LB. (Regular 63c a lb.)

Fancy, Pitted HALLOWIE DATES 2 lbs. 25c Regular 15c a lb.

THE BEST DEAL IN TOWN

You'll Find

JUDGE'S

81 LAKE AVE. 777 MONROE AVE.

'38 Ford Club Coupe	\$645
'37 Ford	\$345
'33 Plymouth Coach	\$135
'36 Dodge Coach	\$375
'34 Ford Coupe	\$145
'36 Plymouth Coupe	\$325
'33 Ford Tudor	\$135
'34 Ford	\$165
'35 Dodge Coach	\$299
'32 Ford Sedan	\$95
'37 Ford	\$365
'37 Ford De Luxe	\$425
'31 Pontiac Coach	\$95
'36 Terraplane Coach	\$365

Waiting For You At... 60 Day Guarantee Easy Terms

Lauer's give you a fair trade-in price on old furniture because Lauer's sell your old furniture in their Bargain Basement.

FROM FAR AND NEAR THE PEOPLE COME BECAUSE "THERE IS A REASON"!

TRADE IN YOUR OLD FURNITURE AT LAUER'S

LAUER'S, THE GOOD FURNITURE STORE

Right Down On State Street In Rochester---One Of America's Fastest Growing Furniture Stores

ANOTHER SHIPMENT OF THE SUITE THAT All Rochester Pronounces "The Greatest Value"

Maple Cricket Chair

For Bedroom or Living Room

\$3.95



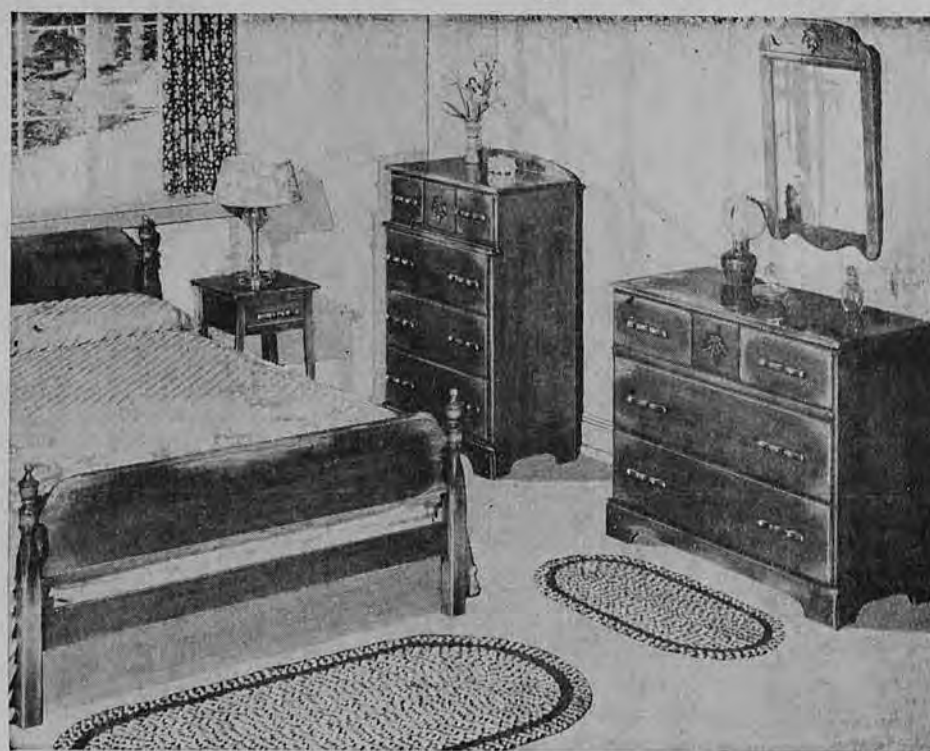
You'll expect this to be a big strong chair, and you won't be wrong! You'll learn as have hundreds before you—that when Lauer's advertises a value, it's EXTRA VALUE! Choice of colors—solid maple frames—doubly braced.

3 PIECE SOLID MAPLE BEDROOM SUITE

\$49

\$5 DOWN DELIVERS

If you are one of Lauer's regular customers, you know the quality of our maple furniture. We have become famous in Rochester for our display of the solid maple reproductions of Consider H. Willett. We uphold with honor our reputation. While we will not tell you that the suite advertised here is as good as our Consider H. Willett furniture, we emphatically say that this suite bears up favorably in looks and quality with the maple that you expect to buy in Lauer's store. Lauer's know maple—and here is plus value in a maple suite. Buy it separately if you wish. There are ten other pieces in this grouping, equally low priced.



ON SALE EXACTLY AS PHOTOGRAPHED AT LAUER'S

PAY 10% DOWN BALANCE IN BUDGET TERMS 6 to 18 Months

Lauer's Extra Value In An A-No. 1 Perfect Porcelain 5-Pc. BREAKFAST SET

TABLE HAS 2 EXTENSION PORCELAIN LEAVES

At Lauer's this splendid perfect porcelain top breakfast set is the finest value of its kind. The table top is absolutely stain proof and heat resistant—fashioned of triple baked on enamel fused in huge electric ovens. The chairs and table base are finished in easy-to-clean glossy lacquer. You may have the chairs with leather seats or wooden seats. This set is available in black, red, blue, green, maple and many combination colors. \$2.50 down delivers.

YOUR CHOICE OF COLORS—TABLE HAS DRAWER

\$24⁷⁵



ON SALE EXACTLY AS PHOTOGRAPHED AT LAUER'S

2-Pc. Channel Back Living Room Suite \$75

EXACTLY AS PHOTOGRAPHED

It's big! It's far deeper than any suite we've sold before at this price. Furthermore it has a base construction of thick flax one-piece webbing. But, let's not go into the technicalities of this suite. You'll see it's expertly made when you examine it closely. But it will not take close examination to see that it is beautiful beyond words. When you first glance at this suite with its beautiful carved wood base, you'll say, "How can such a suite be made for such a price!" But remember—this is a Lauer special value and you save \$50. Then you'll understand why this is no ordinary suite—why it can look so good for so little money! \$7.50 down.



ON Sale AT

LAUER'S · 50 STATE ST.

ALSO AT OUR General STORE

SUPER-SAVINGS!

for Fair-Goers and Vacationists!

LUGGAGE

SPECIALLY LOW PRICED FOR
THIS SPECIAL WEEK-END!

TOP GRAIN COWHIDE
GLADSTONES

Heavy Leather
Straps, Nicely Lined
Formerly \$10.00. **\$7.95**



New! Striped
**CANVAS
LUGGAGE**
Ladies' Overnight Case

\$3.95 Formerly \$4.95

Wardrobe to Match, \$7.95
Hat and Shoes to Match, \$8.95
Heavy Canvas, Leatherbound



Many other special values for this week-end

EATON & SIMS

Rochester's Travel Goods Headquarters

29 CLINTON AVE. S.

Opposite
Hotel Seneca

10,000 Eyeglass Lenses
in stock at all times



Such a bigger and broader
base of operation saves count-
less hours of clear vision for
Bausch patrons, in addition to
the economic advantages of
buying direct from this 88
years old optical institution.

Convenient Charge Accounts

E. E. Bausch & Son Co.
6 MAIN ST. E. CHAS. E. BAUSCH
Optometrists 61 EAST AVE.

Metzger's SUPER-SAVING DAYS!
Thursday, Friday and
Saturday Only!

**MOST FASHION FAVORED
DRESSES**

Values
to **\$1.95**
\$3.95!

2 Dresses for \$3.00

Just once in a season, an event like this!
Beautiful tub silks, in stripes, prints and
pastel shades... reduced to the limit of
lowness for a quick, 3-day clearing!

DRESSES Formerly to \$5.95

A group of our
most popular
numbers... out
for quick sale! **\$3.95**

2 DRESSES FOR \$7.00

DRESSES Formerly to \$8.95

This is a grand
collection of spun
rayons, bumbags,
chiffons and
such! You'll want
several at such
savings! **\$4.95**

2 DRESSES FOR \$9.00

EXTRA SPECIAL!
Just 36
**BEAUTIFULLY KNIT
SWEATERS**
\$1.99 Value **79c**
You're going to
use at sweater or
used at night now
two, and right now
is the time to buy
them at fractional
prices! **2 For \$1.50**

Metzger's STYLE SHOP

32-34 EAST MAIN ST.

The Rochester Sun

Published every Thursday afternoon by the Rochester Sun Corporation,
8 St. Paul Street, Rochester, N. Y.

O. Curtis Gerling, Publisher

ROCHESTER SUN CORPORATION
G. Curtis Gerling, Pres.
William Pfaff, Secretary
Eugene Davis, Adv. Director
O. Chas. Groat, Circulation Mgr.
NATIONAL REPRESENTATIVES,
James A. Coveney Co.

New York Office
Chicago Office
444 Madison Ave.
19 South State St.

Lowly, Aristocratic Foods Obtainable at Wolrd's Fair

The famous chef, George Rector, who is official host at the
Gas Industries Building at the New York World's Fair, has sent
to President Herman Russell of the Rochester Gas and Electric
Corporation, a report on the food situation at the big show.

Mr. Rector points out that food
of every kind, ranging from the
popular hamburger and hot dog
to the aristocratic French "Heart
de Filet Mignon" and the Fin-
nish "Lohilaatikka" (Salmon
casserole) is being enjoyed by
the visitor and that most of it
is being cooked by gas.

Mr. Rector said that there are
now at the Fair more than sev-
enty restaurants capable of
serving forty-three thousand
persons at one time. This does
not include the eighty hot dog
stands and some thirty dairy
stands located throughout the
Fair grounds.

"There is an eating place for
every taste and every pocket-
book," the Gas Industries' host
reported. "Hungry, hurried vi-
sitors racing against time can
quickly pick up a sandwich, des-
sert and beverage at slight cost.
The more leisurely Fair-goer
who wants a hearty meal at
moderate prices can patronize a
score of restaurants offering a
wide variety of food and atmos-
phere. Even the man with the
champagne taste and beer
pocketbook who revels in un-
usual dishes can indulge in these
delicacies at several snack bars
featured at some of the foreign
pavilions.

Paradise for Gourmet
"Of course," Mr. Rector point-
ed out, "there are restaurants at
the Fair where the rarest of
foods become masterful crea-
tions under the expert hands of
world-renowned chefs, where
only the finest of silver, crystal-
ware and line are used, and
where the serving of a dinner
is an art in itself to the delight
of the most fastidious gourmet.
The World's Fair visitor has but
to choose his restaurant."

Mr. Rector said that one of
the well-patronized, moderately
priced dining spots at the ex-
position was the "Court of
Flame" Restaurant, part of the
Gas Industries' exhibit group.
He said that since the opening
of the Fair it became necessary
to supplement the outdoor ter-
race garden and the main din-
ing room with an expansive
sidewalk cafe. It now serves
more than one thousand per-
sons at a time. Mr. Rector dis-
closed that the chief wine stu-
dent of the "Court of Flame"
Restaurant is the "Mint Julep
Champion" of Kentucky.

Mr. Russell learned from Mr.
Rector that visitors to the Fair
can dine in practically every
conceivable atmosphere. They
can sit in a Dutch village on
the banks of the "Zuider Zee"
and watch the turning wind-
mill of relax in a trim Swiss
"Chalet" or in an Alpine hunt-
ing lodge where waiters wear
Robin Hood costumes. They can
muse on 17th Century England
in the "Red Lion Inn," or the
"Dog and Duck," or at the "Jol-
ly Mermaid." They can recall
present-day happenings while
sipping black coffee in a replica
of the famous cafe gardens of
Prague. They can participate
in an ancient Japanese tea-ri-
tual on a red-lacquered and gold-
ornamented veranda modeled
after a Shinto temple of 300 B.C.

Unusual Decorations
One place is decorated like a
circus wagon, another overlooks
an old-world market place, a
third borders a real wheat field,
one has orange trees to shade
you, and one restaurant is
landscaped with barley and hops
shrubs. The French restau-
rant resembles the hanging gar-
dens of Babylon with descending
series of suspended terraces

ROGERS SILVERPLATE
LESS 1/2
THAN
REGULAR VALUE

Coupon Redeemable at Roches-
ter Sun Office, 419 Burke Build-
ing, or at the following Stations:

- JOSEPH AVE. PHARMACY
213 Joseph Ave.
- RELI-ATN PHARMACY
1462 Monroe Ave.
- CARK PHARMACY
Geneve cor. Brooks
- VINE'S PHARMACY
139 Park Ave.
- KEY DRUG STORES
82 Main St. East
410 N. Goodman
546 Monroe, near Goodman
- MANDELL PHARMACY
Portland cor. Norton
- BILLEN'S PHARMACY
413 Thurston Road
- RUDNER DRUG STORES
88 Plymouth Ave. S.
408 N. Clinton
- SMALLINE PHARMACY
231 Ridge Road

KNIFE, FORK AND TEASPOON 54c \$1.25 Value

Here's your coupon for your
ROGERS SILVER. Bring it to the
SUN office, 419 Burke Bldg., or to
any of the stations listed above.

Name
Address

Radio Program Features Peace Sermon in Song

"Oh! What a Day That Will
Be," a sermon in song, convey-
ing a universal plea for world
peace, will be Ray Perkins' fea-
tured vocal selection on the
Letters Home Broadcast from
the New York World's Fair on
Sunday from 5:45 to 6 p. m.,
EDST, over the NBC-Blue Net-
work.

Perkins, as postmaster of ce-
remonies, will introduce the four
winners of the weekly letter
writing contest and present
them with the cash awards.

SOLOIST TO BE FEATURED
Vicki Chase, young American
soprano, will be soloist with an
NBC concert orchestra, H. Leo-
pold Spitalny conducting, dur-
ing the broadcast of Popular
Classics on Sunday from 7 to
7:30 p. m., EDST, over the NBC-
Blue Network. The program will
be devoted to performances of
the more familiar works of the
great masters.

**ROUGH STRAWS! MILANS!
BAKUS! LEGHORNS!
FELTS! LINENS! CREPES!**

**ENTIRE SUMMER STOCK INCLUDED
HAT SALE**

Values
To **\$1.**
\$7.50

Cartwheels! Bonnets! Turbans!

That "extra" Summer hat you want
is here! Choose from our entire stock—be-
witching bonnets, bretons, tailored toppers,
cartwheels, sailors! Straws, felts, fabrics!
Velvet, be-ribboned. Whites, pastels, darks.
Shop EARLY!

Joels 215
MAIN ST. EAST

**NO MORE OF THIS FOR
ME—WE'RE HAVING A
TELEPHONE INSTALLED
TOMORROW AND FROM
THEN ON I'M DOING MY
SHOPPING RIGHT
AT HOME!**

Imagine the comfort of shopping from
your own home by telephone. Avoid
being jostled about by crowds—besides
saving time, carfare and frayed nerves.
Shopping convenience is just one of
the telephone's many advantages. Why
be without it when it pays for itself
in so many ways?

**WHEN
SICKNESS
STRIKES
Telephone
FOR AID**

Call for Bernheim, O'Brien
for help in getting an
attention telephone. No
charge on any pay station.

ROCHESTER TELEPHONE CORPORATION

Mrs. Ernest L. White of Dou-
glas Road, entertained her read-
ing club for luncheon on Friday
in her home.

Miss Barbara Roscoe of Be-
verly Street, is passing three
weeks in New York and will visit
the World's Fair.

**New
Furs**
The season's
most favored
fashions...
with the in-
dividual flair
of custom-
styling.

**Frigid
Storage**
Re-Style Your Furs Now.

TEMPLE
FUR STORE, Inc.
52 North Street
Main 5731

**FABRICS FOR FORMAL, FUN OR
STREET-WEAR FASHIONS AT
REAL DEEP-CUT PRICES!**

Summer Clearance

Rochester's most complete stock
of highest grade fabrics. Every
Mem at tremendous savings.

**FANCY
COTTONS**
Guaranteed fast
color. **11c**

**IMPORTED HAND TIED
DOTTED SWISS**
All colors. Values to
\$10. **29c**

**CROWN TESTED TUB
SILKS**
Huge variety
of colors and
patterns. **29c & 35c**

MOIRES 44c **WOOLENS 89c**

Values 79c to
\$1.29. Complete
range of colors.

**MANHATTAN SILK
STORE**
381 MAIN ST. E. Next to Wegman's

Frances G. Evans 379 Henrietta Street

**WANTED!
SOUR MILK!**

MANY of our customers' favorite recipes were handed
down from their grandmothers. That's why we get
numerous inquiries on how to sour sweet milk.

In our grandmothers' time, milk soured rapidly and was
used up in cooking. But, today, with automatic refrigera-
tion, sour milk is getting hard to find.

To sour sweet milk, add vinegar or lemon juice. Or, you
can use buttermilk in place of sour milk, if you wish.
We trust this hint settles your sour milk problems. An
automatic refrigerator solves food-budget problems just as
easily by keeping milk and other perishables fresh and safe
for days. And, the price of a bottle of milk more than pays
for the gas or electricity needed to run an automatic refrig-
erator for days and days.

Gas and Electricity are the Tiny
Twins of the Family Budget—
Small in Cost but Big in Service.

**ROCHESTER GAS & ELECTRIC
CORPORATION**

TRUTHFUL NEWS

THE ROCHESTER SUN, THURSDAY, JULY 20, 1939

TRUTHFUL ADVERTISING

PAGE FIVE

Miss Isabel Lawrence of Buffalo, sister, Mrs. Hobart F. Whit-
falo, was the weekend guest of more, and Mr. Whitmore of Say You Saw It In The "SUN"

NOW GET THE **EXTRA** THRILLS WITH AN

Emerson

"WORLD'S BIGGEST SELLING LITTLE RADIOS"



A remarkable little radio no wider
than your hand! Easy
visual tuning. \$7.95

Leading the trend to small radios... for every room in
the home... for every purpose under the sun!
EMERSON'S mighty midget radios are better, for EMER-
SON has been making them longer. And right now, you
can buy them at HICKSON'S, Rochester's radio head-
quarters, at a decided advantage. Your choice from dozens
of styles, finishes and sizes!

BRAND NEW
1940 MODELS
AS LOW AS **\$7.95**



Handsome boudoir radio, in walnut
for only \$9.95
In natural oak \$19.95



An entirely self-contained portable
with the famous Miracle
Tone Chamber. \$29.95

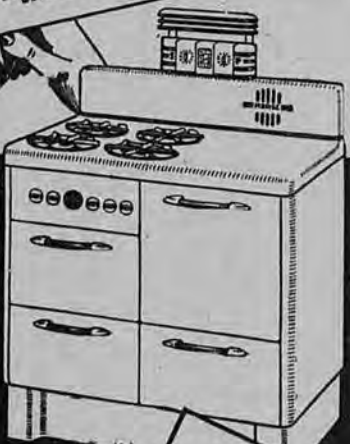


"PRINCE OF PORTABLES"

Entirely Self-Contained
READY TO PLAY!

\$19.95

SUPER CONCENTRATOR
—SAVES THE FUEL!
REFLECTO-PLATE
—SAVES THE HEAT!



SEE THE
NEW EXCLUSIVE

NORGE

Super Concentrator **GAS RANGES**

Norgé Super Concentrator Ranges use an entirely new design
of heat transmission... provides hotter heat, and harnessed
heat, for better, cheaper cooking. See the many other new
features... Modi-fire... Broiler Wells... smart new styling.
Priced much lower than you would dare to hope!

★ SEE NORGE BEFORE YOU BUY! ★

HICKSON'S

"Rochester's Radio Headquarters"

EAST MAIN AT FRANKLIN ST.

Crosby Gains Unjustified Reputation for Laziness

The Old Adage That a "Prophet Is Not Without Honor
Sane In His Own Country" Either Is True In Hollywood
or Else It Applies In One Particular Case.

That particular case is Bing Crosby. In Hollywood, an aura of glamor surrounds such stars as Carole Lombard, Claudette Colbert, Gary Cooper, Clark Gable, Robert Taylor, et al, because they are stars.

SERENE PERSON

But Bing Crosby serenely goes his placid way. Few people in Hollywood realize that Crosby at the box office, ranks high among the top ten stars of Hollywood. About the only people who realize it are studio executives and producers who cast covetous eyes at the receipts of the latest Crosby picture and indulge in a mad scramble for the services of the crooner.

Crosby's contract with Paramount provides that he has the right to make one picture a year for any other studio or independent producer he may choose. Now so great is his value as a box office lure, every studio in town competes for that extra picture, and even major studios are willing to allow Crosby to finance such pictures up to a 50-50 basis.

But to newspapermen, sportsmen, fellow actors, and other Hollywoodites, a mention of Bing as a star is always an afterthought. "Oh, yeah, he's just Bing," is the general attitude.

Bing himself insists that any story is more important to the public than the actors portraying that story on the screen.

STORY RATES FIRST

Because of this phobia, it was several years before Paramount could get Crosby to include in his contract a provision whereby the studio could give him star billing—that is, to announce "Bing Crosby in 'Paris Honeymoon'" instead of "Paris Honeymoon" with Bing Crosby.

When Crosby finally consented to such a clause, he inserted the proviso that such billing could only be given with his express permission. Now the studio finds that it is as hard to get the permission as it was to get the clause into the contract.

DUCKS CONFERENCE

So in Hollywood, Crosby is accepted as an easy going, friendly, sports-loving chap with a penchant for wearing old clothes and letting his beard grow if he feels like it. He would much rather watch one of his race horses work out than to attend a business conference involving a million dollars.

As a matter-of-fact, Crosby ran out on such a conference recently. His new radio contract and a picture contract were involved. His brother, Everett,

after a couple of weeks of pleading and threatening, had finally induced Crosby to make a definite appointment for the next day. At about 3 a. m. the next morning, Bing's trainer telephoned that one of his colts was sick at Rancho Santa Fe. Bing left for the ranch at 4 a. m. and Everett didn't locate him until 4 p. m.—125 miles away.

This "can't be bothered" attitude of Crosby has won him the reputation in Hollywood of being lazy.

The reputation is not deserved. There are few actors—not excepting stars—in Hollywood who work harder than Crosby. One day a week is spent in making phonograph records. He has his radio program, which means editing program material, rehearsing and a lot of other work. And to top the thing off, he is the head of several business enterprises, ranging from hotels and apartment houses to gold mines and managing actors, singers and prize fighters.

Miss Jean Ramaker of Wilshire Drive, entertained at cocktail party on Saturday before the dinner dance at Monroe Golf Club.

Dr. and Mrs. Louis Sager and their son, John, of Boston, were guests last week of Mr. and Mrs. John A. Morton, of Sagamore Drive.

Mr. and Mrs. Walter J. Riley of Bay Street, entertained at a picnic supper on Saturday in their summer home on Edgemore Drive.

DEAF PERSONS HEAR

Clearly and Naturally With The

**NEW GOLD SEAL
ACOUSTICON**

**DAILY
Demonstrations**
Without Charge
or Obligation
Stop in at
BAUSCH'S and
try the new
Acousticon for
yourself. Or
write for de-
scriptive litera-
ture.

Come in and try the elec-
trical aid-to-hearing that
has restored hearing to thou-
sands! Available in both air
and bone conduction models,
on convenient payment
terms of your wish.

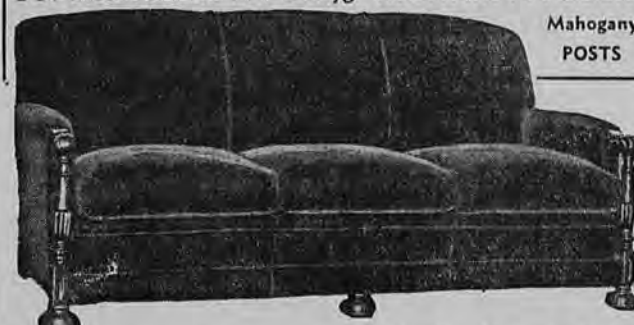
E. E. BAUSCH & SON CO.
61 EAST AVENUE

at Graves

Outstanding July Sale Values for
Thursday, Friday and Saturday A. M.

SUPERSAGLESS... 100% MOHAIR... SOLID

Mahogany
POSTS



... An Outstanding Value in Quality

* BIG ROOMY
DAVENPORT AND
COMFORTABLE
ARM CHAIR **\$98.50**



See It... Compare It... on every point of
value. Choose from 14 lovely coverings in pile
Mohair or Loompoint... a suite that will serve
you well for years because of its quality of
material and workmanship including durable
supersagless foundation. Has all hardwood frame
with joints securely dovetailed... carved wood
arm grips... reversible balloon type seat
cushions.

50 OTHER SUITES \$59.50 to \$395

For Summer Sleep Comfort

Invest In A Graves

"IMPERIAL"
MATTRESS

With Non-Heating

HAIR TOP

\$19.75



Hand
Tied Box
Spring
To Match
\$19.75

208 Individual coil springs, double tempered and
hand-tied in burlap coverings with thick layer-
felt insulation give this "Big Value" Mattress
the resiliency that affords greater comfort...
without sacrificing durability. It's covered in
durable ACA striped ticking.

VISIT
GRAVES SLEEP CLINIC

Let Our Bedding Experts Prescribe The
Right Mattress For Your Weight And Par-
ticular Individual Requirements From One
Of The Following:.....
Avalon..... \$14.95
Rainbow..... \$15.95
Custom-Built..... \$19.75
Ambassador or Sanford..... \$24.50
Oxford..... \$29.50
Slumberon..... \$29.50
Beaux Art..... \$36.00
Beautyrest..... \$39.50
American Beauty..... \$39.50
Foam Sponge..... \$49.50

★ SAVE
\$13



On These
Reg. \$39.50

Seamless
Axminster Rugs \$26.50

By One of the Best Rug Mills, 9x12 Size

Featuring: New Persian and Modern designs in beau-
tiful colors... a seamless, deep pile rug... Every one
Perfect! A special purchase makes this price possible.

LINOLEUM

\$1
A
SQ.
YD.

GENUINE INLAID

H.B. GRAVES Co.
78 STATE, corner of MARKET and MILL STREETS
FREE PARKING BUDGET ACCOUNTS

THURSDAY, FRIDAY, SATURDAY
ALL FACTORY SAMPLES REDUCED FOR

Burwill's Famous

Semi-Annual

**KNITTED
FASHIONS**

OF FACTORY SAMPLE

You'll find bargains in this sale
that you will never forget because
we're determined to close out our
entire stock to make room for new
Fall models. Plenty in your size...
if you hurry.

2 Pc. Knitted
DRESSES \$3.75
Were \$7.75
\$19.50
DRESSES..... **\$10.75**
ODD SKIRTS..... **\$3.00**
Were \$10.50

SALE
Knitted Boucle
**JACKETS
& SKIRTS**
Were
\$19.50 **\$2**

3 Pc. Knitted
SUITS \$12.75
Sizes 14-44; Were \$18.50
\$27.50 SUITS..... **\$15.75**
Sizes 14-50
Knitted DICKIES..... **75c**
Were \$2.50

Free Delivery

Burwill

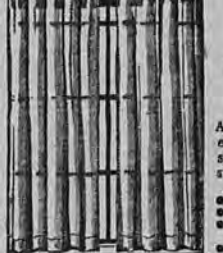
56 CLINTON AVENUE NO.
Opposite Palace Theatre
Free Parking Next Door



Star Attraction of
The SUN'S Co-operative
Super-Savings Week-End
Beginning TODAY!

**Sheer Rayon
MARQUISSETTE
CURTAINS**

(44 Inches Wide)



3
Great
Days **\$1.00**

Advertised elsewhere in Roch-
ester as a \$2.49 value... and
sale-priced a \$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)
• Eora and Egg Shell

We've sold hundreds of pairs of this lovely, lustrous curtain... but
never at so low a price as this. Plaster the sheer marquisette that does
the same for your windows as fine, sheer hostery does for your legs.
Superbly tailored throughout to hang perfectly straight, 1 inch side
seams and 2 inch bottom hems.

THE ORIGINAL
CURTAIN SHOP

**PAULS
CURTAIN
SHOP**

76 CLINTON AVE. SO. 4 DOORS SOUTH
OF FARMAN'S

Kurtz To Conduct Symphonic Orchestra

Efrum Kurtz will conduct the National Symphony Orchestra during the "Sunset Symphony" broadcast from the Potomac Water Gate in Washington on Sunday from 10 to 11 p. m. EDT, over the NBC-Red Network.

Kurtz has programmed Arensky's Variations on a Theme by Tchaikowsky to open the broadcast, followed by the Scherzo and March from Prokofieff's "Love of Three Oranges," and the Bacchanale from Saint-Saens' "Samson and Delilah."

Two excerpts from Rimsky-Korsakoff's ballet—"King Dodon in his Palace" and "End of Dodon"—and the "Blenn" Overture by Wagner will complete the concert.

K. OF P. LODGE TO PICNIC

The Joy Lodge of the Knights of Pythias will hold their annual outing Sunday, July 23, at Churchville County Park. Members and their friends are invited.

Mr. and Mrs. William C. Combs of Grosvenor Road, entertained at supper in their garden on Saturday.

Legion Picks County Chief

Monroe County American Legion leaders predict a banner year for the organization as a result of the harmonious county convention held at Sea Breeze.

With George Monagan, a recognized progressive leader, as county commander, the Legion is prepared to go places and do things, according to his associates.

Monagan was elected unanimously when two prospective opponents, Walter S. Forsyth and Albert H. Birmingham, withdrew from the race.

Only contest of the convention election was for first vice-commander, in which Sergeant Victor A. Ayette of Doud Post defeated Detective Maurice Scanlon, Police Post, 164 to 67.

Other county officers elected were: Second vice-commander, Jerome L. Stoller; adjutant, Francis W. Smith; treasurer, Charles H. Rellinger; historian, Alfred A. Johns; chaplains, Rev. Ernest E. Davis and Rev. Charles J. Bruton.

The new county commander served in the World War as a member of the Fifth Marine Regiment and has a record of nearly eighteen months service in front line trenches of Belgium and France.

He fought in the battles of St. Mihiel, the Champagne sector and the Argonne Forest and later was with the Army of Occupation in Germany.

Russian Pianist On Symphony Hour

Ania Dorfmann, brilliant young Russian concert pianist, will be guest soloist with the NBC Orchestra, under the baton of Dr. Frank Black, during the Summer Symphony Concert on Sunday from 8 to 9 p. m., EDT, over the NBC-Blue Network.

Mme Dorfmann will be heard in Mendelssohn's Concerto for Piano and Orchestra in G Minor. The broadcast, opening with Beethoven's "Prometheus" Overture, also will include two works by Tchaikowsky, "The Sleeping Beauty" Waltz and the "Hamlet" Overture-fantasy.

Rochester Firms Low on State Job

Two Rochester firms have learned that their bids on electric and sanitary work for additional power plant facilities and a vice connections at Clinton Prison, Danamora, were low.

Notified by the State Department of Correction, Albany, were Horace Hayden, Inc., whose bid for \$42,547 was lowest; and the bid of Vanderlinde Electric Company, whose figure at \$46,538 was second lowest. Two other Rochester firms, Connelly-Lanswager, Inc., and O'Connell Electric Company were high in their estimates.

Hairdressers To Get More Than One Chance

Under a City Council safety committee ruling, hairdressers who fail in one examination for a city operators' license may take a second and third if they so desire.

Hairdressers complained to the committee that the new examination board for the hair dressing trade was arbitrarily holding failure in one examination ruled the applicant out for all time.

The committee, backed by the city law department, ruled the board was exceeding its authority.

Ridgmont Juniors To Hold Picnic

Ridgmont Gold Club juniors have planned a picnic to be held July 26, at Webster Park.

John Slater is the recently elected president of the group; Miss Ann Weller is vice-president; Lewis Guzzetta, secretary and Miss Jean Kinsella, treasurer. Mrs. Peter Henry is advisor for the group.

PLANS ANNUAL PICNIC

Members of the Rochester City Alliance, formerly the Rochester Stadt-Verband, will hold a basket picnic Sunday at the Fritz Rens farm, 665 Buckman Road. August Kassman, and Herman Klumpp are in charge of the arrangements for the annual picnic.

PICNIC ARRANGED

The Rochester City Alliance Stadt-Verband will hold its annual basket picnic July 30 at the Fritz Rens farm, 665 Buckman Rd., off Ridge Rd. W. Arrangements are in charge of August Kassman and Herman Klumpp.

PLAN STAG PICNIC

A stag picnic will be held by the Knights of Calvin, at 10 a. m. Sunday, at the home of John Toepper, Cherry Road.

KIENERS
Super Saving Sale
3 Great Days!
Come Early... Take Advantage of This Great Price Event!

GROUP 1—
DRESS COATS \$2.00
All colors including whites.

GROUP 2—
SPRING COATS \$5.00
From 14 to 46.
Navy and black, including tailored suits, camel hair toppers and white coats.

GROUP 3—
SPORT COATS \$8.00
Beautiful Line of Spring and Fall
Including dark color dress coats. Reg. \$22.50.

KIENERS COAT SHOP
599 HUDSON AVE. cor. CLIFFORD
Store Opens 9 A.M. to 10 P.M. For This Sale

We're SLASHING Prices
ON FINEST QUALITY TIRES
In two special groups: First line tires guaranteed for 18 months, and second line tires guaranteed for 12 months.
Now at a Saving of 50% on every TIRE

Size	Second Line	First Line
4.50 x 21	\$4.63	
4.75 x 19	4.73	\$5.73
5.25 x 18	4.95	6.68
5.50 x 17	6.08	7.33
6.00 x 16	6.60	7.98
6.25 x 16	7.13	
6.50 x 16	7.65	9.68

Pay Only 50c Weekly

1939 CROSLY SHELVADOR
6 cu. ft. model
\$99.50
NO DOWN PAYMENT
As Little As 50c a Week

Auto RADIOS
\$12.95

Boy's or Girl's BICYCLES
\$19.95
Easy Terms

RADIOS PORTABLE
\$14.95

CLOSEOUT! JOHNSON SPACE COOLERS
Regular \$169.95
Value **\$99.95**
Easy Terms

Clamp-on-Door MIRROR
39c

KOMINZ TIRE CO.
NOW THREE STORES OPEN EVERY EVENING
468 Ridge Rd. W. | 182 Monroe Ave. | 417 Monroe Ave.
At Deney Ave. | At Savannah St. | At Averill Ave.

WEIS & FISHER'S
ANNUAL STORE-WIDE GIVE-AWAY SALE OF
ONE-OF-A-KIND CLOSE-OUTS
of Rochester's Most Desirable Fashions in
FURNITURE

Reductions to 50% and More!
Hundreds of Pieces Give-Away Priced!

THE KIND of furniture bargains you dream about!
Beautiful showpiece fashions . . . marked down to but fractions of former prices and actual worth . . . because they are one-of-a-kind, and must be completely cleared, irrespective of cost! Visit Weis & Fisher's this week-end . . . see these pieces for yourself, and the dozens of others which we have no room to list in this advertisement!

Your Credit Is Good on 3 DIFFERENT PLANS OF PAYMENTS!
EVERY ITEM A SUPER-SAVING!

JUST FIVE!
Reg. \$24.50 Famous
INNERSPRING MATTRESS \$11.95

JUST ONE!
Reg. \$28.50 Heavy
MAPLE POSTER BED \$9.95

JUST ONE!
Reg. \$32.75 Fine
PIPED BACK Lounge Chair \$19.85

JUST ONE!
Reg. \$228—7 Pc.
BLOND MAPLE Bed Suite \$159.50

JUST ONE!
Reg. \$40.00 Five-Piece
BLOND MAPLE DINETTE \$26.50

JUST ONE!
Reg. \$28.50 Maple
KNEE-HOLE DESK \$18.95

JUST ONE!
Reg. \$29.95 Walnut
CHINA CABINET \$7.85

JUST ONE!
Reg. \$162.50 Two-Piece
GRAND RAPIDS SUITE \$85.00

Dozens of Similar Savings Throughout Our 5-Floor Store!
A SMALL DEPOSIT WILL HOLD FOR LATER DELIVERY
WEIS & FISHER'S
80 CLINTON AVENUE S.

\$59.50 Knuckle-Arm Mohair Chair \$39.50
\$36.00 Lounge Chair, 2-Tone Velour \$21.75
\$22.50 Modernly Styled Lounge Chair \$16.50
\$80.00 Silk Mohair Wing Chair now \$49.50
\$185.00 2-Pc. Suite Burgundy Rib Mohair . . \$125.00
\$198.00 2-Pc. Chesterfield, Silk Velour . . . \$139.50
\$230.00 2-Pc. Grand Rapids Antique Velour \$169.50
\$265.00 English Lounge Suite in Mohair . . . \$175.00
\$249.50 Jamestown Custom 2-Pc. Suite . . . \$165.00
\$164.50 2-Pc. Loompoint English Lounge . . \$125.00
\$210.00 2-Pc. Pillow Arm Velour Suite . . . \$169.50
\$179.50 2-Pc. Modern Curley Mohair \$98.50
\$139.50 2-Pc. Crushed 2-Tone Mohair \$98.50
\$59.50 Deepsleep Studio Couch in Rust \$39.50
\$25.00 Odd Oak Buffet, reduced to \$11.50
\$61.50 Empire Antique Ivory Chair \$35.00
\$74.50 Jamestown Chair in Homespun \$35.00
\$98.50 Claw and Ball Odd Davenport \$65.00
\$118.00 Swedish Modern Davenport, GRAND RAPIDS \$89.50
\$147.00 Odd Kidney Davenport in Red \$117.00
\$75.00 Odd Blonde Maple Davenport \$35.00
\$108.00 4-Pc. Maple Bedroom Suite \$69.75
\$38.50 Antique Maple Dresser, now \$27.85
\$145.00 7-Pc. Blonde Maple Dinette \$89.50
\$48.50 5-Pc. Maple Dinette Set \$28.50

SALE

of
HIGH
GRADE

MATTRESSES

BEDS - SPRINGS

SPECIAL THURS. FRIDAY AND SATURDAY
Cotton Mattresses, Reg. \$6.95—Special \$3.95
Innerspring Mattresses, Reg. \$12.95—Special \$7.95
Innerspring Mattresses, Reg. \$19.75—Special \$12.95
Simmons' Coil Springs, Any Size, Helical Top, Sp. \$4.95
Crib Mattresses, Large Size \$1.95
Simmons' Walnut Beds \$3.95

Washable Waterproof Inner Spring Crib Mattress \$4.95
Regular \$10.95—Special with Coupon

CHARLOTTE MATTRESS CO.

Ray H. Ives, Prop.
2886 LAKE AVE. Open Evenings Until 9:00 CHARLOTTE 1820

**Flowers Always
Fitting Gift**

"The language of the flower is ever in good taste, when it comes to giving." So stated B. Frank Grey, manager of the Sagamore Florists, in a discussion on the appropriateness of floral gifts for all occasions.

"Just try to think of a single time when a presentation of flowers could possibly be out of order," continued Mr. Grey, "there just isn't such a time."

"Since the world began, flowers have been an evidence of friendship, love, sympathy, happiness and good will. And the last few years have increased the use of floral tributes in an amazing degree. For if there's any question as to what sort of gift can be made without violating the principles of good taste, the answer can always be flowers."

Mr. Grey knows whereof he speaks, for he has been long associated with the floral business, and has studied the numerous ways in which flowers are used to express human feelings. His advice is sought by many of Rochester's leading citizens in the matters of presenting gifts of flowers.

**Rochester Man
To Lead Band**
Guy Fraser Harrison, conductor of the Rochester Civic Orchestra, heard regularly over NBC during the school season, will lead the National High School Orchestra during the concert broadcast from the National Music Camp at Interlochen, Mich., on Sunday from 2 to 2:30 p. m., EDT, over the NBC-Blue Network.

Harrison will be making his second appearance as guest conductor of the National Music Camp concert.

EXHIBIT CONTINUED
Enthusiastic interest displayed by the public over Ironduquelt's Centennial exhibits resulted in the extension of the display in the Rochester Historical Museum until Saturday.

Bread sticks and Melba toast are a crisply flavoured pair with which to give taste and texture contrast to a salad luncheon.

Thinly sliced bread, spread with cheese and rolled, makes dainty tidbits to serve with fruit or vegetable salads. Toast the tiny rolls just before serving and bring them to the table hot.

**LOOK to STEPHEN'S for ROCHESTER'S
GREATEST SUPER SALE VALUES!**

ALL ITEMS ON SALE 3 DAYS INCLUDING THURSDAY!

Thursday, Friday, Saturday

1500 Washable Summer

DRESSES

\$1.44



SPUN RAYONS!
PRINTED RAYON
CREPES!
OVER 100 STYLES!

Do Not Confuse These
With Cottons . . .
**THEY ARE REAL
DRESSES!**

Styles You've
Seen At 2.95
And 3.95

Large And
Small Sizes
12 to 52



PRINTS — STRIPES — DOTS — SOLIDS

OVER 4000 SOLD IN 2 WEEKS!

There's A Reason!

It's Rochester's Greatest Dress Value!

STEPHEN'S IS SUPER SAVING HEADQUARTERS!

We Repeat A Sell-Out!

JUST 600 MORE

BRAND NEW WHITE

HATS

Reg. to \$1.49 Values!

Fine felts, large rough
straws and crepes. The
season's smartest styles!

57c

While
They
Last!

OPEN A BUDGET CHARGE ACCOUNT

You can buy any item in the store on Deferred Payments with Stephen's Credit Coupons. Ask about it! You pay only Stephen Low Cash Prices!

SILK STOCKING SCOOP!



Stock Up
On These!

Complete Range of
Colors and Sizes

**Guaranteed Ringless Perfect
CHIFFON or SERVICE**

HOSIERY

● Every Pair Perfect, No Seconds
● Every Pair Pure Silk
● 3-Thread Crepe Chiffons
● 7-Thread Service Weight
● Every Pair Worth At Least 49c

37c

3 Pairs For \$1.00

Desert Cloth
OVERALLS

Sizes 12-20
Reg. \$1.00 **59c**

— ODD LOT —

Washable White
BAGS

Values
To \$1.00 **47c**

Silk and String
GLOVES

Worth
Up To 60c **10c**

— ODD LOT —

Cool Batiste
GOWNS

Samples
of \$1.29
Values **57c**

Crepe and Sheer
BLOUSES

Values
To \$1.55 **44c**

— ODD LOT —

2-Piece Complete
SLACK SETS

Worth
\$1.29 **77c**

Stephens
210-214 MAIN ST. E.

**PLENTY OF HOT
WEATHER AHEAD!**

Don't wait! Buy now while
assortments are still com-
plete.

STEPHENS OPEN ALL DAY SATURDAY

Must Make Room For Fall Merchandise!

Spring COATS

**1/2 ORIGINAL
TICKET
PRICE**

You Pay Only 1/2 The Price On The Ticket!
350 TO CHOOSE FROM! SIZES 12 TO 52!

BEST CHOICE TO FIRST COMERS

TO 20 LUCKY CUSTOMERS! ONE OF A KIND!

**GENUINE
FUR \$20
COATS**

Up to \$89 Values!

Because these numbers can no longer be re-ordered—we are
clothing them out at this "give-away" price! NO ODDS AND
ENDS are carried at Stephen's! Out They Go!

ON SALE STARTING THURSDAY

JUST 1500 REGULAR \$1.19

Cotton FROCKS

All Perfect Quality!

- Gingham Checks!
- 80 Square Prints!
- Pepperell Printed
Sheers!
- Flock Dot Sheers!
- 1-Piece Styles!
- 2-Piece Styles!
- Sizes 14 to 52!

68c
2 for \$1.25

ITEMS ON SALE THURS., FRI., SAT.

**Nurses'
Oxfords**
\$1.00
PAIR

SIZES
4 to 8 1/2

1. Genuine Leather Soles!
2. Steel Arch Brace!
3. White Canvas Uppers!
4. Live Rubber Heels!
5. "Fits Like a Glove"!

3 DAYS ONLY! JUST 500 PAIRS

Crepe "Dutchie"

Vacation Slippers

66c

Guaranteed
\$1 Values!

Padded Leather Soles! Wine!
Blue! Black! Sizes 4 to 8!
Better Get Here Early for Your Size!

Stephens
210-214 MAIN ST. E.

SUPER-SALES DAYS ONLY!



**FREE
SITTING**
for Your Approval
**4
PROOFS**

**Let Us
Show You . . .**
what a vast difference
there is in photography.
The artistic skill of our
Mr. Leichter has photo-
graphed thousands to their
entire satisfaction. His
ability to catch the un-
usual expression . . . the
natural "you", will please
you. Let us show you,
with this FREE offer this
week-end!

No strings attached to this
offer! You have only to
visit our studio and sit for
your portrait. FOUR sepa-
rate proofs will be shown,
and you may order one or
more, or none at all. This
FREE OFFER for this
week-end only!

**No Obligation,
No Appointment
Is Necessary**

PHOTO STUDIO **Heisner's** **MAIN FLOOR**
200 EAST MAIN STREET



**RUN
RIGHT
TO**

RIVERS

for **SUPER-SALE Days**
**FURNITURE
BARGAINS**

ONE-OF-A-KIND—FLOOR SAMPLES AND ODD PIECES

CUT TO THE BONE FOR A QUICK 3-DAY CLEARANCE!

\$139.50 2-Pc. MOHAIR LIVING ROOM SUITE \$89.50

\$134.50 9-Pc. WALNUT DINING ROOM SUITE \$89.50

\$119.50 3-Pc. WALNUT BEDROOM SUITE \$79.50

Plenty of Odd Pieces For All Rooms . . .
SOME BELOW COST!

FRANK A.

RIVERS

CO., Inc.

226 SOUTH AVE.

Ample Free Parking — Open Tues. Thurs. Sat. Til 9



PAGE EIGHT

TRUTHFUL NEWS

THE ROCHESTER SUN, THURSDAY, JULY 20, 1939

TRUTHFUL ADVERTISING

DAVENPORTS & DAYBEDS
Cleansed or
Mothproofed,
2-Year
Guarantee
\$6
Blanchard
Cleaning Division
MAIN 1035 • 7081

78th Division Holds Reunion at Buffalo

Rochester members of the 78th Division of the A. E. F., attended the fifth annual reunion in Buffalo.

More than 300 World War buddies gathered for the outing, including representatives from Rochester and Syracuse. A stag affair, activities of the day were confined to eating and games.

Shoe Workers Elect Financial Secretary

Miss Esther Engert has assumed duties as financial secretary of the Boot and Shoe Workers Union, following election at a meeting held in Carpenter's Hall, 113 Fitzhugh Street North.

Retiring secretary is John Logie.

Women's Ad Club Planning Picnic

Women's Ad Club members are anticipating Saturday afternoon and evening when they will hold their annual outing at the Avon Inn.

Members have planned to meet at 1:30 p. m. at the corner of Court Street and South Avenue, proceeding from there to Avon. A program of sports and games has been planned, dinner will be served at 6 p. m. and an entertainment by Ad Club talent will follow.

Miss Laura R. Zintl is general chairman of arrangements and is assisted by Mrs. George Brennan. Other committees planning the picnic are: Entertainment—Miss Marjette Lechleiter, Miss Ruth Merling; reservations, Miss Gertrude Collins, Miss Sally Griffin, Miss Anne O'Connell; sports, Miss Teresa Memmel, Miss Gladys Toole; transportation, Miss Gertrude Dakin, Mrs. Helen Geith.

Refreshments, Miss Grace Keenan; prizes, Mrs. Margaret Leach; publicity, Miss Mary Louise O'Connell.

HEADS FORTUNE CLUB

William Seide is the newly-elected president of the Fortune Club, composed of city firemen and those on the eligible list. Other officers are: First vice-president, Charles Hennessey; second vice-president, Peter Maszari; treasurer, Harry Reynolds; sergeant-at-arms, Benjamin Mink and George Witt.

Kiwanis Club Opens New Camp

Kiwanis Club opened its camp for underprivileged boys Monday on the site of the old Society for the Prevention of Cruelty to Children in Honeoye Falls Road in Rush. The camp will be open until September 1, under the supervision of a camp director and several counselors.

Dividing the season into two-week periods, forty boys from foster homes will start the first period today. The second period will be filled by boys from the Lewis Street Settlement, while the third period will be given to underprivileged boys from foster homes again.

The final period will be girls week with forty attending the camp.

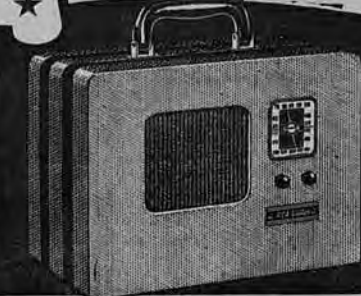
New York Police Head To Address Convention

Lewis J. Valentine New York City's fighting police commissioner, will be the guest speaker at the New York State Police Chiefs' annual convention in Hotel Powers, July 25, 26 and 27. Chief Henry T. Copenhagen of Rochester is chairman of the convention committee.

HOME PROJECTION BOOTH

Robert Benchley is currently supervising the construction of a private projection room in his Coldwater Canyon home.

Buy On Easier Terms at . . . SMALLS



**RCA VICTOR
Pick-Me-Up
Radio**

Pay **ONLY 50¢** DOWN
A WEEK

MODEL 948PI
\$19.95
BATTERIES
INCLUDED

RCA Victor Pick-Me-Up Radios—finished in latest airplane type luggage cloth—make tuneful and cheerful companions wherever you go. Long-life batteries, neatly tucked inside smart light-weight cabinets, provide plenty of power. Outstanding tone and performance. Now everybody can listen there's a new radio treat in store for you.

Smalls
28 EAST MAIN ST.
SHOP IN AIR COOLED COMFORT

Turn it on and tune it in . . . anywhere, any place

1. No external wires
 2. Nothing to connect
 3. Completely Self-Powered
 4. Waterproof airplane luggage cloth covering
- For Finest Radio Performance . . . RCA Victor Radio Tubes

BEFORE YOU BUY FURNITURE OF ANY KIND



See **GOODRICH**
HAS TO OFFER

Drive down to Rochester's newest and most beautiful display rooms. It will be well worth your time and effort as our complete stock and lower prices will truly amaze you. You will find the finest Rochester, Jamestown and Grand Rapids furniture. We also stock many exclusive pieces you will find nowhere else.

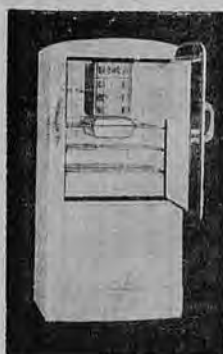
Throughout the store you will see furniture at prices 20% to 30% LOWER than elsewhere. You owe it to yourself to come down and see for yourself that we always do sell for less and on Convenient Terms.

• RUGS • RADIOS • WASHERS • MIRRORS •

GOODRICH FURNITURE CO. H 1683 DEWEY AVE.
Open Evenings. Glen. 4064

DISTRIBUTORS ENTIRE STOCK DISPOSAL SALE

NATIONALLY KNOWN ELECTRIC REFRIGERATORS



Savings
Up to **\$80.00**

ON A SINGLE REFRIGERATOR!

The greatest electrical refrigerator bargains Rochester has ever seen! Brand new models . . . in their original crates . . . sold DIRECT to the public by the distributor, with every payment convenience and guarantee! See them this week-end . . . and don't delay . . . for such saving prices surely assure a quick sell-out!

Full family-size model . . . with the lowest operating cost of ANY electrical refrigerator! **\$99.50**

Big 6 1/4 Cu. Ft. Size, with 11 1/4 sq. ft. of shelf area! Many deluxe features! \$149.50 value! **\$119.50**

6 1/4 Cu. Ft. deluxe equipped refrigerator. A \$204.50 value on which you can save \$65.00. **\$139.50**

Big 7 1/4 cubic foot deluxe model, with all most modern features! \$239.50 value! **\$159.50**

\$550 DOWN DELIVERS 3 YEARS TO PAY 5 YEAR Protection Plan

OPEN EVENINGS **SMITH & HIRSCHMANN, Inc.** COME DOWN TONIGHT!
Direct Distributor for 10 Counties **79 STATE ST.** Corner Church Street Just Block from Main

Lauer's SAVE YOU \$10 ON THE FAMOUS **Sanitized** FULL INNERSPRING MATTRESS With Linen Finish Damask Cover

GERM PROOF **ORCHID**

Is Your Mattress Friend or FOE?

WHY "SANITIZED"?
It's a modern process making this mattress actually a DESTROYER of disease germs! PERMANENTLY Antiseptic! (Koplin Vermin) is actually a deodorant! Laboratory tested and hospital-recommended! Sanitized towels and linens are now in use in hundreds of leading hospitals, hotels, clubs! Now Lauer's offers it for YOUR home at savings.

APPROVED BY SCIENCE
Excerpt from "New York State Journal of Medicine," Nov. 15, 1935, Vol. 35, No. 23:
"The unusual qualities of SANITIZED mattress ticking recommend it to the profession for hospital use."
"SANITIZED tickings are identified by the following claims:
* "BACTERIOSTATIC . . . ACTIVELY ANTISEPTIC . . . Antiseptic elements are processed directly into the fabric."
AFTER AN ILLNESS . . .
Only as you can't wash your MATTRESS! Only as Sanitized MATTRESS can avoid infectious germs at this time!
EASY TO CARE FOR . . .
Sanitized Mattresses need only to be dusted. They are, otherwise, sanitary and durable!
DOES NOT WEAKEN FABRIC . . .
Sanitizing the mattress actually makes the ticking stronger and the mattress last longer and wear better.
ONE-THIRD OF YOUR LIFE . . .
(8 hours out of the 24) . . . is spent in bed! Your mattress is your MOST USED piece of home furnishings! It is important that it be SAFE—Eclipse Sanitized!

MAIL THIS COUPON
LAUER'S — 50 State St., Rochester How Many?
Send Me . . . Innerspring Mattress Size . . . Enclosed find . . . Check or Money Order () or C.O.D. () or I will pay \$1 to driver and \$1 per week.
Name . . .
Address . . .
City . . .

Regular Price \$24.75

\$14.75

IN ALL SIZES!

This is the famous ECLIPSE SANITIZED, actively antiseptic. It is full INNERSPRING, sagless edge, helical tied, DOUBLY INSULATED! With layers of downy FELT for comfort, Side Handles and Ventilators, too! Trimly tailored roll edge and cotton tufted. Sturdy Linen finish Damask Covers impregnated with the wonderful secret Sanitized process to guard your health as long as you use the mattress. Invest in safety and comfort with this Eclipse Sanitized \$24.75 mattress for only \$14.75 during this sale!

Sanitized Mattress On Display In The Home Of Tomorrow—New York World's Fair

50 STATE ST LAUER'S 50 STATE ST

Four Lovely Colors
APPLE GREEN
SUNBIEGE
WILDROSE

**YOUTHS TO STUDY
DENTISTRY**

Peter G. Nicholas, 39 Sawyer Street, and Charles R. Witherpoon, Jr., 20 Dartmouth Street, are enrolled in the University of Buffalo School of Dentistry.

Mr. and Mrs. Harry L. Joiner, of Buckingham Street, returned on Monday from a week's sojourn with Mrs. E. R. Hardenbrook of Lake Avenue, in her summer home on Edgemore Drive.

**Hospital Group
To Incorporate**

With an eye toward increasing the efficiency and effecting economies in the business operations of hospitals here, plans have been made for the incorporation of the newly reorganized Rochester Hospital Council.

Temporary secretary, J. Sawyer Finch, is drawing incorporation papers and by-laws for the council which expects to get under way by fall.

An executive director will be hired by a committee headed by Wilmot V. Castle. The group has been promised \$15,000 by the Community Chest.

Cost of nursing care and studies of uniform accounting

systems will be made under the direction of Dr. Basil C. McLean, superintendent of the Strong Memorial Hospital.

**June Age Benefits
Total \$1,517,835**

Old age insurance benefits totaling \$1,517,835 were paid in June, the Social Security Board announced.

The average payment on the 18,235 claims was \$83.24. Since the program was established, the board has certified 381,675 claims amounting to \$20,230,531.

Mr. and Mrs. Henry Rouse of Syracuse, will occupy the home of Dr. and Mrs. E. Earl Elliott of Clover Hills Drive, while the Elliotts are abroad.

There's a Future In Aviation!

Rochester's Most Progressive Air Service

LEARN TO FLY with

Eventually, you'll want to fly. You can learn right now—quickly, safely, and economically. Come out, or drop us a post-card, and let us show how easily it can be arranged. No obligation, of course.

Costs Only
\$2.50
PER LESSON

And You Fly Yourself, Right From The Start!

Empire State Airways

GEN. 7742

Municipal Airport, Scottsville Rd.

SALE of TENTS

WALL TENTS
UMBRELLA TENTS
ALL SIZES



THE LOWEST PRICES IN TOWN
ON QUALITY TENTS

FANARA AWNING CO.
51-53 CENTRAL PARK
STONE 4398

CLOSING OUT! 4000 PAIRS!
ALL STYLES
ALL COLORS
ALL SIZES

WOMEN'S SHOES
Now \$2.00 and \$3.00
MANY FALL STYLES!
ALL STYLES
COLORS, SIZES

SHOES FOR STREET DRESS SPORT EVENING WEAR

The quantity and quality of Shoes in this great sale—makes this sale the outstanding Shoe Sale of the year!

KINNEYS
74 E. MAIN ST.

Mrs. Barbara T. Mostyn 35 Ohio Street

CLARK'S—always guarantees their poultry to satisfy—Priced quality—lowest prices.

For Fricasse & Salads
FRESH FOWL 19c
3 to 5 lb. Average

5 lb. Aver. Milk Fatted
RSTNG. CHICKEN 25c

Fresh Home-Dressed
BROILERS 25c

COUPON KAUFMAN'S Genuine Leg of Lamb or Boneless Roll

JELL-O or ROYAL DESSERTS

4 for 17c

With Coupon

CHICKEN CUTS

These Meat Specials Also Obtainable at the MIRACLE MARKET, 694 LAKE AVE

CLARK'S 906 NO. GOODMAN ST.

Near Bay St. Culver 4870

We Deliver Orders of \$1.00 or Over

U. S. Inspected BEEF ROASTS 15c

Arpenko Rindless SLICED BACON 23c

Certified Tender Smoked HAMS 25c

Whole or Half Shank

Home Grown No. 1 NEW POTATOES 31c

LADIES ALL WOOL SWIM SUITS \$1.00

Values to \$3.00, close out and broken lots. The bargain of a life-time!

LASTEX SWIM SUITS \$1.59

Values to \$3.00 in this group of clever, supporting, revealing swim suits. Sizes 34 to 40.

GIRLS WOOL SWIM SUITS 79c

Regular \$1.59 values. In a choice of several fashionable colors. Sizes from 8 to 14.

LADIES and GIRLS SLACKS 59c

Regular \$1.19, in five fetching shades. Sizes 34 to 36.

LADIES' SOLID AND COMBINATION

Slack Sets 79c

The sport ensemble buy of the season! Smart sport shirts and neatly tailored slacks in solid colors and in two-tone contrasting shades.

SHARKSKIN SLACK SETS \$1.69

Smart, cool, and comfortable. Lumber-jack blouses with matching slacks.

LADIES 8-WAY PLAY SUITS \$1.39

Regular \$2.38 values. 3 pieces that can be worn in 8 different ways, from play suit to street dress!

ALL WOOL SWEATERS 79c

Regular \$1.19, this group of highly fashionable sport sweaters. Buy now for Fall wear!

COTTON POLO SHIRTS 29c

The ideal shirt for cottage or resort wear, in small, medium or large sizes.

REG. \$2.29 LADIES DRESSMAKER Swim Suits \$1.00

Intriguing cotton prints, with jersey trunks and lining. Clever combination of comfort and smartness. The swim suit bargain of the season.

LADIES ALL WOOL SWIM SUITS \$1.00

Values to \$3.00, close out and broken lots. The bargain of a life-time!

LASTEX SWIM SUITS \$1.59

Values to \$3.00 in this group of clever, supporting, revealing swim suits. Sizes 34 to 40.

GIRLS WOOL SWIM SUITS 79c

Regular \$1.59 values. In a choice of several fashionable colors. Sizes from 8 to 14.

LADIES and GIRLS SLACKS 59c

Regular \$1.19, in five fetching shades. Sizes 34 to 36.

Super-Value! GENUINE LEATHER MOCCASINS \$1.39

The biggest Moccasin value Rochester has ever seen! Genuine leather with real Indian comfort. Perfect for camp or home wear.

Regular \$2.50

Super-Values AT...

Rochester's Greatest Sportswear Values!

NOW DOUBLY DESIRABLE WITH THE EXTRA-SAVINGS OCCASIONED BY THIS SWEEPING, STORE-WIDE

FINAL CLEARANCE

Of Our Entire Stock Off!

SUMMER SPORTSWEAR!

SWIM SUITS—SLACKS—SPORT SHIRTS

POLO SHIRTS—SHORTS—PLAY SUITS

SLACK SETS—SPORT COATS—CAMP WEAR

No store in all Rochester ever equals the Rochester Jobbing House for real values! And when to the advantages of our low-overhead location, and big-volume buying of sportswear is added the further reductions of a store-wide Clearance like this, you know records are being made! Come early... get your share... for prices like these will be history when present stocks are exhausted!



MEN'S ALL-WOOL

Sport Coats \$5.00

Latest sport coat styles to harmonize or contrast with summer slacks. Sport back, plain back, and the smart new Hollywood model. In solid colors, herringbones plaids and mixtures. Biggest bargain of the season!

\$1.19 VALUE! MEN'S 100% ALL-WOOL

SWIM TRUNKS

Rochester's greatest assortment of swim trunks at an extra low price in this clearance sale!

79c

With built-in supporter, contrasting side stripes, some with locker-key pocket.

100% All Wool

Swim Suits

Values to \$3 in this group. Speed suits and suits with detachable zipper tops in sizes 34 to 40. It's smart to buy a couple at a price like this!

\$1.00



REGULAR \$3.00 SANFORIZED

MEN'S SLACK SETS \$1.69

The greatest sportswear success in many a season, now at a record low price! In-or-outer sport shirt, slacks and matching belt. In shades of

Green, Blue or Rust!

MEN'S SANFORIZED SLACKS 85c

New woven fabrics, in checks, stripes, nubs and plaids. Sizes 30 to 42, regular \$1.50 values!

Men's In-Or-Outer Sports Shirt 59c

Thousands have been sold at \$1.00, now the Jobbing House brings them to you at the record low sale price of 59c! Can be worn tucked into slacks or out, like a jacket.

All-Wool Sleeveless Sweaters 79c

Regular \$1.19 values, these smart, practical, blazer stripe barrel sweaters for men! In all sizes, plain colors as well as stripes.

CLOSE-OUT! Regular 89c Each BOYS' POLO SHIRTS \$1.00

Stock him up for the rest of vacation with these extra big values in polo shirts.

Boys' Sanforized Woven SLACKS Now 79c

Boys' Sanforized SHORTS Now 39c

BUY THE MODERN WAY... USE OUR BUDGET CHARGE PLAN

Pay For Your Purchases With Our Credit Coupons

OPEN EVERY EVENING 'TILL 9 UNRESTRICTED PARKING—

Rochester Jobbing House

159-161 JOSEPH AVE. Cor. NASSAU ST.



Men's & Women's New Blazer Stripes

TERRY SHIRTS

59c

Regular \$1.00 Values!

Most popular beach shirts, pull over styles with two handy pockets.

Kiddies

Cute New Washable

Play Suits & Overalls

39c

89c Value

Clever little garments for the youngsters. In bright colors that will wash well.

Boys' All-Wool Sport COATS \$3.98

Good looking, smartly tailored sport coats in Navy, Green, and Blue. Only a clearance make such a price possible.

LOEW'S



Loew's Theater and The Rochester Sun invite the first 25 persons who send in correct answers to the following to see: "The Man in the Iron Mask." All answers will be judged on neatness and accuracy.

WIN MOVIE TICKETS

- 1 Name two pictures in which Warren William has appeared.
- 2 Who are two of Joan Bennett's sisters?
- 3 Name 4 people that play in this picture?
- 4 What is an Iron Mask?
- 5 Is Joan Bennett married?

"THE MAN IN THE IRON MASK"

"Who is he? at the point of his sword he met life and love... starring Lewis Hayward, Joan Bennett, Warren William, Joseph Schildkraut, Alan Hale—released thru United Artists."

OPENS AT LOEW'S THURSDAY, JULY 27th

LOEW'S THEATRE
Hurry! Address All Replies To:
CONTEST EDITOR—ROCHESTER SUN



79 LIVING ROOM SUITES 38 BEDROOM SUITES 116 ODD FURNITURE PIECES

At Fractions of Former Prices
In This Gigantic Direct

FACTORY DISPOSAL SALE

of FURNITURE

SAVE \$40.00!

3-PC. LIVING ROOM SUITE \$59

THREE big, full-size pieces, covered in heavy, durable frieze. A regular \$99.00 value . . . at the lowest price in our history!

SAVE \$50.00!

WATERFALL BEDROOM SUITE \$59

A three piece suite in beautifully matched walnut veneers . . . the famous waterfall style. Bed, chest and choice of dresser or vanity.

SAVE \$10.00!

INNERSPRING MATTRESS \$9.95

A nationally-famous make that regularly sells for \$19.95! Only a complete factory disposal sale such as this could bring such a low price!

Our entire factory stock of fine furniture . . . sacrificed at the lowest prices Rochester has ever seen, to effect an immediate clearance! LYONS usual low direct prices now cut even lower! You must see these pieces to fully appreciate the savings!

10% DOWN DELIVERS, YOUR OLD FURNITURE TAKEN IN TRADE!

LIVING ROOM SUITES

Reg. \$129 3 pcs. in Velour . . . now \$ 79.00
Reg. \$99 3 pcs. in Whipcord . . . now \$ 59.00
Reg. \$159 3 pcs. in Mohair . . . now \$ 99.00
Reg. \$139 3 pcs. Knuckle Arm
Charles of London . . . now \$ 95.00
Reg. \$189 2-pc. Queen Anne in Blue
Barcelona Velvet, down cushion . . . now \$129.00

BEDROOM SUITES

Reg. \$149 4 pcs. Beautiful Walnut . . . now \$ 89.50
Reg. \$169 4 pcs. Beautiful Walnut . . . now \$109.00
Reg. \$109 3 pcs. Beautiful Walnut . . . now \$ 59.00
Reg. \$169 4 pcs. Swedish Modern . . . now \$109.00

MATTRESS, RUGS, ODD PIECES

Reg. \$13.75, Inner Spring Mattress . . . now \$ 7.95
Reg. \$29.50 to \$50. All Wool Alexander
Smith Rug Size 9x12 . . . now \$17.95 to \$34.50
Reg. \$5.95 to \$15.95, End Tables, \$ 2.75 to \$ 7.95
Reg. \$5.95 to \$16.00 Famous Rembrandt
Table Lamps . . . now \$ 2.95 to \$ 6.95

STUDIO COUCHES
BREAKFAST SETS
BEDS & SPRINGS up to **50% off**

Open Tonight Till 9 P.M. ALL DAY SAT.

IN LYONS TRADE-IN FURNITURE DEPT.

3-Pc. LIVING ROOM SUITES \$5 to \$39

Values from \$12.95 to \$69

Better Furniture
Costs Less At

LYONS

FURNITURE
FACTORY

Open All Day Saturday

175 NORTH WATER ST.

2 Blocks From Main St

Pauls Curtain Shop Observes Anniversary

"The only way this business can survive and prosper is to give the people of Rochester more for their curtain dollar than they've ever had before," said Paul E. Lindgren when he opened the doors of Pauls Curtain Shop in Clinton Avenue South five years ago this week.

That he was able to accomplish his purpose and that Rochester was quick to take advantage of his offerings is best attested by the rapid growth of the business during this five year period.

Last year Pauls Curtain Shop was forced to seek larger quarters to take care of the ever-increasing business, and then came the second step toward realization of Mr. Lindgren's vision of the largest, most beautiful curtain style shop to be found in the east.

Now, on the first anniversary of the opening of the new and enlarged Pauls Curtain Shop, 76 Clinton Avenue South, Mr. Lindgren's optimism has proved to be justified. According to the proprietor, sales figures are considerably ahead of last year, dollar volume is greater with a corresponding increase in customers, and prices have been lowered. This is in keeping with his policy of offering "the most for the least."

Reflecting his outlook for the coming year Mr. Lindgren says, "I have just returned from the New York curtain show and I am so enthusiastic that I have placed orders for almost twice as much merchandise as I did the same time last year. When Mrs. Rochester sees the new fashions, the new colors and new ideas in curtains that I am bringing to Rochester, she'll find them almost irresistible. Business leaders in New York look for a definite pickup this fall and a continuation of this trend next Spring. I join with them in not only hoping for, but definitely expecting a real upturn during the coming season."

Movie Quiz Winners

Each of the following may obtain a pair of guest tickets for "Andy Hardy Gets Spring Fever," opening today at Loew's Rochester, with Mickey Rooney as the star, by calling at The Sun office, 410 Burke Building: Gladys Street, 184 Clairmont Street; Edward Wandt, 225 East Street; William Mathies, 12 Arklow Street; Dorothy Whitford, 31 Eastland Rd.; Herbert Rothrock, 133 Harvard Street; Mrs. Wm. Hayes, 318 Frost Avenue; Eleanor Smith, 112 Ames Street; Eugene LeDecker, 3 Jacques Street; Anna Malone, 206 Central Park; Edward Wandt, 225 East Street; Ruth Haldane, 46 Kirkland Road; Walter Waters, 347 Frost Avenue; Thomas Tremer, 182 Cady Street; Josephine Albert, 334 Columbia Ave.; Jeanette Bartlett, 334 Statton St.; Marian Kibbie, 33 Mayberry St.; Florence Adams, 58 Mt. Vernon Ave.; Doris Irene Smith, 1156 North Goodman St.; Lucille Williams, 28 Goebel Place; James Weiss, 131 Kachang St.; David Alon, 1 Princeton St.; Calvin Fredrick, 125 Norton St.; Frances Hutchinson, 732 Garson Ave.; Margaret Alsworth, 80 Springfield Ave.; John Delano, 11 Tremont Ave.

Toast fingers, brushed with butter and sprinkled with cheese before they go into the broiler to toast, are good with fruit salads.

Toast rings, cut from slices of bread with a doughnut cutter and brushed with butter toasting, are delicious with salad.

THE STORES THAT BRING
YOU EXTRA SAVINGS
EVERY DAY IN THIS WEEK

Bring Your
Orange and Blue
FOOD
STAMPS
To THE
MOHICAN

Your MOHICAN MARKETS

FRESH GRASS
MOHICAN
MEADOWBROOK
BUTTER
Made of Extra Quality Selected Cream
From the Finest Dairy Regions.
Tub Only.
2 LBS. 49c

KENTUCKY SPRING
SHORT CUT EXTRA FLAVORFUL
LEG-O-LAMB
lb. 25c

See The Mohican Quality. No Higher Price. This Buys The Best.

PURE PRINT
LARD lb. 7c
4X POWDERED
Sugar 2 Lb. 11c
TOILET TISSUE
WALDORF
4 rolls 15c

MIRACLE WHIP
SALAD DRESSING
FAR QT. **32c**
TROPIC-NUT
OLEO
2 lbs. 19c

MOHICAN
SPECIAL
COFFEE
FRESH ROASTED, FULL
BLENDED, OUR BEST
BLEND IN THE BAG
19c LB.

Tender
MOHICAN
**MEL-O-SMOKE
HAM**
WHOLE OR
STRING
HALF **25c lb.**
YOU'LL
LIKE
THE
FLAVOR
SOLD ONLY AT THE MOHICAN
IT'S DISTINCTLY
DIFFERENT

Round Striped Extra Sweet
WATERMELONS On The Ice Ea. **39c**

Mohican Famous Flavor
CELERY Well Bleached Bch. **10c**

Home Grown Yellow
SWEET CORN Young and Tender Dlx. **25c**

BLUEBERRIES 19c
Rushed Direct To Us From Pennsylvania Mountain Fields . . . Qt.

MOHICAN OFFERS THE GRANDEST BREAD Variety In Town!

You can purchase any of these kinds every day in the week, at every Mohican Market.

Sliced and Wrapped
MOHICAN
BREAD 2 1/2 Lbs. of Bread, Rochester's Big Bread Value!
20 oz. Loaves 15c

GLUTEN BREAD . . . lb. lf. 20c
RYE BREAD . . . 1 1/4 lb. lf. 8c
POPPY BREAD . . . lb. lf. 6c
SESAME BREAD . . . lb. lf. 6c
WHOLE WHEAT . . . 1 1/4 lb. lf. 8c
CRACKED WHEAT . . . 1 1/4 lb. lf. 8c
CINNAMON . . . lb. lf. 10c
SANDWICH . . . 1 1/2 lb. lf. 9c
RAISIN . . . 1 1/4 lb. lf. 10c
RAISIN RYE . . . 1 1/2 lb. lf. 10c
HEALTH BREAD . . . 1 1/2 lb. lf. 10c
VIENNA BREAD . . . lb. lf. 6c
BUTTER BREAD . . . 1 1/2 lb. lf. 10c
MILK BREAD . . . lb. lf. 8c
CORN TOP . . . lb. lf. 6c
POTATO . . . lb. lf. 6c
NUT BREAD . . . lb. lf. 15c
DATE AND NUT . . . 1 1/4 lb. lf. 20c



PLACE
YOUR
ORDER FOR
EACH DAY
WITH OUR
BAKERY DEPT.

HOL
Metro-G
entrip
young
Player
undert
east and
They ha
— first, to
ners tra
second, t
mart whe
rectors ca
Natura
tages her
under con
they are
terest and
clans. TI
signers, I
and elect
their serv
they will
various i
contributi
prope.
But, eve
organized
American
same by u
A good el
creditable
ing, a goo
out passal
gradient t
terminati
flourish a
I think
are pinin
their tal
New York
find how
operation
enterprise
their own
would be
either a d
a healthy
MUTUE
phony Br
town wen
I'd lead
Wonderin
movie col
low when
adores" li
something
carring fa
Anita Lou
ent colors
communis
wood's pal
der the
things th
much too
plant a t
Morgan's
him, lose
befuddle
an efforti
the lib
lectual a
biography
Bob Tay
wyck are
— such a
day when
front row
baseball p
on the v
I've gone
eat that
noyed by
hunters.
seem to
crowds s
other day
technique
"have you
people w
like they
find one
that — v
we're so-
the crowd
ing to fol
OUFF N
war war
cancelled
she's goin
— Ric
offer for
twins in
expected
due any
having a
stalled or
When
with an
other day
that her
ed. He d
and his p
ly bomba
new mon
an elder
name is
Lynn rea
But not
jected th
boy's na
was orde
refer to
times Ho
plexing.
THE H
Albert D
neator;
wood's r
catch-ca
facing hi
"Which
take the
ter, phys
Mr. Bax
around
to get in
a friend
bike up
Indigian
would be



JIMMIE FIDLER in Hollywood

HOLLYWOOD—Laraine Day and Joan Sayers, two of Metro-Goldwyn-Mayers young contractees, are the authors of an enterprise that might well be copied by the theatrically inclined youngsters of every town. They have organized the "Wilshire Players' Guild"—initiation fee, 50 cents, monthly dues \$1—and undertaken the production of stage plays with an all-amateur cast and crew.

They have a two-fold purpose—first, to give ambitious beginners training and experience; second, to establish a talent mart where studio casting directors can shop for new faces. Naturally, they have advantages here in Hollywood. Being under contract to a major studio, they are able to enlist the interest and aid of trained technicians. They persuaded set designers, carpenters, costumers and electricians to volunteer their services, and undoubtedly they will be able to tease out various property houses into contributing the most needed props.

But, even so, a similar group, organized in any average-sized American town, could do the same by using a little ingenuity. A good sign painter can do a creditable job of backdrop painting; a good seamstress can turn out passable costumes. The ingredient that really counts is determination—and that can flourish anywhere.

I think the teen-age kids who are pining for a chance to try their talent in Hollywood or New York would be surprised to find how much enthusiastic co-operation such a little theater enterprise would generate in their own home town. And it would be the ideal approach to either a dreamed-of career—or a healthy disillusionment.

MUTTERINGS: If all the phony British accents in this town were laid end to end—I'd lead the cheering section. Wondering muse: How can the movie colony's birth rate be so low when every actress "Just adores" little babies. Height of something or other; the new earring fad being introduced by Anita Louise—two, in different colors, on each ear. The communistic poings of Hollywood's pale-pinks fall under the general heading of things that have been carried much too far. Nervous tick; to plant a thumb tack on Frank Morgan's set chair and watch him lose that air of slow-witted befuddlement. Suggestion for an effortless evening: cataloging the libraries of those intellectual stars who "dote" on biography.

Bob Taylor and Barbara Stanwyck are red-hot baseball fans—such sizzlers that it's a rare day when they are not in their front row box at the Hollywood baseball park. Watching them on the various occasions when I've gone, I've noted with interest that they are seldom annoyed by swarms of autograph hunters. On the contrary, they seem to be accepted by the crowds as "just folks." The other day I asked Bob about his technique. "Well," he grinned, "have you ever noticed that the people who go around looking like they expect a fight usually find one?" Polishing like that—we just relax, forget we're so-called movie stars, and the crowd seems perfectly willing to follow suit.

OUTFIT NOTES: Because of the war scare Ginger Rogers has cancelled that European loll—she's going to Bermuda instead. Richard Dix nixed a \$5,000 offer for the appearance of his twins in "René." With that expected present from Doc Stark due any day, George O'Brien is having special telephones installed on all his sets.

When Lynn Roberts signed with an independent studio the other day, the producer decided that her name should be changed. He dubbed her "Mary Hart," and his publicity acrobats promptly bombarded the press with the new moniker. Prematurely, for an elderly actress whose real name is Mary Hart protested. Lynn reassumed her own name. But not for long. Someone objected that it sounded like a boy's name. Another change was ordered and now we're to refer to her as Lynne. Sometimes Hollywood life is very perplexing.

THE HOLLYWOOD PARADE: Albert Dekker, character delineator; Mr. Dekker is Hollywood's most deadly catch-as-catch-can arguer—usually prefacing his bouts with the query: "Which side do you prefer? I'll take the other." Warner Baxter, physical culturist. Just now Mr. Baxter is riding a bicycle around his hilltop tennis court to get in trim for a role. When a friend suggested riding the bike up and down the hill, he indignantly retorted that "that would be too much work!"

Budget Buying Widespread, Says Noah's Ark Official

Budget buying has become a national habit, according to Mr. Harry H. Shaprow, General Manager of Noah's Ark Budget Division. It is a recognized fact that more people today than ever before in the history of our country are buying merchandise of all descriptions on a time payment plan. It allows them the opportunity to budget their incomes so that they may purchase many more items with a small down payment and low weekly terms. More and more people are opening accounts in Noah's Ark stores, the reasons being their reputation for quality merchandise plus deep cut prices and now the easy credit plan.

Noah's Ark stores are located in such principal cities as Rochester, Syracuse, Buffalo, Batavia, Auburn, Elmira, Jamestown, Niagara Falls, Lockport and Geneva. Many of these stores are open evenings for the convenience of those who are employed during the day, but would still like to take advantage of the outstanding values Noah's Ark has to offer.

Say You Saw It In The "SUN"

This and That

Samuel Johnson once said: "Money and time are the heaviest burdens of life, and the unhappiest of mortals are those who have more of either than they know how to use." Any two of the four motors on those clipper planes that regularly span the Atlantic can keep its 80,000 pounds still flying through the air—and the possibility of three of the motors going blooey at the same time are extremely remote. Maybe you've noticed. No flood lighting has been permitted in the illuminating scheme of the New York World's Fair.

Poppy seed sticks are good with tossed vegetable salad. Brush strips or bread with melted butter, sprinkle with poppy seeds, and toast. Serve hot.

Baseball Centennial Fete Slated Tonight at Stadium

Tonight's game, with Buffalo, the occasion of the Red Wings' celebration of the 100th anniversary of the birth of baseball, will mark the last home appearance of the Wings until August 7.

After an open date Friday, Southworth's men will journey to Buffalo for one fracas and then four through the southern half of the circuit for games with Syracuse, Baltimore, Jersey City and Newark.

Southworth's warriors are living up to the reputation of being a "fighting ball club." Losing the services of Shortstop Martin Marion, July 7, the Red Wings were still further weakened Saturday when Estel Crabtree, stellar center fielder, was badly shaken up in an outfield collision.

Marion's broken thumb is mending well, but for the duration of his absence, the St. Louis Cardinals optioned Frank (Creepy) Crespi to Rochester. Crespi is like greased lightning on the base paths and in the field. An able and fiery type of player, he is called "Creepy" because he keeps so close to the ground when scooting for hard smashes off enemy bats.

Crespi isn't the only Wing infielder with an unusual nickname. First Sacker Harry Davis is "Stinky." Second Baseman Jack Sturdy, "Black Jack;" George Kuroski, "Groundhog;" and Marty Marion, "Slats."

ATTENDS COURSES

Miss Marguerite H. Howe, of 64 Merriman Street, supervising teacher of the Board of Education, is attending special courses at Smith College School for Social Work at Northampton, Mass.

Crusty French rolls cut diagonally into slices a fourth of an inch thick, brushed with butter, and toasted, make a delightful salad accompaniment.

Brand New Big Value
TRUE-BLUE REEL \$1.64
LEVEL WIND
AND GET ONE OF OUR
ASSORTED PLUGS 1c

100% Pennsylvania
ALL-AMERICAN MOTOR OIL 98c
TWO GALLON CAN
Full Pint Pullman
'T' FILM OIL 1c
Top Cylinder Lubricant with every can of All-American Oil

Super-Sale
TENNIS RACKET \$1.98
Get a Fine
TENNIS BALL 1c
Hats in Section FOR ONLY 1c

BIKE Basket 1c
with Any
Rollfast Royal Flyer BICYCLE
During This Sale Boys or Girls
DOUBLE-BAR BALLOON TIRE ROYAL FLYER BIKE 29.95 Value
\$19.98

MADE BY HETTRICK
UMBRELLA TENT \$19.95
9'x9' 1/2 Pole-less
With Sewn-in Floor
Folding
CAMP COT 1c
With Heavy Umbrella Tent

OIL STOVE LEGS 1c
With Any
TWO BURNER OIL STOVE \$3.89
1c SALE ONLY BUY NOW!

Keep Cool, Comfortable
ELECTRIC FAN 98c
Special
and a
3-Way Tap PLUG 1c
With Every Electric Fan Sold During This Sale!

Genuine TRU-TEMPER
Casting Rod \$3.98
7.50 Value
Oxford
Offset Handle
and a
100 YARD LEVEL WIND REEL 1c
Buy the Rod and Get the Reel for 1c

All-Wool Assorted Color
SWIM SUITS 59c
Extra Special
Pack of 8
RAZOR BLADES 1c
GUARANTEED

Genuine American
KAMPKOOK STOVE \$3.98
Two Burner
GALLON PICNIC JUG 1c
With Purchase of Kampkook Stove

Two Jewel
LEVEL WIND REEL \$1.33
*Engraved Plate
*Easy Running
One Piece
STEEL ROD 1c
With Purchase of Level Wind Reel

Put Your Horn At Your Fingertips
DELUXE STYLE HORN RING 98c
With Every Deluxe Horn Ring Get a
CHROME PLATED SPINNER 1c

Flashy
TOT BIKE 98c
Bright-Red Finish
Disc Wheels, Rubber Tires
LOUD BELL 1c
With Tot Bike

Pacemaker
HOUSE PAINT \$1.59
1 Gallon
3 1/2 Quality
Wall Brush 1c
with a Gallon of Pacemaker House Paint.

A-B-V-B FORD CHEVROLET
90-Day Guaranteed Generator \$2.89
Exchange
CUT-OUT 1c
With Generator Purchase

Superheterodyne
Portable RADIO \$9.91
*Ready for Operation wherever you go.
*Dynamic Speaker.
*Self-Contained Aerial.
*Airplane Log-Case Case.
BUY NOW!

No. 300 South Bond Anti-Backlash
REEL \$1.88
Be Sure To Get A
BLACKIE SILK LINE 1c
30 Yds. 50 Yds. with 2.5c Reel

SALE SPECIAL
Collapsible
LONG HANDLE LANDING BOW \$1.24
And A
30 INCH FISH BAG 1c
with Collapsible Landing Bow

Flashlight Cells
1c SALE
First One 3c
Second One 1c

GREEN SEAL
SPARK PLUGS 39c
PLUG WRENCH 1c
with purchase of Any Set of Green Seal Plugs

Lucky Dice
KEY RING 1c

20-lb.-50 Yds.
GOLD BOND 93c
Get a Card of
SNEELED HOOKS 1c
With top Gold Bond Line

2015 Paint
BRUSH 1c
Full Pint Pullman
WHITE TIRE ENAMEL 58c

1939 Model
Push Button Tuning
MOTOROLA AUTO RADIO \$24.95
HINGE AERIAL 1c
205A—With Every Motorola Auto Set

BRUNSWICK "45" BATTERY \$4.49
45 Plates—Guaranteed 18 Months

Palmco Fiber
Whisk Broom 1c
with Seat Cover Purchase
FIBER SEAT COVERS
For Complete Coaches and Sedans
Beach Cool Ideal 'X'
FIBER Complete Car \$2.44
FIBER Complete Car \$3.98

HOUSE PAINT \$1.59
1 Gallon
3 1/2 Quality
Wall Brush 1c
with a Gallon of Pacemaker House Paint.

A-B-V-B FORD CHEVROLET
90-Day Guaranteed Generator \$2.89
Exchange
CUT-OUT 1c
With Generator Purchase

Superheterodyne
Portable RADIO \$9.91
*Ready for Operation wherever you go.
*Dynamic Speaker.
*Self-Contained Aerial.
*Airplane Log-Case Case.
BUY NOW!

BRUNSWICK "45" BATTERY \$4.49
45 Plates—Guaranteed 18 Months

Palmco Fiber
Whisk Broom 1c
with Seat Cover Purchase
FIBER SEAT COVERS
For Complete Coaches and Sedans
Beach Cool Ideal 'X'
FIBER Complete Car \$2.44
FIBER Complete Car \$3.98

HOUSE PAINT \$1.59
1 Gallon
3 1/2 Quality
Wall Brush 1c
with a Gallon of Pacemaker House Paint.

A-B-V-B FORD CHEVROLET
90-Day Guaranteed Generator \$2.89
Exchange
CUT-OUT 1c
With Generator Purchase

Superheterodyne
Portable RADIO \$9.91
*Ready for Operation wherever you go.
*Dynamic Speaker.
*Self-Contained Aerial.
*Airplane Log-Case Case.
BUY NOW!

BRUNSWICK "45" BATTERY \$4.49
45 Plates—Guaranteed 18 Months

Palmco Fiber
Whisk Broom 1c
with Seat Cover Purchase
FIBER SEAT COVERS
For Complete Coaches and Sedans
Beach Cool Ideal 'X'
FIBER Complete Car \$2.44
FIBER Complete Car \$3.98

HOUSE PAINT \$1.59
1 Gallon
3 1/2 Quality
Wall Brush 1c
with a Gallon of Pacemaker House Paint.

A-B-V-B FORD CHEVROLET
90-Day Guaranteed Generator \$2.89
Exchange
CUT-OUT 1c
With Generator Purchase

Superheterodyne
Portable RADIO \$9.91
*Ready for Operation wherever you go.
*Dynamic Speaker.
*Self-Contained Aerial.
*Airplane Log-Case Case.
BUY NOW!

BRUNSWICK "45" BATTERY \$4.49
45 Plates—Guaranteed 18 Months

Palmco Fiber
Whisk Broom 1c
with Seat Cover Purchase
FIBER SEAT COVERS
For Complete Coaches and Sedans
Beach Cool Ideal 'X'
FIBER Complete Car \$2.44
FIBER Complete Car \$3.98

HOUSE PAINT \$1.59
1 Gallon
3 1/2 Quality
Wall Brush 1c
with a Gallon of Pacemaker House Paint.

A-B-V-B FORD CHEVROLET
90-Day Guaranteed Generator \$2.89
Exchange
CUT-OUT 1c
With Generator Purchase

Superheterodyne
Portable RADIO \$9.91
*Ready for Operation wherever you go.
*Dynamic Speaker.
*Self-Contained Aerial.
*Airplane Log-Case Case.
BUY NOW!

BRUNSWICK "45" BATTERY \$4.49
45 Plates—Guaranteed 18 Months

Palmco Fiber
Whisk Broom 1c
with Seat Cover Purchase
FIBER SEAT COVERS
For Complete Coaches and Sedans
Beach Cool Ideal 'X'
FIBER Complete Car \$2.44
FIBER Complete Car \$3.98

HOUSE PAINT \$1.59
1 Gallon
3 1/2 Quality
Wall Brush 1c
with a Gallon of Pacemaker House Paint.

A-B-V-B FORD CHEVROLET
90-Day Guaranteed Generator \$2.89
Exchange
CUT-OUT 1c
With Generator Purchase

Superheterodyne
Portable RADIO \$9.91
*Ready for Operation wherever you go.
*Dynamic Speaker.
*Self-Contained Aerial.
*Airplane Log-Case Case.
BUY NOW!

BRUNSWICK "45" BATTERY \$4.49
45 Plates—Guaranteed 18 Months

Palmco Fiber
Whisk Broom 1c
with Seat Cover Purchase
FIBER SEAT COVERS
For Complete Coaches and Sedans
Beach Cool Ideal 'X'
FIBER Complete Car \$2.44
FIBER Complete Car \$3.98

HOUSE PAINT \$1.59
1 Gallon
3 1/2 Quality
Wall Brush 1c
with a Gallon of Pacemaker House Paint.

A-B-V-B FORD CHEVROLET
90-Day Guaranteed Generator \$2.89
Exchange
CUT-OUT 1c
With Generator Purchase

Superheterodyne
Portable RADIO \$9.91
*Ready for Operation wherever you go.
*Dynamic Speaker.
*Self-Contained Aerial.
*Airplane Log-Case Case.
BUY NOW!

BRUNSWICK "45" BATTERY \$4.49
45 Plates—Guaranteed 18 Months

Palmco Fiber
Whisk Broom 1c
with Seat Cover Purchase
FIBER SEAT COVERS
For Complete Coaches and Sedans
Beach Cool Ideal 'X'
FIBER Complete Car \$2.44
FIBER Complete Car \$3.98

HOUSE PAINT \$1.59
1 Gallon
3 1/2 Quality
Wall Brush 1c
with a Gallon of Pacemaker House Paint.

A-B-V-B FORD CHEVROLET
90-Day Guaranteed Generator \$2.89
Exchange
CUT-OUT 1c
With Generator Purchase

Superheterodyne
Portable RADIO \$9.91
*Ready for Operation wherever you go.
*Dynamic Speaker.
*Self-Contained Aerial.
*Airplane Log-Case Case.
BUY NOW!

BRUNSWICK "45" BATTERY \$4.49
45 Plates—Guaranteed 18 Months

Palmco Fiber
Whisk Broom 1c
with Seat Cover Purchase
FIBER SEAT COVERS
For Complete Coaches and Sedans
Beach Cool Ideal 'X'
FIBER Complete Car \$2.44
FIBER Complete Car \$3.98

HOUSE PAINT \$1.59
1 Gallon
3 1/2 Quality
Wall Brush 1c
with a Gallon of Pacemaker House Paint.

A-B-V-B FORD CHEVROLET
90-Day Guaranteed Generator \$2.89
Exchange
CUT-OUT 1c
With Generator Purchase

Superheterodyne
Portable RADIO \$9.91
*Ready for Operation wherever you go.
*Dynamic Speaker.
*Self-Contained Aerial.
*Airplane Log-Case Case.
BUY NOW!

BRUNSWICK "45" BATTERY \$4.49
45 Plates—Guaranteed 18 Months

Palmco Fiber
Whisk Broom 1c
with Seat Cover Purchase
FIBER SEAT COVERS
For Complete Coaches and Sedans
Beach Cool Ideal 'X'
FIBER Complete Car \$2.44
FIBER Complete Car \$3.98

HOUSE PAINT \$1.59
1 Gallon
3 1/2 Quality
Wall Brush 1c
with a Gallon of Pacemaker House Paint.

A-B-V-B FORD CHEVROLET
90-Day Guaranteed Generator \$2.89
Exchange
CUT-OUT 1c
With Generator Purchase

Superheterodyne
Portable RADIO \$9.91
*Ready for Operation wherever you go.
*Dynamic Speaker.
*Self-Contained Aerial.
*Airplane Log-Case Case.
BUY NOW!

BRUNSWICK "45" BATTERY \$4.49
45 Plates—Guaranteed 18 Months

Palmco Fiber
Whisk Broom 1c
with Seat Cover Purchase
FIBER SEAT COVERS
For Complete Coaches and Sedans
Beach Cool Ideal 'X'
FIBER Complete Car \$2.44
FIBER Complete Car \$3.98

HOUSE PAINT \$1.59
1 Gallon
3 1/2 Quality
Wall Brush 1c
with a Gallon of Pacemaker House Paint.

A-B-V-B FORD CHEVROLET
90-Day Guaranteed Generator \$2.89
Exchange
CUT-OUT 1c
With Generator Purchase

Superheterodyne
Portable RADIO \$9.91
*Ready for Operation wherever you go.
*Dynamic Speaker.
*Self-Contained Aerial.
*Airplane Log-Case Case.
BUY NOW!

BRUNSWICK "45" BATTERY \$4.49
45 Plates—Guaranteed 18 Months

Palmco Fiber
Whisk Broom 1c
with Seat Cover Purchase
FIBER SEAT COVERS
For Complete Coaches and Sedans
Beach Cool Ideal 'X'
FIBER Complete Car \$2.44
FIBER Complete Car \$3.98

HOUSE PAINT \$1.59
1 Gallon
3 1/2 Quality
Wall Brush 1c
with a Gallon of Pacemaker House Paint.

A-B-V-B FORD CHEVROLET
90-Day Guaranteed Generator \$2.89
Exchange
CUT-OUT 1c
With Generator Purchase

Superheterodyne
Portable RADIO \$9.91
*Ready for Operation wherever you go.
*Dynamic Speaker.
*Self-Contained Aerial.
*Airplane Log-Case Case.
BUY NOW!

BRUNSWICK "45" BATTERY \$4.49
45 Plates—Guaranteed 18 Months

Palmco Fiber
Whisk Broom 1c
with Seat Cover Purchase
FIBER SEAT COVERS
For Complete Coaches and Sedans
Beach Cool Ideal 'X'
FIBER Complete Car \$2.44
FIBER Complete Car \$3.98

HOUSE PAINT \$1.59
1 Gallon
3 1/2 Quality
Wall Brush 1c
with a Gallon of Pacemaker House Paint.

A-B-V-B FORD CHEVROLET
90-Day Guaranteed Generator \$2.89
Exchange
CUT-OUT 1c
With Generator Purchase

Superheterodyne
Portable RADIO \$9.91
*Ready for Operation wherever you go.
*Dynamic Speaker.
*Self-Contained Aerial.
*Airplane Log-Case Case.
BUY NOW!

BRUNSWICK "45" BATTERY \$4.49
45 Plates—Guaranteed 18 Months

Palmco Fiber
Whisk Broom 1c
with Seat Cover Purchase
FIBER SEAT COVERS
For Complete Coaches and Sedans
Beach Cool Ideal 'X'
FIBER Complete Car \$2.44
FIBER Complete Car \$3.98

HOUSE PAINT \$1.59
1 Gallon
3 1/2 Quality
Wall Brush 1c
with a Gallon of Pacemaker House Paint.

A-B-V-B FORD CHEVROLET
90-Day Guaranteed Generator \$2.89
Exchange
CUT-OUT 1c
With Generator Purchase

Superheterodyne
Portable RADIO \$9.91
*Ready for Operation wherever you go.
*Dynamic Speaker.
*Self-Contained Aerial.
*Airplane Log-Case Case.
BUY NOW!

BRUNSWICK "45" BATTERY \$4.49
45 Plates—Guaranteed 18 Months

Palmco Fiber
Whisk Broom 1c
with Seat Cover Purchase
FIBER SEAT COVERS
For Complete Coaches and Sedans
Beach Cool Ideal 'X'
FIBER Complete Car \$2.44
FIBER Complete Car \$3.98

HOUSE PAINT \$1.59
1 Gallon
3 1/2 Quality
Wall Brush 1c
with a Gallon of Pacemaker House Paint.

A-B-V-B FORD CHEVROLET
90-Day Guaranteed Generator \$2.89
Exchange
CUT-OUT 1c
With Generator Purchase

Superheterodyne
Portable RADIO \$9.91
*Ready for Operation wherever you go.
*Dynamic Speaker.
*Self-Contained Aerial.
*Airplane Log-Case Case.
BUY NOW!

BRUNSWICK "45" BATTERY \$4.49
45 Plates—Guaranteed 18 Months

Palmco Fiber
Whisk Broom 1c
with Seat Cover Purchase
FIBER SEAT COVERS
For Complete Coaches and Sedans
Beach Cool Ideal 'X'
FIBER Complete Car \$2.44
FIBER Complete Car \$3.98

HOUSE PAINT \$1.59
1 Gallon
3 1/2 Quality
Wall Brush 1c
with a Gallon of Pacemaker House Paint.

A-B-V-B FORD CHEVROLET
90-Day Guaranteed Generator \$2.89
Exchange
CUT-OUT 1c
With Generator Purchase

Superheterodyne
Portable RADIO \$9.91
*Ready for Operation wherever you go.
*Dynamic Speaker.
*Self-Contained Aerial.
*Airplane Log-Case Case.
BUY NOW!

BRUNSWICK "45" BATTERY \$4.49
45 Plates—Guaranteed 18 Months

Palmco Fiber
Whisk Broom 1c
with Seat Cover Purchase
FIBER SEAT COVERS
For Complete Coaches and Sedans
Beach Cool Ideal 'X'
FIBER Complete Car \$2.44
FIBER Complete Car \$3.98

HOUSE PAINT \$1.59
1 Gallon
3 1/2 Quality
Wall Brush 1c
with a Gallon of Pacemaker House Paint.

A-B-V-B FORD CHEVROLET
90-Day Guaranteed Generator \$2.89
Exchange
CUT-OUT 1c
With Generator Purchase

Superheterodyne
Portable RADIO \$9.91
*Ready for Operation wherever you go.
*Dynamic Speaker.
*Self-Contained Aerial.
*Airplane Log-Case Case.
BUY NOW!

BRUNSWICK "45" BATTERY \$4.49
45 Plates—Guaranteed 18 Months

Palmco Fiber
Whisk Broom 1c
with Seat Cover Purchase
FIBER SEAT COVERS
For Complete Coaches and Sedans
Beach Cool Ideal 'X'
FIBER Complete Car \$2.44
FIBER Complete Car \$3.98

HOUSE PAINT \$1.59
1 Gallon
3 1/2 Quality
Wall Brush 1c
with a Gallon of Pacemaker House Paint.

A-B-V-B FORD CHEVROLET
90-Day Guaranteed Generator \$2.89
Exchange
CUT-OUT 1c
With Generator Purchase

Superheterodyne
Portable RADIO \$9.91
*Ready for Operation wherever you go.
*Dynamic Speaker.
*Self-Contained Aerial.
*Airplane Log-Case Case.
BUY NOW!

BRUNSWICK "45" BATTERY \$4.49
45 Plates—Guaranteed 18 Months

Palmco Fiber
Whisk Broom 1c
with Seat Cover Purchase
FIBER SEAT COVERS
For Complete Coaches and Sedans
Beach Cool Ideal 'X'
FIBER Complete Car \$2.44
FIBER Complete Car \$3.98

HOUSE PAINT \$1.59
1 Gallon
3 1/2 Quality
Wall Brush 1c
with a Gallon of Pacemaker House Paint.

A-B-V-B FORD CHEVROLET
90-Day Guaranteed Generator \$2.89
Exchange
CUT-OUT 1c
With Generator Purchase

Superheterodyne
Portable RADIO \$9.91
*Ready for Operation wherever you go.
*Dynamic Speaker.
*Self-Contained Aerial.
*Airplane Log-Case Case.
BUY NOW!

BRUNSWICK "45" BATTERY \$4.49
45 Plates—Guaranteed 18 Months

Palmco Fiber
Whisk Broom 1c
with Seat Cover Purchase
FIBER SEAT COVERS
For Complete Coaches and Sedans
Beach Cool Ideal 'X'
FIBER Complete Car \$2.44
FIBER Complete Car \$3.98

HOUSE PAINT \$1.59
1 Gallon
3 1/2 Quality
Wall Brush 1c
with a Gallon of Pacemaker House Paint.

A-B-V-B FORD CHEVROLET
90-Day Guaranteed Generator \$2.89
Exchange
CUT-OUT 1c
With Generator Purchase

Superheterodyne
Portable RADIO \$9.91
*Ready for Operation wherever you go.
*Dynamic Speaker.
*Self-Contained Aerial.
*Airplane Log-Case Case.
BUY NOW!

BRUNSWICK "45" BATTERY \$4.49
45 Plates—Guaranteed 18 Months

Palmco Fiber
Whisk Broom 1c
with Seat Cover Purchase
FIBER SEAT COVERS
For Complete Coaches and Sedans
Beach Cool Ideal 'X'
FIBER Complete Car \$2.44
FIBER Complete Car \$3.98

HOUSE PAINT \$1.59
1 Gallon
3 1/2 Quality
Wall Brush 1c
with a Gallon of Pacemaker House Paint.

A-B-V-B FORD CHEVROLET
90-Day Guaranteed Generator \$2.89
Exchange
CUT-OUT 1c
With Generator Purchase

Superheterodyne
Portable RADIO \$9.91
*Ready for Operation wherever you go.
*Dynamic Speaker.
*Self-Contained Aerial.
*Airplane Log-Case Case.
BUY NOW!

BRUNSWICK "45" BATTERY \$4.49
45 Plates—Guaranteed 18 Months

Palmco Fiber
Whisk Broom 1c
with Seat Cover Purchase
FIBER SEAT COVERS
For Complete Coaches and Sedans
Beach Cool Ideal 'X'
FIBER Complete Car \$2.44
FIBER Complete Car \$3.98

HOUSE PAINT \$1.59
1 Gallon
3 1/2 Quality
Wall Brush 1c
with a Gallon of Pacemaker House Paint.

A-B-V-B FORD CHEVROLET
90-Day Guaranteed Generator \$2.89
Exchange
CUT-OUT 1c
With Generator Purchase

Superheterodyne
Portable RADIO \$9.91
*Ready for Operation wherever you go.
*Dynamic Speaker.
*Self-Contained Aerial.
*Airplane Log-Case Case.
BUY NOW!

BRUNSWICK "45" BATTERY \$4.49
45 Plates—Guaranteed 18 Months

Palmco Fiber
Whisk Broom 1c
with Seat Cover Purchase
FIBER SEAT COVERS
For Complete Coaches and Sedans
Beach Cool Ideal 'X'
FIBER Complete Car \$2.44
FIBER Complete Car \$

RUDOLPH'S SUMMER SENSATION

44
PIECE
CRYSTAL

Luncheon
SET

\$2.69

25c Down-25c Weekly
COMPLETE SERVICE FOR EIGHT

- 8 Dinner Plates
- 8 Cups
- 8 Saucers
- 8 Salad Plates
- 8 Fruit or Cereal Nappies
- 1 Vegetable Dish
- 1 Sugar
- 1 Creamer
- 1 Platter

Main St. E. Cor. South Ave.
Open Saturdays Until 6 P. M.

RUDOLPH'S

UNSAVORY TASK
Robert Taylor's first co-starring role with Betty Hutton in Metro-Goldwyn-Mayer's "Lady of the Tropics" gives him the unsavory task of attempting to murder her.

ROONEY'S AMBITION
Mickey Rooney's biggest secret ambition is now known. Above all else, he wants to play the role of Quasimodo, the hunchback, in "The Hunchback of Notre Dame."

Modern Poetry Seen Diluted With Rhetoric
"Modern poets dilute their concentrated wisdom with buckets of rhetoric," bards of the

18th century reflected great mathematical and scientific development characteristic of that era.

18th century reflected great mathematical and scientific development characteristic of that era. You have the words of Thomas N. Johnson, professor at Hamilton College, explaining the decrease among poetry readers. The reason, he added, is not the readers, but the excellence or lack of it, of present day sonnets 'n' such.

HUDSON MILLINERY & DRESS SHOP
OPEN EVENINGS
SUMMER CLEARANCE SALE
ALL DRESSES REDUCED
99c — \$1.99 — \$2.99
ALL HATS REDUCED
49c — 69c — 99c
593-597 HUDSON AVE.

"Taste is the Test That Tells"
FOR REAL REFRESHMENT . . .
FOR DELICIOUS FLAVOR

DRINK
ROYAL CROWN
COLA
Special Offer!



Use the coupon! Good for 5c on the purchase of the handy 6 bottle carton. Fill in your name and address and present it to your favorite dealer. Do it today!

THIS COUPON IS WORTH
on the purchase of the 6 bottle carton
Name _____
Address _____
City _____
State _____
Phone _____
NEHI BEVERAGE CO. Phone Main 5688

5c

LAKE AVENUE'S GROCERY
BARGAIN SPOT

GROCERY BARGAINS!

OLD ENGLISH CHEESE . . . pkg. **15c**
VELVET CHEESE . . . pkg. **10 1/2 c**
MIRACLE WHIP Salad Dressing qt. **32c**
LIBBY'S CORNED BEEF **16c**
Rosedale Med. RED SALMON **16 1/2 c**
TETLEY'S TEA 1/2 lb. pkg. **29c**
Libby's Fruit Cocktail **2 for 25c**
BOSCH COFFEE **25c**
Country Roll BUTTER **25c**

PLENTY OF FREE PARKING SPACE

LEVIN'S SUPER MARKET
1464 LAKE AVENUE

A modern, independently owned market specializing in fine foods at reasonable prices . . .

CHOICE MEATS

BONELESS RIB ROAST OF BEEF . . . lb. **31c**
SLICED BOILED HAM . . . lb. **39c**
LARGE HAM SAUSAGE . . . lb. **19c**
Morell's Pride Smoked Ham Shank End, lb. **25c**
3-Lb. Home-Cooked MEAT LOAF . . . **65c**
STREAK O'LEAN SALT PORK . . . lb. **19c**
READY FOR THE TABLE, WITH EXTRA GRAVY

FRESH FRUITS AND VEGETABLES

NEW POTATOES . . . pk. **35c**
GOLDEN BANTAM CORN . . . doz. **25c**
TELEPHONE PEAS . . . 4 lbs. for **25c**
LARGE STRIPED WATERMELONS . . . **35c**

A COMPLETE LINE OF BIRDS EYE FOODS

SHRIMP **31c** | BABY LIMA BEANS **21c**
Per Box | Per Box

We Carry 30 Varieties Of Beverages . . .
ICE COLD BEER AT BREWERY PRICES!
FREE DELIVERY
In 10th Ward, 33rd Ward and Irondequoit
PHONE GLEN. 305

SENSATIONAL NEW PRICE!

\$139.50
At Factory

Amazing New Standard Model
ALL THE FULLY AUTOMATIC
FEATURES OF THE FAMOUS
DELUXE MODEL

BENDIX HOME LAUNDRY

\$20 LESS
than the best ordinary type washers

AUTOMATICALLY WASHES . . . RINSES . . . DAMP-DRIES

NOW, a Bendix Home Laundry for only \$139.50! That's the price on the new Bendix Standard model . . . \$30 less than the introductory price of the famous Deluxe Bendix Home Laundry.

Escape all the drudgery of washday . . . the lifting, wringing, rinsing, with water-toughened hands that you have with your old-type washing machine. Bendix at \$139.50 washes the clothes, gives them three separate fresh water rinses and spins them damp-dry, without attention from you . . . it is identical in performance and automatic features with the Deluxe and costs \$30 less.

You can't afford to be without a Bendix Home Laundry.

Bendix pays for itself by using less soap and bluing than washing machines, by far less wear on clothes, and with cash savings where a laundress is employed or clothes sent out. Don't wait another day. Visit your Bendix dealer. See an amazing demonstration of the new Bendix Standard, the world's greatest bargain in home laundry equipment. Remember, an attractive trade-in deal can be arranged on your old washer . . . often more than enough to cover the small down payment.

TERMS AS LOW AS \$125 PER WEEK

LIBERAL TRADE-IN ALLOWANCE

Store Demonstrations or Free Home Trial at the Following Dealer's

Alhart Electrical Co. 1149 Culver Road	McCurdy & Co. 285 Main St. East	Fitch Appliance Co. 477 Joseph Ave.
Sibley, Lindsay & Curr Co. 228 Main St. East	I. S. Hunt Co. 390 Thurston Road	Peerless Radio 1054 Dewey Ave.
E. W. Edwards 144 E. Main	Hill Appliance Co. 482 Main St. East	Frenchman & Sweet 368 State St.
Hoffman Music 468 N. Goodman St.	Purple & Behrman 94 Scio St.	Seneca Store 149 Monroe Ave.

Out of Town Dealers

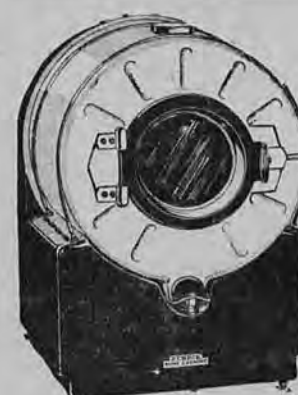
Easy Washer Shop Geneva, N. Y.	Max Pies Batavia, N. Y.	Bush Music Penn Yan, N. Y.
F. C. Vickers Perry, N. Y.	Russell Hardware Mt. Morris, N. Y.	Fox Radio Service Dansville, N. Y.
Halley Service Pittsford	Vic Blood Le Roy, N. Y.	Fairport Electric Fairport, N. Y.
	E. Roch. Appliance E. Rochester	Bruinix Sales & Service Newark, N. Y.

KEMP EQUIPMENT COMPANY
ROCHESTER WHOLESALE DISTRIBUTORS

SEE "HY"
Before You Buy!

Sensational New LOW PRICE

ON THE WASHER YOU MAY HAVE
THOUGHT TOO EXPENSIVE . . . NOW
WITHIN THE REACH OF ALL!



Bendix Home Laundry
\$139.50

SMALL DOWN PAYMENT

Easy Monthly Payments!

LIBERAL TRADE-IN ALLOWANCE

. . . for your old washer, toward the purchase of a new Bendix.

The most talked-about washing machine in the world . . . now available at a new low price that puts it within reach of every home! A standard model with all the Automatic features of the Deluxe . . . washes the clothes, gives them THREE separate rinses, and spins them damp dry . . . all without attention from you! See it this week-end at HY FITCH'S . . . or let us demonstrate in your own home!

★ **ASK FOR A FREE HOME DEMONSTRATION** ★

FITCH APPLIANCE COMPANY
477 JOSEPH AVENUE
"See Hy Before You Buy"
Open Evenings Store 5972

DOLAN'S

MEATS — GROCERIES — VEGETABLES
600 JEFFERSON AVE.
We Deliver Phone Genesee 1417

BEEF
POT ROAST
15c
lb.

CHICKEN
READY CUT-UP
LEGS lb. 35c
NECKS lb. 10c
WINGS lb. 25c
LIVERS lb. 45c
BREASTS lb. 45c
GIBLETS lb. 15c

Lamb Spring
LAMB
25c
lb.

Home Dressed
Broilers
25c
lb.

COUPON
SLICED
PEACHES
3 med. 25c
cans

MILK FATTED
FOWL
19c
lb.

PEACE ADDRESS SLATED
"Moral Peace," the second in a series of three addresses on the general subject "The Peace of Christ," will be the subject of the Rev. Martin J. O'Malley, vicar of Kenrick Seminary, St. Louis, during the Catholic Hour on Sunday at 6 p. m. EDT, over the NBC-Red Network. Ross Marcoux, baritone, and the Paulist Choristers, directed by Father Finn, will be heard in musical portions of the program.

JANE BLOCK
230 MONROE AVE.
2 DAY SALE
25 Cotton Dresses \$1.25
30 Cotton Dresses \$1.50
75 Silks \$1.95
OPEN EVENINGS

SHIRLEY'S BEAUTY SHOP
Permanent Wave **\$1.50**
Located in KRESGE'S
114 E. MAIN ST.
Near St. Paul-Innocent
in 9080

Clothing Worker At Labor School

Miss Eudice Goode, 6 Rome Street, is taking her second course of instruction at the Hudson Shore Labor School at West Park, N. Y.

Miss Goode, a member of Local 204, Amalgamated Clothing Workers, was a student at the first session of the Summer School at Bryn Mawr College in 1920. She is the only representative of the men's clothing industry at the school.

The program of the school is designed to better acquaint young industrial women with their responsibilities and problems as workers and citizens.

Chautauqua Concerts To Be Broadcast

Sunday afternoon concerts by the Chautauqua Orchestra, an outstanding feature of the 65th annual Summer festival of the Chautauqua Institution, will be broadcast from the Amphitheater at Lake Chautauqua for the eighth consecutive season by NBC beginning Sunday from 3 to 4 p. m. EDT, over the NBC-Red Network.

Ernest Hutcheson, distinguished American pianist, will be soloist on the initial broadcast, to be conducted by Albert Stoessel, musical director of the Chautauqua Institution. Hutcheson will be heard in Mendelssohn's Piano Concerto in G Minor. Orchestral portions of the concert will include Beethoven's "Coriolanus" Overture and Richard Strauss's tone poem, "Till Eulenspiegel."

Mrs. George H. Clune of Mt. Hope Avenue, entertained at luncheon and bridge on Friday at the Country Club of Rochester.

Mrs. Erwin W. Howard of day for Verona Beach, Onondaga as the guest of her sister, Mrs. Westminister Road, left on Mon-Lake, where she will pass a week Raymond J. Brewer.

Go first to Neisner's

5c to \$1.00 Stores

MAIN Near CLINTON

CRASH GO SHOE PRICES!

WOMEN'S—GIRLS'
Sport Oxfords
WITH CREPE



SPORT OR RUBBER SOLES
ALL REGULAR \$1.69 VALUES
1.00
ALL SIZES 4 TO 8

EVERY PAIR OF OUR
REGULAR \$1.98 SMART SUMMER
WHITE NOVELTIES
REDUCED FOR THIS



Leather Sole BEACH SANDALS
39c
WOMEN'S, GIRLS' REGULAR 89c VALUE
DURING THIS GREAT SALE
ON SALE FRIDAY, SAT. ONLY
ALL SIZES 3 TO 8

PLAY SANDALS

BOYS — GIRLS — CHILDREN



WHITE BROWN ELK
59c
SIZES 5 TO 8
8 1/2 to 2

BOYS'-MEN'S Gym Sneaks

ALL FIRST QUALITY



44c
DURING THIS SALE ONLY
Men's VENTILATED OXFORDS
WHITE BROWN BLACK
1.00
FRI. SAT. ONLY!
Sport Soles
ALL SIZES

Super Savings THURSDAY, FRIDAY, SATURDAY AND SUNDAY

CANNON Turkish Towels

Extra Large
Guaranteed Fast Colors
In Pastel Shades Of Blue, Pink, Green, Orchid and Yellow
22x44 Inch Size
17c 6 For **95c**

KEY DRUG STORES

470 N. GOODMAN Near Main
92 E. MAIN Near Water
546 MONROE Near Goodman
CUT RATE

Fly Ribbons	4 for 5c	Toilet Tissue	1000 Sheet Rolls	3 for 10c
28c Lovalon Hair Rinse	14c	25c White Ace Shoe Polish		11c
Noroforms	Box of 25 Reg. \$2.00	25c Carbona White Shoe Polish		11c
Palmolive Soap	3 for 14c	Saccharin Tablets	Bottle of 1000 1/4 or 1/2 Grain	53c
Canning Jar Rubbers	Reg. 5c Box of 12	25c Williams Scented Talcum Pdr.		9c
Canning Jar Covers	Porcelain Lined Doz.	Double Edge Blades	Package of 20	10c
Camay Soap	3 for 14c	Single Edge Blades	Package of 10	8c
Squibb's Aspirin Tablets	Bottle of 200	Castor Oil	4 oz. Bottle	11c
Tincture of Green Soap	Pint Size	Cascara Sagrada Aromatic	8 oz. Bottle	49c
Benedict Solution	Pint Size	Vitalis	Regular \$1.00	79c
Oil of Wintergreen	4 oz. Bottle	Soda Mint Tablets	Bottle of 100	7c

SAVE ON PEPSODENT

Check this list NOW!

TOOTH PASTE 40c SIZE **33c**

TOOTH POWDER 50c SIZE **39c**

ANTISEPTIC GIANT 75c SIZE **59c**

25c CITRATE OF MAGNESIA **7c**

ELECTRIC SANDWICH GRILL **98c**

ADHESIVE BANDAGE 16 FOR **5c**

TOOTH BRUSHES 3 for 23c **8c**

LUCKIES
Mild Smoke
WE RESERVE RIGHT TO LIMIT QUANTITIES

IODINE with Applicator, Regular 15c **3c**

BLAUD IRON PILLS BOTTLE of 100 **11c**

CUTICURA OINT. REGULAR 25c **16c**

BOTTLE BRUSHES REGULAR 15c **7c**

NURSING BOTTLES 8 oz. **3 for 5c**

Athletic Supporters Regular 50c **23c**

CALAMINE Lotion Bottle of 4 oz. **23c**

Amazing New ODO-RO-DO CREAM

• STOPS PERSPIRATION SAFELY

• Takes Odor from Perspiration

• Effective 1 to 3 days

• Safe Before or After Shaving

• Won't Irritate Skin or Rot Dresses

• Non-Greasy...Stainless...Soothing

• No Waiting to Dry...Vanishes Instantly

• A full ounce...not just 1/2 ounce!

31c

Swimproof and Sunproof Make-Up!

In the water or out—a glorious complexion—and real sunburn protection. Invisible, non-greasy.

White, Pink, Orange Light, Orange Dark, Scarlet, Brandy

fairystone
THE POWDER BASE
35c size — 35c

JERGEN'S

50c LOTION
25c JERGEN CREAM
75c VALUE
BOTH FOR **39c**

MOLLE

Shaving Cream
Reg. 50c **24c**

BANDAGE

2-In. x 10 Yds.
Reg. 10c **2 for 9c**

ADHESIVE TAPE

1/2 x 5 Yds.
Reg. 10c **2 for 9c**

explaining the poetry readers. d, is not the excellence or sent day son-

FREE CE
KET
UE
specializing in
TS

lb. 31c
lb. 39c
lb. 19c
nd, lb. 25c
65c
lb. 19c
GRAVY

BLES
pk. 35c
doz. 25c
s. for 25c
35c

FOODS
21c
LIVERY
33rd Ward
dequett
LEN. 305

X
e
TY
50

factory
in the
ee that
andard
of the
HREE
... all
ek-end
n your

★

ICE
NY

Open
enings
ne 5973

VAN DYK
VICTORY



TEA KEEPS YOU COOL

PER POUND
49c

Old Friends Are The Best Friends!

VAN DYK DUCHESS COFFEE

Has Been the Choice of Coffee Lovers For 179 Years

OUR OWN MODERN BAKERY GUARANTEES
QUALITY BAKED GOODS

THE HOME OF DOWNYFLAKE DOUGHNUTS

TURNER'S

385 EAST MAIN ST. MAIN 8408

Salesmanager



ALLAN FOLINO
Long experience in the appliance business qualifies Mr. Folino for the position of salesmanager with Braun's Radio, 900 Portland Avenue, where he is greeting his many friends.

ALDRICH IN TRAINING
Henry Aldrich goes into training for the local bicycle race with grim determination to win the event, during the fourth episode of "The Aldrich Family," to be heard Sunday at 7 p. m., EDST, over the NBC-Red Network. The incorrigible youngster plans to use the prize money to take his best girl on a party.

Say You Saw It In The "SUN"

Women Students 'Rule' University

A greater percentage of women are in office at Temple University, Philadelphia, than in any other co-educational institution in this region, according to a "Temple University News" survey. Statistics show, the paper stated, that women hold almost half the offices, to which both men and women are eligible.

The report shows that 104 women are now holding offices of responsibility on the campus and that of this number fifteen are presidents of organizations other than sororities. Women are members of the Student Commission, in charge of campus publications and at the head of outstanding academic organizations.

Thirty-nine per cent of the eighty-four offices open to men and women alike, the survey reveals, are held by the latter.

Dead Man 'n' Live Help Voice Tests

A dead man and one alive are being used to unfold the mysteries of the human voice. The non-living man's head, together with Lawrence Tibbett's lusty baritone are yielding new clues to the larynx chamber.

In experiments conducted at Ohio State University by professor G. Oscar Russell, sounds were produced in the artificial larynx installed in the dead man's head. The sinuses and other cavities were filled up and sensitive electro-photographic instruments made records of changes in the sound waves.

Russell then made movies of Tibbett's vocal cords. Using these he constructed life-sized models of the singer's vocal apparatus. Purpose of the test is to get more definite information on the parts played by the various mouth, nose and throat cavities.

BIBLE QUIZ

The Men's Bible Class of Salem Evangelical and Reformed Church is conducting an Old Testament Bible Quiz in connection with its regular Sunday morning session. Men are invited to join this class, which has an average attendance of more than 200.

Say You Saw It In The "SUN"

TERESA SALON
Hair Dried In 30 Minutes
Finer Method of PERMANENT WAVING
Individual Hair Styling
FUNKER-HERBES
Scalp Treatments
Electrical Manicuring
Hair Tinting
314 BURGE BLDG. STONE 4331
5 ST. PAUL ST. STONE 4332

JUST ARRIVED A SOLID CARLOAD
of
Electric Refrigerators
On Sale At The
Lowest Prices In Town

Prices Start As Low As
\$79.50
Your Old Ice-Box Taken In Trade

TERMS LOW AS \$1 WEEK

ACT NOW! SAVE AS MUCH AS \$80.00

See Them Now!
BRAUN'S
900 PORTLAND — OPEN EVENINGS

Whelan DRUG STORES

140 CLINTON AVE. SO.
Corner Court Main 9020
"Shop at the Friendly Store"

SPECIAL! THIS WEEKEND ONLY

FREE!
50c Size ORCHID Eau de Cologne With Purchase of
6 Cakes Cashmere Bouquet TOILET SOAP 49c

EMBOSSED PAPER NAPKINS 100's 4c

ELECTRIC TOASTER 98c
TOASTS 4 SLICES AT ONE TIME!

8 Oz. Package ASSORTED BUTTER CARAMELS 7c

BULK CANDY SPECIAL Rum and Butter TOFFEE Pound 13c

TROPIC WHITE SHOE WHITENER 5 oz. Bottle 15c

KENYA HATS
White duck with mesh ventilation section on sides. Heavy-weight green celluloid visor.
Only 25c

GUARANTEED ELECTRIC FANS \$1.49 VALUE 98c
Oscillating Type... \$2.98

ONE GALLON GYPSY JUGS
LARGE TOP... 98c
GALLON JUG \$1.59 WITH SPOUT

PRO-PHY-LAC-TIC HAIR BRUSHES
Every brush a rare valued light and dark bristles. Different styles and shapes.
Only 29c

CLYDE PIPES
Made from sun-cured imported briquere over 100 years old. The bowl is "conditioned" to avoid the "breaking in" period.
Special at 49c

COUPON WHITE FLOATING SOAP 5c
8 oz. cake TWO FOR

COUPON VELVET TOILET TISSUE 5c
TWO FOR

COUPON MILK OF MAGNESIA 9c
Full Pint U. S. P.

COUPON TYRA FACIAL TISSUES 11c
200's TWO FOR

FOUNTAIN SPECIAL! FRESH PEACH GIANT ICE CREAM SODA 2 SCOOPS OF ICE CREAM 15c
A real treat, when made the Whelan way... in a sparkling clean glass.

UNITED CROSS PAPER TOWELS 9c
Roll 200's

POND'S FACIAL TISSUES 17c
500's

POUND Hospital COTTON 16c

A REAL SMOKE! LaCosta CIGARS 99c
Box 50

WE RESERVE THE RIGHT TO LIMIT QUANTITIES—NO SALES TO DEALERS

MAJESTIC LEADS AGAIN!

The Annual AUGUST SALE of FURNITURE

Never in MAJESTIC history have we offered such truly colossal money-saving, furniture values! Our buyers have just returned from New York, Jamestown and Chicago furniture markets, assuring you the very newest in style, and the finest in quality. MAJESTIC prices speak for themselves... in terms of record lowness for this super-saving sale!

OPEN EVERY EVENING & ALL DAY SATURDAY

14-pc. Modern Living Room Group \$79

EVERYTHING is included... the big luxurious sofa, two lounge chairs, cocktail table, 2 end tables, 2 table lamps, 2 shades, bridge lamp and shade, floor lamp and shade! All 14-pieces for only \$79! A record value!

\$3.50 DOWN

13-pc. BEDROOM GROUP \$69
\$3.50 DOWN

2 YEARS TO PAY
the Majestic Way!

Save yourself \$43.50 by buying this bedroom group sale feature! Everything is included... nothing more to buy! Use your credit on MAJESTIC'S 2-year plan!

MAJESTIC FURNITURE STORE 204 COURT ST.

A Small Deposit Will Hold for Future Delivery



YOUR
CREDIT
IS
GOOD

UNION

286
EAST
AVE.

OPEN
EVENINGS
TIL
10 P. M.

SUPER FURNITURE SAVING
COMPLETE 9-PIECE
Living Room Suite

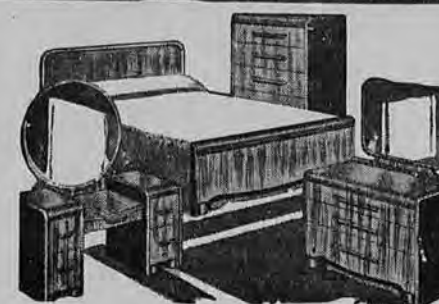
\$69⁵⁰ **\$1.00**
DOWN

- DAVENPORT
- LOUNGE CHAIR
- 2-END TABLES
- OCCASIONAL CHAIR
- 2-THROW RUGS
- 1 CHROME SMOKER
- 1 FLOOR LAMP

We sold out of these suites last week. Our re-order will be here when this advertisement appears. You may have seen sensational low price offers before, but you have never seen one for such fine quality! Its in the popular colors and shades! Every item nine in all, are quality pieces and never before at such a sensational saving!

for the **WORLD'S**
FAIR-est
PRICES

and Most Liberal Credit Terms!



SUPER FURNITURE SAVING

FREE COIL MATTRESS
WITH THIS BEDROOM SUITE

\$49⁹⁵ **\$1.00**
DOWN

The biggest bedroom value of the year! Beautifully-finished, finely-matched walnut, with all those fine features usually associated only with expensive suites.

3-PIECES IN
BEAUTIFULLY
MATCHED
WALNUT

AT UNION'S 3 BIG STORES

NO DOWN
PAYMENT
ALL STANDARD
MAKES



GOODRICH
UNITED STATES
GOODYEAR
FIRESTONE
DUNLOP
FEDERALS

Lowest Prices In Town!
Get One or Four!
Credit! No Red Tape!

AUTOMATIC WASHER

"The Laundry Queen"



\$39⁹⁵

10 Year
Guarantee

Used Washers
Refrigerators—Radios
Tires—At Give Away
PRICES



FREE
BOYS' OR GIRLS' BICYCLE

LATEST MODEL . . . OUR VACATION
GIFT TO THEM . . . GIVEN WITH EVERY

GIBSON FREEZ-R SHELF REFRIGERATOR

You Can Buy This Big
6 CUBIC FOOT ALL STEEL
Gibson Refrigerator

for **\$99⁹⁵**
Only

- Keeps Perishable Foods Fresh!
- 1939 All-Steel Triple Sealed Cabinet!
- Makes More Ice Cubes Faster!
- Sealed Thrifty-Scotch Yoke Mechanism

Here's the refrigerator that gives you everything you want, at a price you want to pay! See it! Inspect it from top to bottom! Compare it with Refrigerators selling for \$50.00 more! You'll find it's the only big SIX Cubic Foot, all-steel, hermetically sealed refrigerator in all America selling for less than \$100! \$1.00 down brings this beautiful, big, new 1939 Gibson in your home!



ONE DOLLAR DELIVERS



The UNION stores were conceived in the idea that you, and you and YOU, are entitled to buy quality merchandise at the lowest possible mark-up over actual costs — and what's more buy this merchandise on terms so favorable that they can be equaled no where else! Whether its UNION'S big Rochester store at East Ave. and Union or the Fairport and East Rochester stores you can buy any of the following merchandise on terms as LITTLE AS \$1. PER WEEK!

- Electric Refrigerators
- Living Room Suites
- Bedroom Suites
- Lamps of All Kinds
- Radios
- Electric Washers
- Vacuum Cleaners
- Rugs
- Tires
- Tubes
- Batteries
- Bicycles
- End Tables
- Easy Chairs
- Davenports

Remember UNION stores are YOUR stores. They stand ready to serve you without embarrassing credit formalities. All stores open until 10 P. M. each evening so that you may shop at your convenience.

PAGE SIXTEEN

TRUTHFUL NEWS

THE ROCHESTER SUN, THURSDAY, JULY 20, 1939

TRUTHFUL ADVERTISING

Reliable Used Cars! At Valley Cadillac

You Can Always Get a

BARGAIN HERE

'37 LASALLE V-8 TRG. SEDAN . . .	\$685
'37 PONTIAC DEL. 6 TUDOR TRG. .	495
'36 LASALLE COUPE—Opera Seats .	465
'34 CADILLAC V-8 SEDAN 6 Wheels	445
'37 LASALLE V-8 COUPE	685
'35 LASALLE TRG. SEDAN	395
'34 LASALLE CUSTOM SEDAN	295
'33 BUICK 5 PASS. TRG. COUPE . .	200
'35 CHEVROLET DEL. COUPE	245
'33 OLDS. 8 TRG. SEDAN	145

336 EAST AVE.

PONY'S PROGRESS

Allen Chaffee has written "Wandy Wins!" for boys and

RUGS \$1.00

Cleaned and Steamed, \$2.00
Cleaned and Shampooed, \$2.50
Stained and Moth-proofed, \$3.00
Three-Piece Living Room Set,
Cleaned, Steamed and
Demolished, \$10.00
Oriental Rug Washing Slightly
Higher.
All work guaranteed to be
satisfactory or returned free of
charge.
ELTER CLEANING CO.
34-44 Arthur St.

girls who love horses and enjoy
reading about them. Wandy, a
high-spirited pony of the Devon
moors, is owned by Drake and
Dooney. Because his two young
owners have to go back to school
Wandy is loaned to a neighbor.
From then on Wandy's life is a
series of exciting events. There
are pen and ink sketches by the
author.

DEMOCRATIC PICNIC

Eighteenth Ward Central De-
mocratic Club will hold its an-
nual picnic August 6 at Costich
Park in Norton Street. Joseph J.
Oca is general chairman.



YIP-HO! THE GROTTO RODEO

OPENS MONDAY
FOR SIX DAYS
JULY 24-29

Evenings at 8:30 P. M.
Wed. and Sat. Matinees
at 3:00 P. M.
Advance Tickets
Now 25c
Advance tickets
good for general
admission or 25c
toward purchase
of reserved seat.
Reserved Seats
\$10 and \$15
Boxes \$1.50 each.
Box Seats from
Grotto members at
50c ticket office.
The Hagamores, 104
East Ave.

At EDGERTON PARK OR SHINE
150 Cowboys and Cowgirls
500 Wild Horses and Steers
23 Thrilling Events

Bulldogging Camp at Rodeo



Slim Welch of Medicine Hat, Canadian champ bulldog-
ger, who holds the record of five seconds in wrestling a steer,
will be fighting for his share of the prize money at the Lalla
Rookh Rodeo to be held at Edgerton Park Stadium,
next week, Monday through Saturday.

The Way to a Man's Heart

BY IRENE MUNTZ

Summer luncheons take a
great deal more ingenuity and
planning than our winter par-
ties, for they must be light and
tempting at a time when ap-
petites are flagging. They must
be different, too, to attract your
guests, for too often we find that
it is difficult to serve something
that everyone will like that
hasn't been served dozens of
times before. So in today's menu
we are forgetting all about the
chicken, ham, tuna and other
old favorites and are dressing
up a rather special way we're
sure will appeal to everyone.

Minted Pineapple Juice
Rarebit Special Fried Tea
Lettuce Heart with Roquefort Dressing
Frozen Fruit Salad
Chocolate Chip Cookies

The minted pineapple juice is
made by dropping 3 or 4 little
after dinner mints in each glass
of the fruit juice. Do this the
night before if you like, and
store the prepared fruit juice in
a covered jar until serving time.
Garnish each glass with a sprig
of fresh mint and you'll have to
most attractive, refreshing first
course. Grapefruit juice is equal-
ly good served in this way.
We're suggesting serving this
rarebit on toasted English Muf-
fins as a variant from the usual
toast. However, you'll find that
any kind of toasted buns or
bread that you like best may be
used.

RAREBIT SPECIAL
2 T butter
2 T flour
1 c milk
2 c American
cheese
1/2 t dry mustard
1 t Worcestershire

Melt butter, add flour and
blend well. Add milk gradually,
then the diced cheese. Cook over
hot water until thickened. Mix
dry ingredients and add just be-
fore serving, beat eggs slightly,
pour sauce over them, return to
heat and cook 2 or 3 minutes.
Place English muffins that have
been split and toasted on serv-
ing plates. On these arrange
thick tomato slices. Pour piping
hot rarebit sauce over this and
serve at once. Garnish the plate

with radish roses, celery curls
and scallions, if desired.
The lettuce for the salad
should be washed and stored in
the vegetable drawer of your re-
frigerator as soon as it comes
from the store. At the last min-
ute it will just need to be sliced,
the cheese crumbled into the
French dressing and the mixture
poured over the lettuce. Water
cress, chickory, romaine or the
like may be used in place of the
lettuce if you would like a va-
riation in your salad greens. Or
a combination of greens is de-
licious.

Today's dessert is a delicately
tinted, delicious salad dessert
that will come out smooth and
tempting at serving time. Make
it the day before your party and
hold it at frozen perfection by
setting your cold control one or
two degrees above normal. Since
the mixture doesn't need stir-
ring, it may be frozen in the at-
tractive little colored paper
souffle cups and the tops gar-
nished with whole pecans.

FROZEN FRUIT SALAD
2 egg yolks
2 T sugar
2 T vinegar
1 c cream
10 marshmallows
1/2 c crushed
raspberries
1/2 c chopped pecans
1/2 c crushed
pineapple

Beat the egg yolks until thick
and lemon colored. Beat in the
sugar and vinegar and blend
well. Cook in the top of a double
boiler until thickened, stirring
frequently. Cool. Whip the
cream, quarter the marshmal-
lows and drain the fruits well.
Combine the mixture and turn
into freezing tray of refrigerator.
Freeze without stirring
with cold control at maximum.

CHOCOLATE CHIP COOKIES
Temperature 375 Degrees F
Time: 15 Minutes
1 1/2 c all-purpose flour
1/2 c baking powder
1/2 c sugar
1/2 t salt
1 egg
Sift flour, measure and sift
with baking powder, sugar, salt.
Beat egg, add milk, melted but-
ter, vanilla. Cut chocolate into
thick chips. Combine milk and
flour mixture; mix until
smooth. Stir in chocolate chips
(do not melt). Drop by tea-
spoons on a greased cookie
sheet, bake in a preheated oven.

These little cookies offer just
the right complement to the
frozen dessert and are an in-
teresting variation to the usual
chocolate or white cookie.

OBSERVES BIRTHDAY

Edwin A. Fisher, city engineer
emeritus and among the not-
ables of his profession in the
United States, began his ninety-
third year of life Tuesday. His
ninety-second birthday was
observed at a luncheon at the
Chamber of Commerce.

CARD PARTY PLANNED
The 8th District Women's Club
of the 11th Ward Women's De-
mocratic organization will hold a
card and bingo party Friday
at 8 p. m. at the home of Mrs.
Florence Sweeney, 609 Tremont
Street.

Clearance SALE Prices ON BRAND NEW SUMMER

DRESSES

Just Received from the
Manufacturers!

1000 NEW FROCKS
WORTH UP TO \$3.95

SILKS
SPUNS

Sizes 12 to 52

For style and quality at a
saving, try always

JEANS

1162 Clinton Ave. N.
Open Evenings

Cotton and
Silk Dress Shops
500 LYLE AVENUE

Better Cars and Buys at

What You Get for your money,
Not What You Pay, is What
Determines The Value In
USED CARS

Consider carefully the condition of the Used
Car you buy... for it's the condition that
determines the value. BANCROFT cars are
conditioned to perfection... and GUARAN-
TEED! See these... and compare for your-
self, with any in Rochester!

'38 PACKARD 120 TRUNK SEDAN	\$795
'37 PACKARD 120 TRUNK SEDAN	\$595
'36 PACKARD 120 TRUNK SEDAN	\$445
'32 PACKARD 900 SERIES SEDAN	\$245
'38 BUICK TRUNK SEDAN	\$745
'38 STUDEBAKER PRESIDENT CLUB COUPE	\$795
'36 STUDEBAKER PRESIDENT TRUNK SEDAN	\$485
'38 TERRAPLANE DE LUXE TRUNK SEDAN	\$595
'37 TERRAPLANE DE LUXE TRUNK SEDAN	\$445
'34 TERRAPLANE D ELUXE SEDAN	\$195
'37 PLYMOUTH DE LUXE TRUNK SEDAN	\$485
'35 PLYMOUTH DE LUXE COUPE	\$295
'34 CHEVROLET MASTER TUDOR	\$225
'38 FORD TRUNK TUDOR	\$445
'35 PONTIAC SIX COUPE	\$295
'35 HUDSON TRUNK SEDAN	\$295
'34 HUDSON SEDAN	\$225
'32 GRAHAM SEDAN	\$145
'31 WILLYS SEDAN	\$ 95

These cars are in A-1 condition, several with
built-in radios, many extras. E-Z terms.

33 Stillson St.

Just off E. Main St.

BANCROFT'S

THE GENESEE BREWING
COMPANY, INC.
ROCHESTER, N. Y.
CORDIALLY INVITES

Mr. and Mrs. John Public
and Family
TO VISIT THE FAMOUS
GENESEE 12 HORSE TEAM
AT ITS NEW STABLES
ON SCOTTSVILLE ROAD
NEAR DUMPLING HILL
VISITORS WELCOME
DAILY FROM 11 TO 6



Why Not Accept This Invitation on Sunday?

THE Genesee 12 Horse Team is spending the
summer at home. You are invited to visit them
in their new stables on Scottsville Road near
Dumpling Hill. The stables are open to the public
daily from 11 to 6.

Why not drive out on Sunday? Plenty of free
parking space, and attendants on hand to answer
your questions. See Dot and Spot, the coach dogs.
See the pure bred Belgian Stallions, whose services

Genesee is offering at a nominal stud fee to the
farmers of Western New York. See a complete
model brewery, and a model of Genesee's Soda
Point Mill House. Bring the whole family. The
children will enjoy it, too.

And on these hot summer days and nights,
wherever you are, relax with a cooling glass of
Genesee Beer or Ale—Rochester's largest selling
malt beverages.

THE GENESEE BREWING COMPANY, INC.

KELVINATOR OFFERS the BIGGEST VALUES in 25 YEARS OF THE 5 LEADING REFRIGERATORS ONLY KELVINATOR COMPARE

6 MAJOR FEATURES	KELVINA- TOR	Refrigerator A	Refrigerator B	Refrigerator C	Refrigerator D
1 ONE PIECE SEALED STEEL CABINET	YES	NO	YES	YES	NO
2 AUTOMATIC RESET DEFROSTING	YES	NO	NO	YES	NO
3 LARGEST MEAT STORAGE COMPARTMENT	YES	NO	NO	NO	NO
4 TWO GLASS COVERED CRISPERS	YES	NO	NO	NO	NO
5 HERMETICALLY SEALED UNIT	YES	YES	YES	YES	NO
6 VEGETABLE STORAGE BIN	YES	NO	NO	NO	NO

SAVE MONEY THROUGH THESE FEATURES

MALLEY'S
SAVE MONEY

1645 St. Paul St.
OPEN EVENINGS
GLENWOOD 2831

HAS ALL 6 MAJOR FEATURES AT NO EXTRA COST

Check Up
When You Buy

The Polarsphere Unit
is the most efficient
cold making unit of
its size in the world.

A BROAD STATEMENT
TO MAKE BUT TRUE!



AT ACHTER'S

COUPONS

GOOD ONE WEEK THURS. JULY 20th THRU WED. JULY 26th

COUPON JELLO 4c	COUPON BOBBY PINS 2 1/2c	COUPON Laundry SOAP 2c
COUPON SHAVING SOAP 2c	COUPON Ladies' Rayon HOSE 14c	COUPON FLY SWATTERS 2c
COUPON Household Matches 2 1/2c	COUPON BEACH BALLS 16c	COUPON PILLOW CASES 7c

WATCH OUR E. MAIN ST. WINDOWS FOR REAL VALUES!

ACHTER'S BARGAIN
387 E. MAIN ST. Near GIBBS ST.
Phone Stone 1880-1881-1882 • Right Reserved to Limit Quantities

AT ACHTER'S

OPEN Every Night
9 P.M. Including
Saturday
FREE
PARKING Gibbs St. Sta.

Mr. and Mrs. M. Wren Gabel and their daughter, Katherine, have returned from a year spent in Boston and are occupying a house on Commonwealth Ave.

Members of the Monday Literary Club attended a luncheon on Monday at the Oak Hill Country Club.

Say You Saw It In The "SUN"

COONSKIN CAP

John Bakeless in his forthcoming biography, "Daniel Boone: Master of the Wilderness," declares that Boone hated coonskin caps and always wore a hat. Mr. Bakeless also says Boone was never sure of having killed more than one Indian, and that he detested the usual trapper's diet of beaver tail. The book will be published Sept. 6th.

Mexican Kitchen Theme

Have you ever been to Mexico? Or do you visit the Mexican department of your favorite store? That's the place to find colorful and interesting ware with which to bring charm into a painfully plain modern kitchen. Note how easily this homemaker decorated her culinary quarters after installing a new gas range, refrigerator, table-top water heater and a metal-topped sink and floor cabinets.

As contrast to dark ivory linoleum walls, ivory terra cotta and black linoleum on the floor, she used yellow curtains with a Mexican pattern in red and blue, Mexican tiles on the walls, and Mexican pottery. The result—bright pleasing effect with a minimum of expense and effort.

MARK AS LAWYER

Groucho Marx' role in the new Marx Brothers picture for Metro-Goldwyn-Mayer, "A Day at the Circus," will be a lawyer—or a "Legal Eagle," as his shingle sets forth.

DAMES OF MALTA

Pierce Sisterhood will hold a public card party at the home of Sister Anderson, 179 Cameron St., on Friday at 6:30 p. m.

Mrs. Elsie J. Wray of Arnold Park, left Monday for Westbury, Mass., where she will pass several weeks as the guest of her son, Donald Wray, and Mrs. Wray.

WHITING-BUICK EXPANSION SALE

We have secured the premises at No. 360 East Ave., giving us 20,000 feet of additional floor space in which to display our used cars. You will find new low prices and unusually generous trade-in allowances during our expansion program.

37	CHEVIE DE LUXE TOURING	\$399
33	SEDAN	\$ 89
37	AUBURN	\$299
36	COUPE	\$299
36	PLYMOUTH TOURING	\$299
36	LA SALLE TOURING	\$439
36	SEDAN	\$399
36	BUICK TOURING	\$399
36	PACKARD TOURING	\$379
36	SEDAN	\$449
38	FORD "B" TOURING	\$449
37	BUICK CONVERTIBLE	\$659
37	COUPE	\$489
37	CHRYSLER TOURING	\$489
36	SEDAN	\$369
36	DODGE 4-DOOR	\$369
36	PONTIAC TOURING	\$379
36	SEDAN	\$379
38	PACKARD TOURING	\$769
36	SEDAN	\$449
36	CHRYSLER CONVERTIBLE	\$449
38	PONTIAC	\$579
38	COUPE	\$579
37	DODGE TOURING	\$399
37	SEDAN	\$399

150 OTHER FINE CARS

OUR REPUTATION IS YOUR GUARANTEE

WHITING-BUICK

342-360 EAST AVENUE

MT. HOPE AT CHARISSA

819 W. MAIN ST.

Workers Must Get Numbers

ry worker in employment in York State must obtain a Security account number must report it to his employer, according to an uneminent insurance regulation by Industrial Commission Frieda S. Miller at Albany.

regulation, which has the effect of law, requires every person now employed who does not have a Social Security account number must, in seven days file application for a number. It provides that any person not now employed must apply for a

number, if he has none, within seven days after he next obtains employment.

Under the regulation, employers are obligated to provide their employees with the necessary forms on which to apply for Social Security numbers and, further, are required to make the application for the employee if, within fourteen days from the date of the regulation, or within fourteen days after the worker himself has not made the obligatory application.

Say You Saw It In The "SUN"

Always Good!

Tam o' Shanter Ale

ery brew tested by two master brewers. Finest terials money can buy... some even imported. iver, aroma and body are excellent.

IN CANS AND BOTTLES



"BLACK MAGIC QUALITY"

COAL \$10.25
EGG — STOVE — NUT
PEA COAL \$8.50 TON

FILL YOUR BINS NOW
BEFORE PRICES INCREASE
PAYNE & DUNHAM
34 BRONSON AVE. GEN 586

MAIN MOTORS Anniversary

Super Sale Values or Today, Friday & Saturday Only

uring Our 1st Anniversary Sale We Are Offering Unusual ists at Prices Way Below the Current Market. Our 500 distified Customers in 1938 Found MAIN MOTORS a Good ace To Trade Cars!

'37 Ford Tudor '60' \$289
Fish Radio \$289
Clean \$289

'39 Chevrolet 4-Door \$589
Trunk Sedan \$589
Few Miles \$589
Guaranteed \$589

11	OLDS COACH	\$67.50
12	BUICK	\$99.50
13	PLYMOUTH SEDAN	\$128.00
14	NEW PAINT	\$178.00
15	FORD DE LUXE SPORT COUPE	\$178.00
16	RADIO, HEATER	\$199.00
17	TERRAPLANE DE LUXE	\$248.00
18	TRUNK COACH	\$248.00
19	PLYMOUTH TRUNK COACH	\$248.00
20	HEATER	\$299.00
21	OLDS DE LUXE FORDOR	\$299.00
22	TRUNK SEDAN, LOW MILEAGE	\$328.00
23	PONTIAC	\$328.00
24	TRUNK COACH	\$328.00
25	PLYMOUTH DE LUXE	\$328.00
26	TRUNK COACH	\$428.00
27	PLYMOUTH DE LUXE	\$428.00
28	DODGE DE LUXE	\$449.00
29	TRUNK SEDAN	\$537.00
30	DODGE DE LUXE	\$537.00
31	TRUNK SEDAN	\$699.00
32	BUICK "41"	\$699.00
33	TRUNK SEDAN	\$699.00
34	PACKARD DE LUXE COUPE	\$678.00
35	NEARLY NEW	\$678.00

50 OTHER BARGAINS

TERMS — TRADE

MAIN MOTORS

730 University Ave. MONROE 9345



BERGHASH WINES AND LIQUORS THURSDAY FRIDAY AND SATURDAY SUPER SALE

GENERAL DISTILLERIES CORP.

DISTILLED DRY GIN

"LONDON INN"—90 PROOF

\$1.09
4 5 Quart
3 BOTTLES \$3.11



OLD HIGGINS STRAIGHT RYE

FULL \$1.89
QUART
90 PROOF 3 BOTTLES \$5.50



2 1/2 YEARS OLD
CREAM O' GRAIN
Straight Rye
\$1.59

IMPORTED! QUEEN VICTORIA

BLENDED SCOTCH
100% SCOTCH WHISKIES

A choice blend of
Highland Whiskies
from Scotland's finest
distilleries. Very
mellow, extra mature.
Compare \$2.19
Value!
Case \$25.50
\$2.25
4 5 Quart

5 1/2 YEARS OLD VIRGIN ISLAND RUM

This St. Croix Rum—
distilled in the old Hoff-
mann Distillery, known
in the pre-prohibition
days as "Hoffmann's"
Drops" and used in
punches, hot drinks or
toddlies. Its high flavor-
ing character makes
less of its quantity
necessary when used
Compare \$3.19
Value!
\$1.69
4 5 Quart

Bottled In Bond Rye or Bourbon 100 Proof Full Quart \$2.49

PREPARED COCKTAILS Old Fashioned Martini Manhattan Side Car 70 Proof FIFTH \$1.49

APPLE BRANDY A Delicious "Apple" Made Only of Choice Fruits, 90 Proof FULL QUART \$1.75

OLD MILL BRAND 2 1/2 YEARS OLD

ONE OF CALIFORNIA'S FINEST

WINES "VICTOR" "MELOSO"

Again — we extend the opportunity to that you may buy a quality wine at a low price.

CHOICE OF SWEET OR DRY WINES
\$1.15 Full Gallon

MAIN 786 MAIL AND PHONE ORDERS FILLED FOR \$1 OR MORE MAIN 786

BERGHASH

NEXT DOOR TO LOEW'S THEATRE
124 CLINTON AVE. SOUTH

FREE PARKING OPPOSITE STORE

Mid-Summer Clearance RUBEROID ROOFING & SIDING

Low Prices On Regular Stock And Odd Lots
At 50% Off

35 Lb. Smooth Roll 1 Ply	89c
45 Lb. Smooth Roll, 2 Ply	\$1.19
55 Lb. Smooth Roll, 3 Ply	\$1.39
90 Lb. Smooth Roll, All Colors	\$1.95
105 Lb. Staggered Edge	\$2.35
Brick Siding Roll	\$3.95
All slate and smooth rolls are 108 sq. ft. and include nails, cement.	
167 Lb. Slate Surfaces Asphalt Shingle	
All Colors, Per Bundle	\$1.95
210 Lb. 3 Inch 1 Thick Butt Strip, bundle	\$1.95
210 Brick Siding Shingle, bundle	\$1.95
210 Asbestos 12x24 Colonial Siding White per bundle	\$1.95

ODD LOTS

Asphalt Shingles, per bundle \$1.00
Asbestos Siding, per bundle \$1.00
Only a few bundles of a kind in Odd Lots, all subject to prior sale.
Roofs Applied at Low Prices, Easy Terms, \$5.00 a Month!

KEMP ROOFING COMPANY

MAIN 1786 331 W. MAIN ST.

"Rochester's Only Night Club With a Metropolitan Atmosphere"



It's A LUCKY BREAK

... when some friend invites you to the Chateau for an evening's entertainment or for dinner! For here, admittedly, is Rochester's highest order of night club entertainment! Especially popular in the Summertime, for whatever the outside temperature, it's cool and comfortable within. Come out this weekend... or for a Sunday dinner that you'll be recommending to your friends.

ALL WESTERN NEW YORK

... from miles around, comes seeking entertainment and relaxation at the Chateau! To our out-of-town guests we extend a hearty welcome... and a guarantee to make their visit one long to be remembered.

NO COVER OR MINIMUM
at Any Time!

PRESENTING ENTERTAINMENT

- ★ Michael Fisher and His Orchestra
- ★ The Lovely Nortonettes
- ★ Sammy Lewis, the Dancing Fool
- ★ "Bunny" West, Dancer
- ★ Anita & Renita, Fun with Foils
- ★ Billy Reed... Paul Robeson in Miniature



A myriad of tempting Summer drinks! There's nothing our mixologist can't serve up to you!



Too-tapping dance music, in the most modern tempo. You'll like Michael Fisher and his orchestra!

Incomparable Cuisine

CHATEAU dinners are a gastronomic delight! Bounteous portions, prepared in an expert manner by our skilled master chef!

Complete Dinners

STEAK
CHICKEN
FISH
\$1.00

ALWAYS COMFORTABLY COOL AT

The CHATEAU

MONROE AVE. at the 12-CORNERS

CHAMPION COUPON

PAY CASH! — PAY LESS!

AT CHAMPIONS FOR YOUR SPORTSWEAR

WITH THIS COUPON

LIMIT 12 TO A CUSTOMER

WITH THIS COUPON

MEN'S CREW SHIRTS 6 for 89c

BOYS' CREW SHIRTS 6 for 89c

CHAMPION COUPON

15% REDUCTION ON ALL TENNIS RACQUETS

Tax Payment Date Extended

Deadline for paying capital stock taxes for the year ending June 30, 1939, for all domestic corporations has been extended to August 31, Francis H. Dalton, head of the Rochester Internal Revenue Bureau announced.

Normally the returns are filed and paid in July, but the Revenue Act of 1939, which contains an amendment to the capital stock provisions of the Internal Revenue Code was not approved until June 20 and consequently the printing of forms was delayed, he said.

Corporations are required to show adjusted values on returns for 1939, as stated in the law with minor exceptions. These adjusted values will be determined by using as a base the values declared in the 1938 returns, Dalton said.

Music Hall Plans Broadcast of Classics

Chamber music works by Mozart, Langer, Corelli and Brahms will be played by Henrietta Schumann, pianist, and the Radio City Music Hall String Quartet during the Music Hall On the Air program over the NBC-Blue Network, Sunday, from noon to 1 p. m., EDT. Viola Philo, soprano, also will be a soloist.

Mozart's Quartet in G Minor for Piano and Strings (K 478) will open the program. Other works to be performed are Langer's "Grossmutterchen;" Four Pieces by Corelli, and the Finale from Brahms' Quintet in F minor, Opus 34. The Music Hall String Quartet is composed of Jacques Gusselin, first violin; David Novak, second violin; Harold Furman, viola, and Gaston Dubois, cello.

World War Veterans Enlist in CCC Camps

Five World War veterans are at CCC camps after enlisting at the Army recruiting station.

They are John J. Drum, 28 Birch Crescent; John M. Larson, 240 Denlee Road; Harry E. McConachie, 85 Parsells Avenue, and Benjamin J. Streb, 152 Carter Street who went to Winthrop, N. Y. and Nathaniel Ellis, 28 1/2 Harrison Street, went to Norwich, N. Y.

Robert Snyder of Boston, was the weekend guest of Mrs. Josephine Halbleib Harrington of Seneca Parkway.

Champions Famous ODDS and ENDS SALE

Extra Savings on Sportswear With These Coupons on Top Of Our Regular Champion —

CASH VALUES!

BROWN OIL TANNED LEATHER

MEN'S AND BOYS' MOCCASINS

WITH RUBBER SOLES

BOYS' SIZES 1 to 5 \$1.29

MEN'S SIZES 6 to 12 \$1.29

LADIES! HERE'S YOUR CASH VALUE

BEACH SLACKS

SIZES 14 to 20 2 PR. for \$1.00

REGULAR \$1.00 PAIR

LISTED BELOW ARE A FEW OF OUR SPECIAL CASH VALUES

Odd Lot of Men's Lightweight Sport JACKETS \$2.49

Value \$3.99

For Cool Evenings

Odd Lot of Men's Sanitized Wash SLACKS \$1.29

Reg. Value \$1.99

Ladies Wool or Lingerie Swim Suits \$2.95-\$3.95

Regular \$3.95 and \$4.95 Value

MEN'S ALL WOOL Swim Trunks \$1.99

Zipper Pocket

Reg. \$1.99

ODD LOTS—ODD SIZES MEN'S AND LADIES SWEATERS 50% REDUCTIONS UP TO

Champion

KNITWEAR CO. 71 ST. PAUL ST.

30 Minutes Free Parking at 3 Stations: Billie Strand and Sparks

SUPER DRUG SAVINGS ARE EVERY-DAY NEWS AT DAW'S

NOXZEMA CREAM

New Large 25c Size 19c

100 BLAUDS IRON PILLS 11c

MAR-O-OIL Shampoo \$1.00 Size 49c

OLIVE OIL CASTILE SOAP 7c

EPSOM SALTS 9c

KIRN'S TEA 30c Size 14c

DJER KISS TALC—25c SIZE 2 for 25c

WATERMAN'S INK All Colors 6c

RESINOL OINT. 60c Size 34c

40c Value FIRST-AID KIT 24c

MOTH BALLS OR FLAKES Pound Box 8c

ZINC STEARATE POWDER 25c Size 9c

CUTICURA SOAP 25c Size 14c

20 MULE TEAM BORAX 1-lb. Box 11c

WITH THIS COUPON DAINTY PACKAGE SUMMER CANDIES Deluxe Assortment POUND BOX 19c

(Limit 2)

WITH THIS COUPON WAX PAPER 7c

In Cutter Edge-Box 100 FOOT ROLL

(Limit 2 Rolls)

WITH THIS COUPON "The Original Chocolate Malted Milk" TODDY 11c

1/2 Lb.—25c Size

(Limit 2 Cans)

WITH THIS COUPON PAPER NAPKINS 3c

White—Embossed BOX OF 80

(Limit 2 Boxes)

WITH THIS COUPON ROOT BEER 9c

EXTRACT 25c SIZE

Makes 40 Pints of Delicious Root Beer

(Limit 2 Bottles)

KEEP COOL! ELECTRIC FANS 98c

8" BLADES—Dependable quality and performance.

\$1.25 Value

Picnic Supplies

PAPER PLATES 8c

Box of 12

DIXIE CUPS 8c

Reg. 10c pkg.

STRAWS 8c

Box of 100

Your Money Back If This Treatment Doesn't Bring You Instant Relief from Hay Fever

KOTEX

Fig. of 12

20c 2 FOR 39c

BRING YOUR NEXT PRESCRIPTION TO DAW'S and SAVE

HERE'S A BUY-ALL 3 for 49c

SCHICK SHAVING RAZOR

LIFEBUOY SHAVING CREAM

SHAVE 25c

WITH THIS COUPON DAW'S

Rochester's Original Cut-Rate Drug Stores

56 Clinton Ave. S. 31 Main St. East 353 Main St. East 452 Ridge Road W. 880 Main St. West 475 Goodman St. North

Black Leaf '40' 1 oz. 19c

Aqua Velva 3oz. Size 39c

Ice Mint 6oz. Size 43c

Terro Ant Killer 2oz. Size 18c

RUBBING ALCOHOL PINT SIZE 5c

Pyroxide Tooth Powder 67c

Similac Food For Babies \$1.25 Size 77c

Little Liver Pills 9c

Sal Hepatica 49c

Maxon Ointment \$1.00 Size 59c

Alcroid Powder 6oz. Size 36c

WILD ROOT HAIR TONIC 59c

LARGE \$1.10 SIZE

Preserving Powder Pkg. 9c

Saccharin Powder Pkg. 9c

Golf Tees Box of 100 18c

Pricky Heat POWDER 25c Size 11c

FALCON CAMERA CANDID TYPE

Sold Elsewhere at \$3.95

AT DAW'S NOW \$1.98

With genuine WOL-LENSAK lens. Uses standard 127 Kodak film, takes 16 pictures on a roll, has timing attachment, and latest type "spy-glass" eye-level finder.

LOWEST PRICE EVER SOLD!

Buy This New KLEENEX MULTICOLOR PACK Quality Plus Economy

288 OVERSIZE KLEENEX DISPOSABLE TISSUES 25c Box

Beautiful Shades of Green, Orchid, Peach with White in a new attractive Kleenex Package

You'll be proud to have this attractive box in your boudoir, on your vanity table, or in the bathroom. We recommend that you buy the new Kleenex Multicolor Pack. You will be delighted with the new size and this beautiful new package

25c 2 for 49c

FREE DELIVERIES On Any Purchase of \$1.00 or More

WITH THIS COUPON OLD-FASHIONED DRINKING GLASSES 5c

HEAVY BASE SAFETY-EDGE FULL 7-OZ. SIZE

Reg. Sold 10c Each

6 For 29c (Limit 12 Glasses)

WITH THIS COUPON LIFEBUOY SOAP 3 For 11c

(Limit 3)

WITH THIS COUPON FITCH'S HAIR OIL 9c

For Dry Hair & Scalp 35c SIZE

(Limit 2)

WITH THIS COUPON Milk Of Magnesia TOOTH PASTE 8c

25c SIZE

(Limit 2)

WITH THIS COUPON CARBONA SHOE WHITE 8c

25c SIZE

(Limit 1)

Combination Special!! 75c FITCH'S SHAMPOO And A Rubber Scalp Massage BOTH FOR 49c

Combination Special!! 50c DRESKIN And 25c Size BARBASOL Shave Cream FOR BOTH 39c

Dr. Scholl's New Super-Soft ZINO-PADS 31c

FOR REMOVING CORNS and other foot irritations caused by shoe pressure. Also recommended with KUR-TEX! don't come off in bath, don't stick to stockings!

BOX OF 12 CORN PADS

TRY Alka-Seltzer 49c

Quick Relief Of HEADACHES, COLIC, SOUR STOMACH, ACID INDIGESTION and MORNING MISERY

Regular 60c Size

FREE DELIVERIES On Any Purchase of \$1.00 or More

WITH THIS COUPON OLD-FASHIONED DRINKING GLASSES 5c

HEAVY BASE SAFETY-EDGE FULL 7-OZ. SIZE

Reg. Sold 10c Each

6 For 29c (Limit 12 Glasses)

BLACK FLAG SPRAY 35c Pint 14c

CASTOR OIL 2 Ounce Bottle 6c

PALMOLIVE SHAMPOO Lge. Size 23c

POCKET COMBS 10c Value 3c

50c Size PHILLIP'S MILK OF MAG 19c

BICARBONATE of SODA 1-lb. 8c

ASPIRIN TABLETS 10c Size Tin of 12 2c

HAARLEM OIL CAPS. 25c Size 18c

OLIVE OIL Reg. \$1.00 Pint Size 44c

15c Size Tincture Of IODINE 3c

TAR SOAP For Shampoo 15c Size 7c

CITRONELLA OIL 2 oz. bottle 11c

BAY RUM 50c Pint 23c

SHUR-OFF For Corns 35c Size 18c

A Guide To Better Buying in
More than 74,900 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. 39

THE ROCHESTER SUN, THURSDAY, JULY 27, 1939

10

74,900 COPIES DELIVERED



Advertisements
in This Week's
**ROCHESTER
SUN**
are a Directory to

**A HIGHER ORDER
OF MORE PLEASANT,
More COMFORTABLE
LIVING**

RIGHT now is the time to look about your home and see
where furniture replacements are needed...for right
now you can make those necessary purchases at the lowest
prices of the year. Shop the SUN, for, as always, merchants
reserve their biggest bargains for the pages of this paper which
has a reputation for saving its readers money.

Rochester's Leading Stores Bring You News of the

**AUGUST FURNITURE
SALES**

Business in Rochester Shows Marked Gain

Relief Load Boosted By W.P.A. Lag

Rochester's home relief rolls were bumped upward this week through a combination of W. P. A. layoffs and labor troubles. Welfare officials, however, declared that they expected a leveling off in new cases as soon as the resumption of W. P. A. projects absorbs a number now on relief.

Figures announced for last week revealed 325 new applicants, bringing the city's total number of relief cases to 9,491 for the week.

Home relief disbursements for the first six months of this year amounted to \$2,357,900.15.

Improper Lane Means Arrest

Pittsford State Police issued a warning to motorists who drive in the center lanes of the new four-lane West Henrietta road when not passing other vehicles.

The inner lanes are solely for passing, the troopers pointed out, and drivers who are caught breaking the regulation will not be warned, but arrested.

South American Tour Planned by Orchestra

An extended tour of South American cities is the itinerary for an orchestra of nine Eastman School of Music graduates, who will leave tomorrow aboard the Argentine from New York.

The group is headed by Carl J. Dengler, 40 Wellington Ave.

CHURCH BAZAAR SLATED

St. Peter and Paul's Church will hold a bazaar on the school grounds in Brown Street, to-night, Friday and Saturday evenings.

78th Division Veterans Plan Reunion at Dix

"Come and get it" will be the rallying cry at the 78th Division veterans reunion, scheduled for August 11 to 13 at Camp Dix.

Three days of complete relaxation are promised, as the boys plan to do their hardest work in attacking the productions of a crew of regular army cooks. Facilities will be perfect for bunk fatigue, and rights to unlimited argument will be accorded every veteran at the reunion.

Maximum fee for everything during the camp period is \$7, which will be scaled proportionately for those coming in after Friday noon. This fee includes meals, bed, admission to shows, range privileges, Association membership and subscription to The Flash.

Veterans intending to attend the reunion are asked to call Russell L. Pinkley, vice-president, 78th Division Veterans Association, Glenwood 6667-W.

Downtown Store Taken By Jewelry Concern

Charles I. Davis reports that he has leased to Wilson's, leading jewelers of Syracuse, property located at 205 East Main street for the Odenbach Company.

The lease covers a long term and extensive alterations are now being made for the space to be occupied.

Mr. Davis specializes in chain store leasing throughout the country and maintains offices in principal cities.

Try This Profitable Game

Would you like to receive a dollar bill as a gift?

Join the Lucky Bucks game and you may win a dollar.

Five names of Lucky Bucks winners appear in today's Sun. If your name is here, come to The Sun office, 419 Burke Bldg., and get your dollar.

Scouts Plan Big Pow-wow For August 5

Plans were under way to make the gathering of Boy Scouts of Red Jacket Council at new Camp Archbald, August 5, one of the biggest pow-wows in years, it was announced.

Scouts and leaders of more than fifty troops in Red Jacket Council will assemble at the new camp site at 2 p. m. for a "Green Bar Pow Wow" and camp dedication, according to the plans. Senior units in the Council will have charge of the program. The program follows:

2 p. m. — Registration and signing of the District Scrolls. Rover Crew 136, East Rochester.

2:15 p. m. — Inspection by Troops of a Model Patrol Camp. Explorer Troop, Parma Corners.

2:45 p. m. — Patrol songs and yells. Senior Patrol of Troop 14, Greece.

3 p. m. — Patrol games and stunts. Senior Patrol of Troop 207, Fairport.

3:30 p. m. — Model Green Bar Council meeting. Troop 14, Spencerport.

3:45 p. m. — General discussion.

4:20 p. m. — Songs.

4:30 p. m. — Supervised swimming.

5 p. m. — Patrol cooking by the individual Green Bars.

6:30 p. m. — Parade.

6:30 p. m. — Camp dedication. The District Scroll which will be personally signed by all participating Green Bar members will be placed in a box in the base of the flag during the dedication ceremonies.

Volume Attains Highest Level Since 1937, Figures Reveal

Business in Rochester is on the upgrade, according to figures compiled by the Statistical Committee of the Chamber of Commerce. This compilation shows that during June local business reached the highest level since December 1937, and the statisticians indicate that they believe this indicates the start of a period of steady improvement.

Business during June was 11 per cent ahead of June, 1938, and 2 per cent in advance of May, this year, reported the committee, of which Thomas E. Hargrave is chairman.

Encouraging the chamber economic observers were upward-reaching lines on charts representing check payments, retail advertising lineage, factory employment, factory payrolls, passenger car sales, building permits, real estate sales and many other important indices.

Factory employment, that showed a 20 per cent advance over June a year ago, was only 4 per cent behind June 1937.

Factory payrolls, that rose 26 per cent on June comparison, lagged behind the 1937 figures by 3 per cent, whereas the average weekly factory wage for last month, placed at \$30.84, was ahead of the average for June, 1937, \$30.35, and far in advance of the June, 1938 figure, of \$29.28.

The committee listed three common factors upon which continued improvement hinged: Continued building activity, maintenance of current consumer spending power and low inventories of consumer and industrial goods.

CLUB PICNIC
The seventh annual picnic of the 1st Ward Democratic Club and County-Ward Committee will be held Sunday at Schuetzen-Park. Nelson Zulauf is general chairman. All city and county committeemen have been invited to attend.

Ukrainian Orchestra Plays Here Thursday

Members of the Ukrainian String Orchestra will play at Ukrainian Workers' Forum, 975 Joseph Avenue, tonight at 8 p. m.

Unable to make their appearance here Monday night due to motor trouble, the troupe returned to New York.

Say You Saw It in THE SUN

REG. \$24.50 WELL-KNOWN
**INNERSPRING
MATTRESS**
\$11.95

REG. \$16.50 MELLOW MAPLE
**LADDER BACK
CHAIR**
\$9.85

REG. \$26.50 WALNUT
**CHINA
CABINET**
\$7.85

REGULAR \$75.00
**BLOND MAPLE
DAVENPORT**
\$35.00

REG. \$39.00 MAHOGANY
**VANITY
AND BENCH**
\$24.50

WEIS & FISHER'S
"BEST SELLERS" IN OUR AUGUST SALE OF

SAVINGS TO
50%
AND MORE!

**ONE-OF-A-KIND
CLOSE-OUTS**

Record-Reductions On Rochester's Finest
FURNITURE

More of those fast-selling one and few-of-a-kind items sought so eagerly by value-conscious people last week-end! Many prices below actual cost, to assure a quick sell-out of our entire stock of odd pieces. Come early, for the best will go first, as always... and we doubt that any will be left past closing time Saturday night!

ANYONE CAN USE
WEIS & FISHER'S Honeymoon Home Plan
Weis & Fisher's give you your choice from THREE plans of payment... regular charge account, weekly or monthly payments, or our exclusive Honeymoon Home Plan, wherein you may select ALL THE FURNITURE YOU WANT, with only \$10 deposit!

HUNDREDS OF
PIECES OF FINE
FURNITURE AT
REAL
GIVE-AWAY
SALE PRICES!

Reg. \$25.50
Maple Kneehole Desk **\$18.95**
Reg. \$28 Maple
4-1/2 Foot Bed **\$17.50**
Reg. \$160
Maple Bedroom Suite **\$110.00**
Reg. \$145
3-Pc. Dining Suite **\$119.50**
Reg. \$29.50
Walnut Vanity **\$22.50**
Reg. \$49.99
Blond Dresser **\$29.50**
Reg. \$24.50
Maple Dining Buffet **\$16.85**
Reg. \$149.99
4-Pc. Walnut Suite **\$79.50**

REG. \$162.50 GRAND RAPIDS
**LIVINGROOM
SUITE**
\$85.00

\$198.00 SILK VELOUR 2-PC.
**Chesterfield
SUITE**
\$139.50

REGULAR \$67.50 6-PIECE
**MAPLE
DINETTE**
\$41.50

REGULAR \$39.50 PINE
**CRASH
LOVE SEAT**
\$24.50

\$225.00 5-PC. HAREWOOD
**BEDROOM
SUITE**
\$149.50

WEIS & FISHER'S
"Rochester's Show Place
of Furniture Fashion"
80 CLINTON AVE. SOUTH
Open All Day
Saturday

**RIDGEWOOD
RIDING STABLES**
"Ride for Health"
Courtless Instructors
Corbett's Glen Rd. Mon. 5320

Mr. and Mrs. Frank L. Fomire of Monroe Parkway, and daughter, Virginia, and son Douglas, left Saturday for Grinnell Island, Thousand Islands, where they will pass two weeks.

QUALITY FOOD BARGAINS AT THE MOHICAN MARKETS AND BAKERY

BOSTON BLUE FILLET	2 lbs.	19c
PURE CIDER	In Your Own Jug	2 gal. 25c
SLICED WRAPPED BREAD	20-oz. Loaves	15c
MEADOWBROOK BUTTER	2 lbs.	49c
PILLSBURY'S BEST FLOUR	12 lb.	39c
BOSCH FRESH COFFEE	2 1-lb. Cans	49c
PURE PRINT LARD	2 1-lb. Pkgs.	13c
FANCY MEATY PRUNES	2 lbs.	9c
HOT DOG & SANDWICH ROLLS	doz.	12c
GIANT SIZE ANGEL FOOD	ea.	23c
RED SHAFFER BERRIES	qt.	10c
YELLOW BANTAM CORN	dz.	19c
SMALL PLUMP FOWL	lb.	18c
SPRING LEG-O- LAMB	lb.	25c

THE HOME OF MEL-O-SMOKE HAM

365 EAST MAIN 214 WEST MAIN 366 LYELL AVE.
441 MONROE AVE. 688 THURSTON ROAD
478 NORTH GOODMAN 466 LEWISTON AVE.
and the MOHICAN BAKERY STORE—184 State St.

Pull up A Chair

By Neal O'Hara



NEAL O'HARA

This is a fine time to bring up the subject, but next time you buy a \$10.00 mink coat, be advised that animal fur consists of 98 per cent air by volume and the other per cent fur—on the say—so of an eminent Yale physiologist... Overhauled by a motorcycle cop for doing 80 miles an hour, a Salt Lake City young man alibied, "You can't arrest me for speeding, officer. I admit I was steering the car, but this guy in the front seat with me had his foot on the accelerator..." Swelter statistics: The average normal adult perspires from a pint and a half to five pints a day. And about 2 per cent of that perspiration is solid matter, chiefly salt, fatty and neutral acids.

Both the presidential Roosevelt Teddy and Franklin D. have been shot at by would-be assassins. The deranged Zangara aimed at the president-elect, F. D., at Miami a month before his 1933 inaugural, killing Mayor Cermak of Chicago, and back in 1912, when Teddy was running for President as a Bull Moose, a crank named John Schrank fired a bullet at him in Milwaukee, but it was deflected by a manuscript in T. R.'s breast pocket and caused only a superficial wound.

Today's favorite gag: HOTEL GUEST (to maid)—"I left my wallet containing \$75 under my pillow." MAID—"Yes, sir; I found it and I appreciate your kind thought." Tests have shown that the heat from the sun's rays may kick up a temperature as high as 148 degrees on the roof of a house. After much discreet nosing about, the society band leader, Meyer Davis, finally turned up the fact that the two popular songs most favored by Britain's Queen Elizabeth are "Smoke Gets in Your Eyes" and "I'll See You Again." Maybe we should call 'em the "Smoky" instead of the "Smoky." Anyway, today 10 times as much soap is sold in the United States as half a century ago.

The highest price ever paid for a soccer player in the English professional league was the \$65,000 that changed hands when the Babe Ruth of that pastime went from Wolverhampton to the London Arsenal outfit. Of course the notion that fish is an excellent brain food has long since been thrown overboard, but research at Harvard and other places has revealed that sugar is really the only food on which the brain feeds. The sugar, combined with oxygen, generates the fuel for the electric waves that pulse through the brain's nerve cells. As an example of how the smaller fry have been shaken out of the American automotive industry, last year only 11 companies or groups produced passenger cars on a regular basis. And of those 11, the Big Three accounted for about 90 per cent of the sales.

It certainly pays to: This classified ad appeared recently in the North Loup (Neb.) Enterprise: "WANTED—A good, drenching rain for the North Loup Valley. Will trade dry weather." On the very next day a drenching rain of 1.42 inches fell. The word "hockey" is derived from the French word "hoquet," meaning a shepherd's crook, with which the game was originally played. You get an idea of Hollywood's skill at gate crashing on learning that after 400 persons had been invited to a major shindig there, 700 called up to announce their acceptance and about 1000 showed up at the affair.

A Chicagowoman's hobby is collecting the discarded neckties of Congressmen. If you can imagine it. Of the last 250 she received, she made a rug, with an old four-in-hand contributed by Speaker Bankhead as the center piece. An elephant's temperature taken at different parts of its body at one time will vary as much as 1 1/2 degrees. As a favor to a friendly nobleman, Czar Nicholas I. not only annulled the week-old marriage of the former's son to a girl of lowly origin, but he issued an imperial decree that she "shall be considered a maiden." When the city of Quebec recently slapped a 10 per cent municipal amusement tax on all theater tickets, 11 of the city's movie theaters promptly closed up as a protest, causing the populace to jam the ferries for Lewis, just across the river, where two taxless cinema houses operated.

Distributed by McNaught Syndicate, Inc.

Say You Saw It In THE SUN



SUNDAY DINNER on the Sky-Cooled SUMMER TERRACE Atop the Sagamore

Listen to Music by
TOM GRIERSON
at the Sagamore Organ as
you enjoy...
the Sagamore Special

SUNDAY DINNER

Boneless Chicken Fricassee
with Home Made
Tea Biscuits or Egg Noodles \$1
Service complete with Chilled Florida Fruit
Supreme or Soup du Jour; Potatoes; Fresh
Vegetables, Salad, Dessert and Beverage.

Other Full Course Sagamore Dinners to \$1.50
The Sagamore calls your attention to
its Home Made Rolls and Pastries

SAGAMORE HOTEL
111 East Avenue

Mrs. Vivian H. Miller, 67 Ashland Street

ATLANTIC SUPPLIES Mid-Summer Specials FOR FINER QUALITY Yet Lower Cost HOT WEATHER MEALS

Jumbo, Marrow
BEANS
For a Finer Hot Dish
2 lbs. 13c
Wagner
TOMATO JUICE
46 oz. can
2 cans for 29c

Appetizers For
Summer Luncheons
ANTIPASTO Jar 29c

ANCHOVY
PASTE Tube 15c

ANCHOVIES
Roller Flat, 2 for 25c

NUT MEATS
For Nourishing
Summer Dishes
Walnuts 43c
Pecans 53c
Black Walnuts 43c

Jumbo PRUNES 15c
PIMENTOS, 2 for 11c
Fancy SHRIMP, can 15c
Free parking on 50c purchase.
Free city delivery on \$1.00 purchases. — A charge of 10c on smaller amounts — Phone in your order.

Atlantic Supply
79 St. Paul St. — HOUSE — MAIN 4173



WIN MOVIE TICKETS

To see every emotion the screen can ever give you... All in one magnificent picture "Four Feathers" starring Ralph Richardson, C. Aubrey Smith, John Clements and June Duprey. Released thru United Artists.

- 1 Name 4 people who play in "Four Feathers"
- 2 Who is the producer of this picture?
- 3 What new male star plays the lead?
- 4 Thru what studio is "Four Feathers" released?
- 5 What part does John Clements take?

Loew's Theater and The Rochester Sun invite the first 25 persons who send in correct answers to the above to see: "Four Feathers" ... All answers will be judged on neatness and accuracy.

OPENS AT LOEW'S THURSDAY AUG. 3rd
LOEW'S THEATRE
Hurry! Address All Replies To:
CONTEST EDITOR—ROCHESTER SUN

Emerson Radios In Big Demand

In a current showing of new 1940 Emerson Radio models, local dealers are emphasizing the advantages of radio for every purpose—living room, bedroom, kitchen, playroom, as well as offices and for outdoor use. The new Emerson line, consisting of 83 models, comprises table sets, radio and phonograph combinations, self-powered portable sets, consoles and farm radio. There is also a universal portable, which plays both on batteries and electric current. Price range is from \$7.95 to \$99.95.

According to Rochester Norge Corp., 42 Selo St., Emerson distributors for this territory, the demand for Emerson sets during the last 12 months was approximately 100 per cent greater than during the preceding year. This record of the world's largest maker of small radios is regarded as being exceptionally outstanding in view of the fact that no other business achieved such proportional increases in that period.

Among the recent set developments of Emerson engineers are inner-center loop antenna which makes outside aerials unnecessary and improves the reception qualities of the set. Another feature is the eye-ease-dial, which makes for easy reading even in dimly lighted rooms. A new type of automatic tuning has been developed by Emerson and this is termed key-touch-tuning, which operates similar to the touch of the piano key and brings in the desired station accordingly. The miracle tone chamber and staybent cabinet construction are exclusive developments by Emerson.

Rochester Norge Corp., distributors, state that virtually every dealer in this territory has stocked the new 1940 Emerson merchandise and are ready for store demonstrations.

C. E. Skoglund Heads
Heating Company Here
General Heating and Equipment Company, Inc., 101 East Avenue recently organized in Rochester to handle Delco-Heat products, is under the direction of C. E. Skoglund, associated with Delco products for more than fourteen years.

Bollers, stokers, air-conditioners and water heaters will also be distributed by the firm.

GUILD NAMES HISTORIAN
The Genesee Senior Drama Guild has elected Marian Coco historian. The group will meet Monday evening in Genesee Institute, 10 Lake St., under direction of Joseph C. Pedulla.

Members of the Monday Literary Club had luncheon on Monday at the Oak Hill Country Club. Miss Mary McCarthy of Clay Avenue, reviewed the book.

FURNITURE
RECONDITIONED
Re-upholstering, Refinishing 2-pc. Suits recovered in fireproof \$20.00. Occasional Chairs, \$25.00; Canebeds, \$7.50

Textile Upholstering Co.
MAIN 4833

Young man, former Manhattanite, light car, 600,000 miles without accident, special private car plates, take up to four, World's Fair, tour New York, anywhere, reasonable, Post Office Box 321, Rochester.

Kodak Receives U. S. Contracts

Contracts totaling \$127,040 for X-Ray film have been awarded to the Eastman Kodak Company by the War and Navy Departments, according to word received here.

The War Department awarded a contract for \$91,200 and the Navy Department awarded the company a contract for \$35,840. Also awarded a contract by the Navy Department, the Garlock Packing Company, Palmyra, will supply the department with merchandise costing \$39,278.

SALE OF 1939 CHRYSLER and PLYMOUTH

Official Cars and Demonstrators at Reduced Prices. New Car Warranty of course, plus a Liberal Allowance for your present car.

C.W. FIELDS, Inc.

167 COURT ST.
Chrysler-Plymouth Distributor

Mrs. Margaret A. Cunningham, 3 1/2 Ray Terrace

HOW TO SERVE AN AVOCADO

A lady we know had heard of avocado pears, but never had tasted them.

Curiously finally got the better of her. She bought one, then realized she wasn't quite sure how to serve it. Our Home Service Department came through with this advice:

Chill the pear. Peel and remove seed, then serve in slices or cubed in salad with French dressing or lemon juice.

If you, too, are interested in trying new things, we're sure you will want to try a new CP gas range. Its 22 new features give cooking perfection and save you time and money.

For the price of an avocado pear, a CP gas range will cook your meals for days and days.

"Gas and electricity give you more for your money than anything else you buy."

ROCHESTER GAS & ELECTRIC CORPORATION

JOIN THE BUCK HUNTERS!

There's gold in the columns of the SUN! ... not only in the extra bargains as well! Each week there'll be names of five or more SUN readers. If your name is there, you've found a buck! Call at the SUN offices, 419 Burke Bldg., identify yourself, and collect your dollar! It's as easy as that! Start now and read SUN ads every Thursday!

FIVE BUCKS or More!

Given Every Week
to Readers of the
Rochester Sun!

DOLLARS HIDE
BETWEEN THE ADS
IN THE SUN... WATCH
FOR YOUR NAME!

GET OUR SPECIAL INTRODUCTORY OFFER ON THIS KELVINATOR

THE ONE REFRIGERATOR WITH ALL THESE FEATURES

- ONE PIECE CABINET
- AUTOMATIC DEFROSTING
- LARGEST COLD CHEST
- 60-POUND VEG. BIN
- QUIET HERMETICALLY SEALED UNIT
- TWO LARGE CRISPERS, GLASS TOPS

Model K-8 Illustrated

\$119.95 ONLY UP 15c A DAY

NO FINANCE
COMPANY TO PAY!

MARINE TIRE AND SUPPLY CO.

282 Joseph Ave.

JamoShanter STOCK ALE
ROCHESTER'S FINEST
and Largest Selling STOCK ALE
DRAUGHT • BOTTLES • EVERYWHERE
More Hops • More Malt • More Age
AMERICAN BREWING CO. • Rochester, N. Y.

Miss Mary H. Pyott of Arnold Park, and Mrs. H. E. Swery of Rutgers Street, left Sunday by motor for Blue Mountain Lake, Adirondacks, where they will pass a week.

SHIRLEY'S BEAUTY SHOP
Permanent WAVE \$1.50
Located in **KRESGE'S** 5c TO \$1.00 STORE
134 E. MAIN ST. Near St. Paul—In Basement
Main 9080

The Way to a Man's Heart

BY IRENE MUNTZ

With August right under our noses, we find the fruit stores starting to blossom with baskets of peaches and pears and soon every drive we take in the country we'll find the roadside stands tempting us with their golden loads. Now that you've gotten your quota of berries and cherries made into gleaming jams and jellies, it's time to lay plans for putting up the next batch of fruits.

Both peaches and pears combine deliciously with other fruits to make mouth watering jams and preserves. Pears, especially, being a bland fruit, require the addition of stronger flavors to produce the best jam. Lemons are a versatile fruit that seems to combine and improve any other fruit to which we add them, so that we're using them together with other ingredients in both of our pear jam recipes.

For best results in making jams, boil rapidly and stir frequently. This assures best color and flavor. A candy thermometer may be used to test the doneness, 220 degrees F being the temperature to which the jam should be cooked. Of course, a thicker jam may be developed by cooking the mixture longer, if desired.

When the jam is done, skim and allow to stand for 5 minutes before pouring into glasses. This distributes the fruit so that the syrup doesn't go to the bottom, leaving the pieces of fruit at the top of the glass. Pour paraffin on the jam as soon as it is in the glass. The second day add more paraffin to make sure it is sealed. Cover with metal tops or round of paper. If jam seeps through the paraffin, watch for fermentation. It may be necessary to boil jam over. If jiffy seals are used, they should be wet and put on glasses as soon after pouring as possible while the jelly is very hot.

These ginger pears are grand to serve with meats or on hot biscuits. If you plan to use some of your jams for gifts, you'll find these will be especially well liked and their difference in flavor frequently commented on.

GINGER PEARS
3 lbs. hard pears 1/2 c. preserved ginger
3 c. water Juices and grated rind of 3 lemons
4 lbs. sugar
Peel pears, remove cores and slice. Add water to pears and cook until tender, but not soft. Add rest of ingredients and cook until thick and clear. Fill hot clean jars and seal.

This fig pear conserve is delicious used as a filling for cake or cookies. It is equally good on hot biscuits for lunch or a between meals snack.

FIG AND PEAR CONSERVE
4 lbs. hard pears Juice and rind of 2 lbs. figs
3 lbs. sugar

Peel pears, remove cores and weigh. Put through food chopper with figs, add lemon juice and rind the sugar. Bring to the boiling point and cook until thick and clear. Pour into hot, clean jars and seal.

Let's not forget that peaches make very popular jams. This combination of peach, orange, and pineapple will start the day right for you when you take the first bite of it on your morning's toast.

PEACH ORANGE AND PINEAPPLE JAM
4 c. diced peaches 1/2 c. orange juice
2 c. crushed pine-jules of 2 oranges
apple (fresh or juice of 1 lemon canned) 4/5 c. sugar
grated rind of 1
Mix ingredients in the order given, bring quickly to the boiling point and cook until thick and clear. Pour into hot sterilized jars and seal.

A.L.P. Picnic To Draw 10,000

Third annual picnic of the American Labor Party, August 5, in Schenectady Park, is expected to attract more than 10,000. The prediction is based on increased advanced sale of tickets over last year, as reported by Al Sherman and Jack Stark, heads of the ticket committee.

Principal speaker will be Representative Vito Marcantonio of New York City. Other orators will be George B. Kelly, administrator for New York State of the Federal Wage and Hour Law; Michael E. Reed, county chairman of the A. L. P., and John H. Cooper, president of the C. I. O. Industrial Council. Sports and recreational activities will round out the program.

U. S. Rejects Great Sodas Bay Project

Proposals for further improvements in Great Sodas Bay Harbor were rejected by the Board of Engineers, War Department, because the existing improvement project will be adequate for present and future commerce, a dispatch from Washington said.

The existing project provides for a channel twenty-two feet deep in the lake and twenty feet deep between the piers. Contracts for the project will be advertised during this season, according to Col. L. B. Frazer, of the Engineering Corps.

Secretary Named By Central YMCA

Appointment of Ward M. Gray of Chicago's Hyde Park YMCA as young men's secretary of Central YMCA here, effective Aug. 15, was announced by Allen Kappelman, chairman of the "Y's" young men's division.

Gray, 39, will replace James Bunting who left June 1 for association work in New Haven, Conn. Holder of a degree from McAllister College, he has done graduate work in the University of Chicago and George Williams College.

NEW DEPUTIES NAMED
Sheriff Albert W. Skinner today has two new special deputies on his staff. They are Owen Lee, 165 Lake Bluff Road and Joseph Fazio, 176 Oak Street.

Horseback Riding

Over beautiful trails in vicinity of Irondequoit Bay, Lake Ontario.

COUPON
FREE one-half hour of riding when you ride for an additional half hour.

THREE HOURS NIGHT RIDING, FROM 8 TO 11 P.M., ONLY \$1.50

RIDGETOP STABLES
3000 Ridge Road East
Phone Reservations Nona Culver 4317

JOHN KLUGE, Prop.
Free Instruction

ONLY AT WEGMANS

Wegman's Quality
PRIME-STEER, JUICY GRAIN-FED

Shoulder Roast

BEEF

More of those tender juicy shoulder roasts cut from prime, fine-grained steer beef. Serve a Wegman's beef roast for Sunday's dinner... and the whole family will be satisfied.

17c lb.

FRESH BONELESS ROLLED LAMB ROAST lb. **21c**

...can you obtain the utmost of these three factors which make for greatest food-value!

★ **VARIETY**
★ **QUALITY**
★ **ECONOMY**

Wegmans **GUARANTEE**

Their Grocery Prices

To Be The

LOWEST

IN TOWN!

BAKERY FEATURE!

PLAIN, RAISIN OR MARBLE

POUND CAKE

15c lb.

GIANT KELLOGG'S

CORN FLAKES

9c pkg.

2-LB. AMER. OR BRICK

KRAFT'S LOAF

39c box

- 8-OZ. PKG. FRENCH'S HASTY TAPIOCA ... 9c
- HALF POUND BLACK FOOT'S TEA, pkg. ... 35c
- 3-OZ. PIECES AND STEMS MUSHROOMS, can ... 10c
- 1/2 POUND JAR PURE Peanut Butter ... 23c
- QUART JAR SWEET Mixed Pickles ... ea. 15c
- QUART JAR SWEET PICKLES ... 19c
- QT. JAR MIRACLE WHIP SALAD DRESSING ... 32c
- QT. JAR GREEN GABLES SALAD DRESSING ... 23c
- 28-OZ. BOTTLES ASSORTED POP, 4 for 25c
- EMPIRE STATE BRAND BEER & ALE, 4 bottles 25c
- QUART BOTTLE GENESSEE BEER & ALE, each ... 19c



NORTHERN TISSUE

Now Offered at

2 ROLLS FOR 11c

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. Unquestionably America's finest butter for table and cooking.



NOW! PER POUND

28c lb. roll

Wegmans
HOME OWNED FOOD MARKETS

FREE PARKING
For Customers at All Stores

Mr. and Mrs. Vilas M. Swan the weekend at Henderson Har-keley Street, will leave August of Newcastle Road, and their bor. 1st for Swampscott, Mass., where daughter, Dorothy Swan, passed. Miss Marie R. Sanford of Ber-she will pass several weeks.

AT ACHTER'S

COUPONS

GODD ONE WEEK THURS. JULY 27th THRU WED. AUG. 2nd

COUPON 40 PT. WAX PAPER 4c In Cutter Box	COUPON Children's POLO SHIRTS 16c Val. 25c	COUPON Men's White HDKFS. 1 1/2c
COUPON Ladies WAVE NETS 3c	COUPON 3 Ounce Absorbent COTTON 6c	COUPON Single Edge RAZOR BLADES 15c Pkg. of 20
COUPON ROLL GARTERS 2c pr.	COUPON SNOW BOY WASHING POWDER 1 1/2c	COUPON Davis BAKING POWDER 7c

WATCH OUR E. MAIN ST. WINDOWS FOR REAL VALUES!

ACHTER'S BARGAIN ARCADE
387 E. MAIN ST. Near GIBBS ST.
Phone Stone 1820-1881-1882 • Right Reserved to Limit Quantities

AT ACHTER'S

EVERY DAY IS BARGAIN DAY



"WHY YOU SHOULD VISIT LAUER'S TO SEE WHAT IT MEANS TO YOU PERSONALLY"

Lauer's August Sale

A Word About Lauer's—The Store Itself

UNDISTURBED through the fevered crises of the past 20 years Lauer's Store has maintained a steady pace of progress. Unmindful of today's tendencies toward cheapening merchandise, Lauer's has been ever careful to grow step by step from modest beginnings to a large store, through the medium of ever better quality merchandise and fair presentation of facts through advertising. Ever watchful to maintain quality standards, Lauer's, after nearly 20 years of progress, has gained a place in the furniture industry where their store is regarded as one of the leaders in their field.

NOW—during Lauer's August Furniture Sale—You will find wider assortments in all price ranges than at any other time of the year. Every department is giving out special values and bringing the finest in both traditional and new styles. We can honestly tell you that at no time during the year will prices be any lower than during our August Sale—Because it is at this period that we strive to give the greatest possible values. It is smart to pre-determine your wants and buy during our August Sale... Even if you are not yet ready for delivery, have your merchandise put in Hold Order—it pays to take advantage of the unusually low prices that prevail during the month of August.

Lauer's
50 STATE STREET

USE LAUER'S CONVENIENT BUDGET PLAN

STORE OPEN SATURDAY, JULY 29th, FROM 8:30 A.M. UNTIL 5:30 P.M.

WITH PRICES THE LOWEST IN MANY YEARS..

Rochester's Greatest BEDROOM BARGAIN

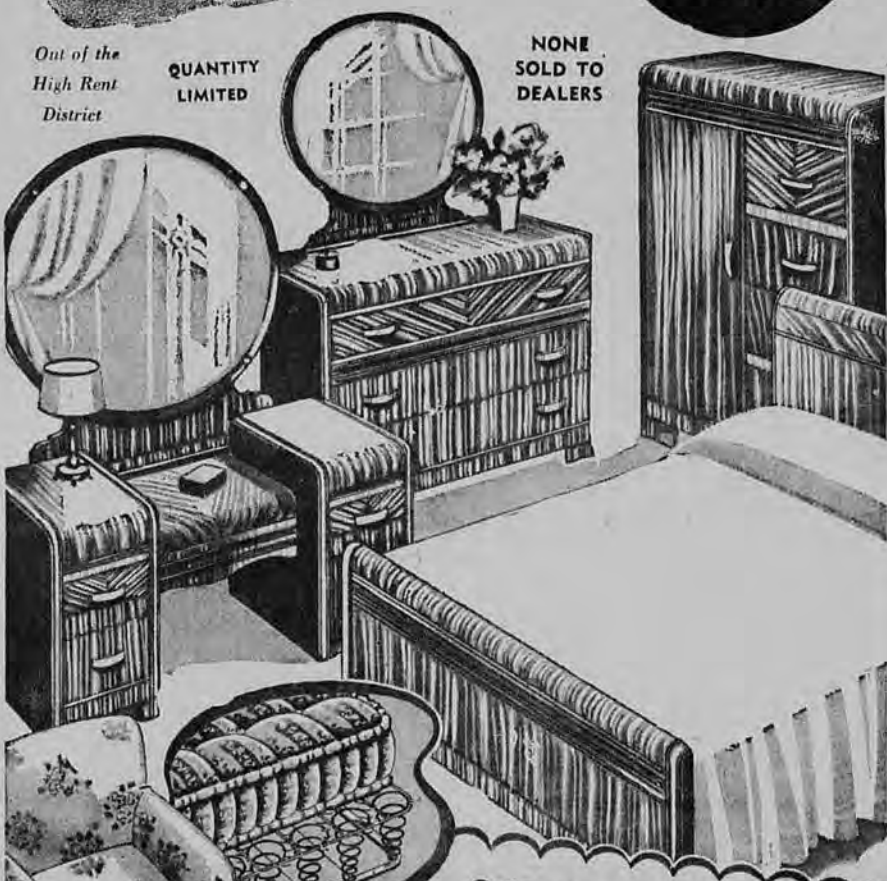
A word to the wise is sufficient

AUGUST
SALE
"BUYS"

Out of the
High Rent
District

QUANTITY
LIMITED

NONE
SOLD TO
DEALERS



COMPLETE 14-PIECE BEDROOM GROUP

- FULL SIZE BED
- DRESSER OR VANITY
- CHEST OF DRAWERS
- BOUDOIR CHAIR
- COIL SPRING MATTRESS
- 2 PILLOWS
- BED SPREAD
- PAIR BOUDOIR LAMPS
- THROW RUG

Style, distinction, and fine construction... plus the added advantage of all the extra pieces that go to make a COMPLETE modern bedroom. Easy to pay the MAJESTIC way... \$3.50 down delivers.

\$69

OPEN ALL DAY SATURDAY

\$3.50 Down Delivers

2

Years to Pay
the Majestic Way

This Beautiful

11-Piece LIVING ROOM GROUP IS ONLY

An outstanding living room outfit, with all the following pieces included at this record-low price! See it at MAJESTIC... a positive indication of the way in which our low-rent location saves you money! A small deposit holds for future delivery.

- LUXURIOUS DAVENPORT
- COMFORTABLE LOUNGE CHAIR
- TWO END TABLES
- COFFEE SERVICE
- COFFEE TABLES
- FLOOR LAMP
- TWO TABLE LAMPS

\$69

\$3.50 Down
Delivers



Easy to Buy... Easy to Pay, at...

MAJESTIC Furniture Company
204 COURT ST.
Just a Step From Clinton

Out of The High-Rent District

Value of Asking Bid Seen In Progress to Small Slam

By VIRGINIA LEVY

Although the Asking Bids are no longer considered a regular part of the Culbertson System, the use of them being entirely optional, there are, nevertheless, many players who still use them to decided advantage.

The hand which follows was played in a local tournament recently and only one pair succeeded in reaching the small slam in diamonds, and that particular pair was using Asking Bids.

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

South was the dealer and the bidding went as follows:

WEST NORTH EAST SOUTH

1 Diamonds Pass 2 Diamonds Pass 3 Diamonds Pass 4 Clubs Pass 5 Diamonds Pass 6 Diamonds Pass 7 Diamonds Pass 8 Diamonds Pass 9 Diamonds Pass 10 Diamonds Pass 11 Diamonds Pass 12 Diamonds Pass 13 Diamonds Pass 14 Diamonds Pass 15 Diamonds Pass 16 Diamonds Pass 17 Diamonds Pass 18 Diamonds Pass 19 Diamonds Pass 20 Diamonds Pass 21 Diamonds Pass 22 Diamonds Pass 23 Diamonds Pass 24 Diamonds Pass 25 Diamonds Pass 26 Diamonds Pass 27 Diamonds Pass 28 Diamonds Pass 29 Diamonds Pass 30 Diamonds Pass 31 Diamonds Pass 32 Diamonds Pass 33 Diamonds Pass 34 Diamonds Pass 35 Diamonds Pass 36 Diamonds Pass 37 Diamonds Pass 38 Diamonds Pass 39 Diamonds Pass 40 Diamonds Pass 41 Diamonds Pass 42 Diamonds Pass 43 Diamonds Pass 44 Diamonds Pass 45 Diamonds Pass 46 Diamonds Pass 47 Diamonds Pass 48 Diamonds Pass 49 Diamonds Pass 50 Diamonds Pass 51 Diamonds Pass 52 Diamonds Pass 53 Diamonds Pass 54 Diamonds Pass 55 Diamonds Pass 56 Diamonds Pass 57 Diamonds Pass 58 Diamonds Pass 59 Diamonds Pass 60 Diamonds Pass 61 Diamonds Pass 62 Diamonds Pass 63 Diamonds Pass 64 Diamonds Pass 65 Diamonds Pass 66 Diamonds Pass 67 Diamonds Pass 68 Diamonds Pass 69 Diamonds Pass 70 Diamonds Pass 71 Diamonds Pass 72 Diamonds Pass 73 Diamonds Pass 74 Diamonds Pass 75 Diamonds Pass 76 Diamonds Pass 77 Diamonds Pass 78 Diamonds Pass 79 Diamonds Pass 80 Diamonds Pass 81 Diamonds Pass 82 Diamonds Pass 83 Diamonds Pass 84 Diamonds Pass 85 Diamonds Pass 86 Diamonds Pass 87 Diamonds Pass 88 Diamonds Pass 89 Diamonds Pass 90 Diamonds Pass 91 Diamonds Pass 92 Diamonds Pass 93 Diamonds Pass 94 Diamonds Pass 95 Diamonds Pass 96 Diamonds Pass 97 Diamonds Pass 98 Diamonds Pass 99 Diamonds Pass 100 Diamonds Pass

There was very little to the play. West opened a spade and declared won in his own hand with the king. Trumps were drawn and clubs led. West's ace of clubs was the only trick the defense got, and the slam was made.

South's opening two bid was close, but correct, as the hand contained five plus honor tricks, with but four losers. North had a trick and a half and was therefore entitled to give a positive response. While he could have shown another suit by bidding three clubs, he preferred to raise diamonds in order to set the trump suit and thus provide his partner with an immediate opportunity to use an Asking Bid if he found it advisable.

It can be seen that the problem confronting South was the possibility of two immediate club losers. If East and West had both the ace and king of clubs, also that he has the ace of spades. The slam may now be bid with perfect safety.

On analysis, it can be seen that it would be exceedingly difficult to reach a slam contract without the use of the Asking Bids. Even the Four-Five No Trump Convention would present difficulties, because South would be afraid to bid Four No Trump on account of the possibility of a five spade response by his partner, which would force

him into a six diamond contract which might not be there.

It is a hand like the above which proves that Asking Bids certainly should have a place in modern bidding methods.

Bids of Chili Rd. Bridge Open Until August 9th

Bids for the proposed reconstruction of the Chili Road bridge and west approach over the Barge Canal will be received until August 9 at 1 p. m. It was announced by the State Division of Highways of the Department of Public Works. Estimated cost of the project is \$98,847.50.

The new bridge specifications call for a 148-foot truss span with a forty-four foot concrete approach.

Rochester Youth Gain Promotions in C.M.C.T.

Merwin C. Wall of 333 Selye Terrace and James Pailot of 100 Aurora Street, attending the Citizens Military Training Camp at Fort Henry, N. J., have been promoted to the rank of corporal, it was announced by officers in charge.

The two Rochester youths are members of the Flower City contingent which entered the camp for their annual tour of duty.

H.R. Bowdy Named To Naval Academy

Harland R. Bowdy, eighteen, 791 Atlantic Avenue, is a midshipman at the U. S. Naval Academy at Annapolis.

Bowdy, son of Mr. and Mrs. Lawrence W. Bowdy was recommended to the post with three other candidates by former Representative George B. Kelly. The other three failed to pass the entrance examination.

Bowdy attended East High School, where he distinguished himself as an athlete and fencer.

Social Workers School Planned

Professional and volunteer social workers will attend the fall institute of the New York State Conference here October 16 and 17.

Nineteen courses have been scheduled for the two-day "school" which is held annually to give the social workers an opportunity to broaden their knowledge of methods. They will also discuss problems which have arisen during the year.

Dr. David C. Adie, state commissioner of social welfare and others prominent in social work, will be instructors. Miss Mary B. Hoelinger of Albany, secretary of the State Conference on Social Work, is in charge of registration for the session.

LINCOLN'S
Have Your Photo taken
4-8 PROOFS
\$1.00 8-10 BUFF PORTRAIT
THE POLYFOTO WAY

\$20,000.00 WON
BY BINGO PLAYERS AT THE
HIPPODROME
A COOL PLACE TO SPEND THE EVENING

Every Monday Night
ADMISSION ONLY **40c**

184 CLINTON AVE. N.
(Roller Dome)
Just a Step from Andrews.
JOIN THE PARADE OF WINNERS!

Everybody Plays
BINGO!
THURS.-FRI. & SAT.
at the
HOLLYWOOD BINGO HALL
35 PULLMAN AVENUE
(Just A Step From Kodak Park)

FREE ENTERTAINMENT

• HAVE GIVEN AWAY OVER \$12,000.00!
• MORE THAN 60 WAYS TO WIN!
• WE PLAY TO CAPACITY CROWDS!
• 350 PEOPLE HAVE ENJOYED AIR-PLANE RIDES!
• COME AND JOIN THE SKY PARADE!

Free RIDES More Fun than a 3 Ring Circus Admission Only **25c**

THE WILLIAM SIMON BREWERY
OF BUFFALO, N. Y.

Announces the Appointment
of
BERGER-KLEIFGEN CO., Inc.
10 Public Market Rochester, N. Y.
Phone Culver 3300

As DISTRIBUTOR For
ROCHESTER and MONROE COUNTY

Simon Pure
BEER and ALE in Steinie, Standard and Quart Bottles
Highest Quality Known to Brewing Industry

Empire Textile Weaving Co.
IRENE HENBURY
Weavers & Menders
Tears, Moth Holes, etc.
Burns renovated and made invisible in garments, sweaters and linens.
100 Burke Bldg. 5 St. Paul St.
Est. 1929 STONE 3122

BINGO
West Avenue Manor
Corner West Ave. & Hancock St.
Every Mon., Wed., and Fri.
23 GAMES for 25c
8 P. M. Sharp

BINGO
GLIDE HALL
SHARP
EVERY THURS. and SUNDAY
1203 JAY ST. cor. GLIDE ST.
Mc Read via Jay St. Bus
23 GAMES - 25c

ROGERS SILVERPLATE
LESS **1/2**
THAN
REGULAR VALUE

Coupon redeemable at Rochester Sun Office, 419 Burke Building, or at the following Stations:

- JOSEPH AVE. PHARMACY 231 Joseph Ave.
- DEL-AY PHARMACY 1462 Monroe Ave.
- CARR PHARMACY Genesee cor. Brooks
- FINE'S PHARMACY 139 Park Ave.
- KEY DRUG STORES 92 Main St. East
- 470 N. Goodman
- 146 Monroe, 242 Goodman
- MANDELL PHARMACY Portland cor. Norton
- SILVER'S PHARMACY 415 Thurston Road
- RUDNER DRUG STORES 64 Plymouth Ave. S.
- 609 N. Clinton
- SMALLINE PHARMACY 221 Ridge Road

Salad Fork 54c
Soup Spoon 54c
Tea Spoon 54c

Here's your coupon for your ROGERS SILVER. Bring it to the SUN office, 419 Burke Bldg., or to any of the stations listed above.

Name _____
Address _____

Mrs. Spencer Cook of New-bridge club for luncheon on castle Road, entertained her Wednesday in her home.

Rochesterian Books Clipper Passage

Mrs. George B. Levy, 28 Westchester Avenue, veteran air traveler, today has her passage booked for a flight to Foyne, Ireland, in the new transatlantic Clipper next Saturday. Mrs. Levy says that she has waited a long time for the trip. She will motor to New York Thursday. Boarding the Clipper Saturday at 7:30 a. m. she will land in Ireland in time for breakfast Sunday morning. She will meet her husband, who sailed July 12. Mrs. Levy makes a trip to Europe every two years to visit her family, the O'Days, and to view Paris fashions.

Guardsmen Back From Training

Rochester National Guardsmen were back in civilian mufti today, reporting to their jobs in factory and office after a two weeks' training period at Camp Smith, Peekskill. Sham battles held at dawn were highlights of the two-week period as blank ammunition was used to drive the "enemy" back from the trenches. Other Rochesterians are in camp at Quantico, Va., and will return Saturday. They are members of the Reserve Marine Corps. Rochester members of Company A 102nd Medical Regiment train for Plattsburg August 13 for a two-week period and the naval militia will take a two-week cruise in August.

Erie Social Club Set For Picnic Sunday

Plans for the Erie Social and Athletic Club picnic at Woodhead's Farm, West Henrietta Road, this Sunday at noon, are complete, according to J. G. Conley, chairman. More than 2,000 persons are expected to attend. Assisting Conley will be William Farnum, treasurer and Harry Reed, secretary.

Mrs. Edwin C. Smith of Sandringham Drive, entertained at luncheon and bridge on Tuesday in her home. Mr. and Mrs. Henry Lampert formerly of Crossman Terrace, are now occupying their new home in Oxford Street.

BARGAIN!
40 Spinet Back Chair
Painted, New, Cost \$150 **\$50c**
Refrigerator,
75 lb. Capacity **\$50.00**
RALPH'S CAFE
408 St. Paul St. Cor. Gorham St.

RUGS \$1.00
Cleaned and Steamed, 9x12
Cleaned and Shampooed... \$2.00
Cleaned Striped, Shampooed,
Sized and Moth-proofed \$3.00
Three-Piece Living Room Set,
Cleaned, Steamed and
Demolished... \$10.00
Oriental Rug, Washing Slightly
Higher.
All work guaranteed to be satis-
factory or refunded free of charge
ELTER CLEANING CO.
34-44 Arthur St.
Glenwood 3466

WE'VE GOT THE Low Prices

BERGHASH

WINE & LIQUORS

2 1/2 YEARS OLD STRAIGHT BOURBON WHISKEY

Compare \$1.95 Value **\$1.59** FULL QUART

3 QUARTS \$4.50

A smooth, well balanced whiskey of exceptional flavor and bouquet

Distilled Dry GIN

100% Neutral Spirits Distilled From Grain

Compare \$2.00 Value **\$1.49** FULL QUART

A balanced Gin that is neither too pungent nor too mild but smooth and velvet tasting

90 Proof Distilled DRY GIN

New! 3 WAY BLOW OUT PROTECTION

Diamond SUPERLOX

LOW EASY TERMS

INSTALLED IMMEDIATELY

NEW ACCOUNTS OPENED IN 5 MINUTES AND YOU CAN BUY TIRES AS LOW AS 43c A WEEK

UNIT PARTS Corp.

1185-1223 MAIN ST. E. CULVER 250

IMPORTED PUERTO RICAN RUM

Value \$2.10 **\$1.55** Large 25.5 oz. bottle

Suitable For Rum Cocktails and Highballs or as a Straight Drink.

IMPORTED "Queen Victoria" SCOTCH

100% Scotch Whiskey

Compare \$3.19 Value **\$2.25** LARGE 12.5 OZ. BOTTLE

A LIGHT BODIED SCOTCH WHISKY

Something different. A choice blend of Highland Whiskies from Scotland's finest distilleries.

BOTTLED IN BOND STRAIGHT BOURBON

\$2.49 Full Quart

100% PURE CALIFORNIA WINES

Alcohol 20% By Volume

CHOICE OF:

Tokay	Sherry
Burgundy	Angelica
Claret	Zinfandel
Port	Madeira
Sauterne	Reisling
Chianti	Barbera
Muscadel	Marsala

Treat yourself to a long cool drink of quality wine at this low price. Ask for a summer wine recipe book.

PURE CALIFORNIA WINE

Half Gallon **79c**

Full Gallon **\$1.39**

BERGHASH

MAIN 786 MAIL AND PHONE ORDERS FILLED FOR \$1 OR MORE MAIN 786

WINE & LIQUORS

2 1/2 YEARS OLD STRAIGHT BOURBON WHISKEY

Compare \$1.95 Value **\$1.59** FULL QUART

3 QUARTS \$4.50

A smooth, well balanced whiskey of exceptional flavor and bouquet

Distilled Dry GIN

100% Neutral Spirits Distilled From Grain

Compare \$2.00 Value **\$1.49** FULL QUART

A balanced Gin that is neither too pungent nor too mild but smooth and velvet tasting

90 Proof Distilled DRY GIN

CLARK'S IS YOUR HEADQUARTERS

For PICNICS, LUNCHEONS AND COOL SALADS

DELICIOUS CHICKENS

Heavy chicken, ready to serve. Please give 24-hr. notice for large orders.

39c

Steam-Cooked, Ready-To-Serve!

Boneless White Meat of Chicken 1/2 lb. 28c

Boneless Dark Meat of Chicken 1/2 lb. 23c

Milk-Fatted 2 to 3 lb. Average FOWLS FOR FRIGIDAIRE 17c

Fancy Young 5 to 12 lb. HEN TURKEYS lb. 29c

Home-Dressed Tender Fresh Young Broilers lb. 25c

Milk-Fatted 5-lb. Average Rstg. Chicken lb. 25c

MOCK CHICKEN LEGS, lb. 25c

FRESH CUT-UP CHICKENS!

Legs lb. 35c Wings lb. 19c Breast lb. 45c Necks lb. 10c Livers lb. 35c Giblets lb. 19c

CLARK'S 906 NO. GOODMAN ST. Near Bay St. Culver 4870

We Deliver Orders of \$1.00 or Over

BINGO

PLAY Pleasantly and Comfortably at the

GRAND VIEW BEACH CLUB

A Community Civic Enterprise

FRIDAY EVENING, JULY 28th

And Every Friday Evening

ADMISSION \$1.00 25 DOOR PRIZES

FIRST GAME — 8:45 SHARP

HOW TO GET THERE—Drive down Ridge Road West to Long Pond Road, or down Lake Avenue out Beach Avenue, then over the New Road to the GRAND VIEW BEACH CLUB.

"30 MINUTES FROM DOWNTOWN"

Plenty of Free Parking for Everyone

AUGUST SALE BRINGS EVEN LOWER PRICES AT UNION'S 3-BIG STORES!

COMPLETE NINE PIECE LIVING ROOM SUITE

ONE DOLLAR DOWN!

A value you'll find hard to equal in any store's August Sale! Imagine NINE beautiful pieces... for less than the usual cost of a two-piece suite! DAVENPORT, LOUNGE CHAIR, 2 END TABLES, OCCASIONAL CHAIR, 2 THROW RUGS, 1 CHROME SMOKER, and 1 FLOOR LAMP!

\$69.50

FREE COIL SPRING MATTRESS WITH THIS BEAUTIFUL THREE PIECE BEDROOM SUITE \$49.95

Not just a bedroom suite... but a beautiful hand-rubbed, matched-walnut veneer fashion with features of most expensive suites... PLUS a nationally-famous inner-spring mattress absolutely FREE!

ONE DOLLAR DOWN!

LITTLE ITEMS AT BIG SAVINGS

END TABLES... **98c**

\$2.98 Chrome and Black METAL SMOKERS... **98c**

\$3.95 Crystal Glass TABLE LAMP... **\$1.69**

\$7.95 Sagless Bottom Occasional CHAIR... **\$4.95**

1940 Model Genuine RCA Table RADIO... **\$9.95**

\$2.00 Chrome All Metal COCKTAIL TABLES... **\$1.49**

\$2.00 Black and Chrome ELECTRIC TOASTER... **99c**

FREE Boys' or Girls' BICYCLE

Latest Model... Given With

GIBSON

FREEZ-R SHELF Refrigerator

Big 1939 6-Cu. Ft.

GIBSON Refrigerator

\$99.50

One Dollar Delivers

THREE YEARS TO PAY

Good Housekeeping Approved

UNION

286 EAST AVE.

114 WEST COMMERCIAL STREET

Open Evenings Till 10

STONE 5008

286 EAST AVE. Cor. UNION ST.

Fairport Store — 20 SOUTH MAIN STREET

E. Rochester Store — 114 WEST COMMERCIAL STREET

**ROC
W
SH**

**A
AU
IT**

At long-
matically
added to
on sale
August 1

The big,
ing leg
be tilted
as long
sires. Th
on ball
lively co
base of

The en
comes in
covers,
gany or
arm rest
balloon
cushion
Specialty
for the
of Augu
new ch
now ob
at no
than th
of an o
lounge
\$39.50.

*If you'd
telepho
offices,
6001, a
what R
them.*

U

**EVEN
HOM
ONE**

Don't
need
at re
ed h



BEA

\$1.00
Down

A lovely
construct
and wide
this val

ROCHESTER'S
WEEKLY
SHOPPING
GUIDE

The Rochester Sun

TRUTHFUL NEWS

TRUTHFUL ADVERTISING

DELIVERED
TO 74,300
ROCHESTER
HOMES

VOL. II No. 41

ROCHESTER, N. Y., THURSDAY, AUGUST 10, 1939

10

Call Stone 6001 If You Do Not
Receive Your Copy Regularly

August Sale Feature!

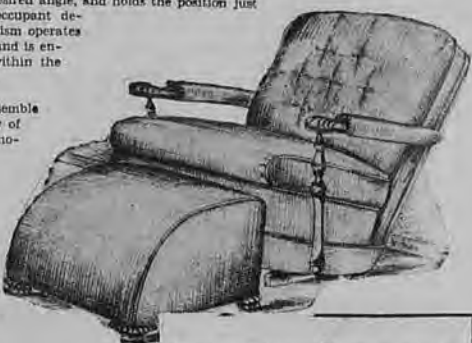
A LOUNGE CHAIR THAT AUTOMATICALLY ADJUSTS ITSELF TO LOUNGING!

At long-last, a lounge chair that fits the sitter... automatically! That's the latest wrinkle manufacturers have added to the modernization of home furnishings, and it's on sale right here in Rochester at a special price for the August Furniture Sales.

The big, deep-sprung lounge chair has a massive, matching leg rest. A patented attachment permits the chair to be tilted to any desired angle, and holds the position just as long as the occupant desires. The mechanism operates on ball bearings, and is entirely concealed within the base of the chair.

The entire ensemble comes in a variety of covers, with mahogany or walnut arm rests and a balloon spring-cushion seat. Specially priced for the month of August, this new chair is now obtainable at no more than the cost of an ordinary lounge chair \$39.50.

If you'd like to see this lounge chair, telephone or drop a card to the SUN office, 419 Burke Bldg., STONE 6001, and we'll be glad to tell you what Rochester merchant displays them.



JIMMIE FIDLER in Hollywood

HOLLYWOOD. — A gang of us with nothing more to do were tearing the movies apart last evening. In course of conversation, someone remarked on Bette Davis being a hog for work, and I suddenly realized that Bette's stardom in four pictures already this year. I don't offer this as news, so much as to comment on it more broadly.

Four pictures on the part of the screen's stellar actress, done in a period of seven months, is unbelievable. Compare that to Norma Shearer's one-a-year, Paul Muni's two, Garbo's one every two years. By such comparison, Bette's record becomes astounding.

Furthermore, here are not ordinary pictures. She doesn't play parts an actress can coast through. She doesn't walk in and out of camera range muttering dialogue in monotone, having speeches of more than fifty words cut in half because she can't handle lengthy scenes. No sir! Bette's pictures are real work—roles that most actresses wouldn't attempt.

Now, again, Miss Davis has kicked the traces, and people have cried "temperament." But it's a wonder she hasn't acted up more often than her record reveals. I dread to think what Miss Shearer would say or do, for example, if MGM scheduled Norma to star in five or six pictures in 1940. I'll bet they'd be finding debris from the explosion as far West as Hawaii.

Why aren't Bette's large number of heavily dramatic films a greater drain on her health, you ask? Simply because (this is something I have contended in the past) the lady is a born actress. It's no big effort to do something you love to do.

Buck Hunters will be rewarded for their efforts again this week. Scattered among the ads in this paper are the names and addresses of five Rochesterians, each of whom will receive a dollar bill by calling at the Sun Office, 419 Burke Bldg. Look for

Movie Quiz Winners

If the following people will call at the Sun office, 419 in the Burke Building, any time after Thursday noon, they will receive two tickets to Loew's Theater to see "They Shall Have Music."

Pauline Morse, 91 Maria St.
John Waser, 288 Averill Ave.
Betty Newton, 482 Cottage St.
William McDonald, 68 Rugby Ave.
Catherine Hogan, 363 Columbia Ave.
Mrs. Helen Graus, 32 Clayton St.
Jack Wheeler, 133 Laburnum Cres.
Mrs. Fred Lane, 44 Strong St.
Ambrose Carroll, 5 Avery St.
May Donnelly, 91 Miller St.
Mrs. Fred Fogarty, 31 Palisade Rd.
Jane Savage, 721 Brown St.
Marge Fitzgerald, 18 Federal St.
Ruth Altman, 72 Carlisle St.
Eather Wood, 129 Wilshire Rd.
Alice Ambury, 325 Arnett Rd.
Kenneth De Lorn, 154 Clairmont St.
Frederick Zill, 445 So. Goodman St.
Patricia Morgan, 84 Rindland St.
Anne Malone, 266 Central Pl.
Dick Welsh, 1442 Monroe Ave.
Margaret Brady, 39 Tracy St.
John Loren, 113 Vick Pl.
George Southard, 161 Midland Pl.
Look for this week's quiz in this paper. Win free tickets.

School Group Shows Picture

First Rochester showing of the talking motion picture "Calvalcade of Civilization" will take place on the Campus of Our Lady of Mercy High School in Blossom Rd. Friday evening, August 18. This outdoor showing, for the benefit of the Mercy Motherhouse Building Fund, is open to the public.

Buck Hunters

Your name. It may be listed today. No tricks and no catches, there is nothing to do but collect your buck. Here is a profitable, easy habit to acquire. Read the ads in the Sun each week and look for your name.

Democrats United; Republicans Split For Fall Elections

"Familiarity breeds contempt," is an old, and probably true saying, but politically it should read "success breeds discontent." After all these years of party politics in Rochester and Monroe County, Republican and Democratic leaders alike have learned to expect internal trouble after success at the polls.

Two years ago the Republican party marched back into control of City Hall as a result of a serious split in the ranks of the Democrats. In an attempt to woo support from the American party Democratic big-wigs threw their own Mayor, Charles Stanton, and one of their most outspoken councilmen, Julius Hoestre, Jr., out of the party councils. That meant doom at the polls and the Repubs walked in.

Now the situation is reversed. With two years of local control behind them, Republicans march on toward primary day with more factions than Carter has pills.

First, Lester Rapp, who had been mayor, resigned from that office when his request for a salary increase was turned down by the Republican majority of the council. Rapp had threatened to resign if this increase were not granted so the opinion of the man in the street at that time was that the Republican party wasn't too anxious to keep Rapp in line anyway. However, much party leaders wanted to do away with Rapp, they wanted him to go to the scaffold alone.

Rapp, apparently, isn't built that way. Ever since his resignation he has made it his business to heckle the Republican city administration and take out of the party as much strength as possible. How potent the strength is remains to be seen. Party opinion right now is that

Out of a total world population of approximately two billion, a recent estimate shows that the total number of Jews is only a little over 15 million.

Every year each American citizen pays approximately 12c to cover the cost of maintaining the Department of State for carrying on diplomatic and other foreign business.

3 BIG STORES - 286 EAST AVE.

FAIRPORT
20 S. MAIN ST.

E. ROCHESTER
114 W. COMMERCIAL ST.

AT THE UNION

AUGUST

MEANS WONDERFUL VALUES IN Furniture

EVERYTHING YOU NEED FOR YOUR HOME OR AUTO... YOU PAY ONLY ONE DOLLAR DOWN AND WEEKLY!

Don't wait another minute to buy the things for your home that you want and need. Union has made it possible to buy electrical appliances and furniture at remarkable savings. Payment terms can be arranged to meet the most limited budget. Our large volume buying and selling makes lower prices possible.



For The Bride's Bedroom!

BEAUTIFUL, MODERN 3-PIECE SUITE

\$1.00 Down **\$49.95** \$1.00 Weekly

A lovely outfit worthy of the finest of homes. Sturdy hardwood construction in approved modern designs. You can shop far and wide, but we know (we've checked) you cannot duplicate this value in Rochester. Compare! Then you'll buy.



5-PIECE LIVING ROOM GROUP

Not 2 pieces! Not 3 pieces! But all five big pieces are included at this sensational August savings price. Massive, sturdy davenport in smart new materials and matching chair in modern design. End Table, lamp and lovely shade included at no extra cost. \$1 delivers.

\$39.95

OPEN
EVENINGS
UNTIL
10 P.M.

OPEN
SUNDAYS
UNTIL
NOON

UNION

TIRE COMPANY
MAIN STORE
286 EAST AVENUE

East
Rochester
Store
114 West
Commercial

Fairport
Store
20 South
Main St.



FREE BOYS' OR GIRLS' BICYCLE

Latest Model... Our
Vacation Gift To Them
... Given With Every

GIBSON FREEZ-ER SHELF REFRIGERATOR

A SINGLE DOLLAR DELIVERS

This Big 1939

6 Cu. Foot GIBSON REFRIGERATOR \$99.50



Every feature you'd expect to find on a famous, nationally known refrigerator. — Thousands of satisfied owners will tell you... it's the greatest refrigerator "buy" on the market.

BRAND NEW! A REAL VALUE ELECTRIC WASHERS



Apartment
House
Size **\$19.95**

PAGE TWO

TRUTHFUL NEWS

THE ROCHESTER SUN, THURSDAY, AUGUST 10, 1939

TRUTHFUL ADVERTISING

Women's Democratic Club Makes Plans

Twenty-third Ward Women's Democratic Club held its regular monthly meeting in the Lake Theatre Building Tuesday evening. Plans for participation in the fall election campaign were discussed. Refreshments and followed the business session.

Over fifty million dollars is spent annually to support the European spy systems, according to an estimate made recently.

The United States pays from \$2,500 to \$10,000 for its foreign diplomatic representatives. There are representatives in over fifty foreign countries.

Doud Post Plans Fun Festival

Lovers of Bingo will have a chance to play that game to their heart's content at the annual Fun Festival of the William W. Doud Post of the American Legion, to be held on the Post Home grounds, Buffalo Road at the Barge Canal, all next week. Commander Albert Seibold has named Past Commander Daniel Gosnell as chairman of the general committee in charge of the affair.

The Fun Festival this year will be the best ever conducted by the Doud Post, according to Chairman Gosnell, and will consist of more than fifty attractions including 16 separate shows and 20 mechanical rides.

Daw Employees Picnic Sunday

Annual picnic of the Daw Cut Rate Drug Co. will get underway next Sunday at 10 A. M. when employees and their friends meet at the St. Paul Street Warehouse for the trek to Corbett's Glenn.

Committees in charge of Jack Feinglass, George Miller, Malzie Grace and Frank Weinberg have been working for weeks to complete a program of sport and competitive events for the occasion.

According to an announcement of Frank Weinberg, Daw Drug stores will be closed Sunday so that all employees can enjoy the picnic.

CURT Comments

My political pal put down the phone. He had been talking, promising, cajoling, placating and threatening some persistent gentleman for the last fifteen minutes. "Whew," said he, mopping a troubled brow, "this is the time of year every politician wishes he was in China."

He cast his eye over a littered desk, cocked an eye at the boiling thermometer and a foot on the desk. "Say, you've lived in China, do I, or don't I, wish I was there — at least until after election?"

We prepared to exit. "Nix," said he, "relax me, tell me something about China." Is life so cheap there — as the world's writers would have you believe?

So we began. Not so many years ago we were enroute up the river from Shanghai. We entered Woosung. From the deck of the steamer the passengers were watching a sampan that had failed to get out of the way of a junk. The junk had just about divided the smaller craft in two. The fact that the gear of the two were so entangled prevented the sampan from sinking. A Chinese from one of the craft was threshing about in the water, giving every sign that he was drowning. Several members of the wrecked craft showed a mild interest in his behavior, but no one made a move to toss him a line or jump in and fish him out. By the time the steamer had passed there wasn't a ripple on the water and the crew of wrecked boats were back to the task of trying to salvage their craft.

A month later we were sitting on the veranda of a friend's villa on the hill above Hong Kong. It was very warm and we were stretched out with the conventional whiskey stengahs to cool us. The veranda opened out on a magnificent garden. It was fragrant and beautiful. The vision of loveliness had one incongruous point — not twenty feet from the veranda, squatted a Chinese, a coolie in the nondescript rags of the very poor, probably a riverman. "What's the coolie doing in the garden?" I queried.

My friend the exporter bounded to his feet, clapping his hands for the houseboy. "Get the blanket out of here," he cried, and to the houseboy a torrent of pidgin English, which deciphered indicated that the coolie was a pest, had no business there, and had been chased out twenty times before.

The houseboy chattered at the coolie, and he moved off slowly, smiling, but squatted at the edge of the property, just in sight of the house.

My host turned to me. "I've been in China twelve years, long enough to know all the silly traditions — and a month ago I made a mistake. We were leaving our launch at the public dock, and that darn coolie, hoping to get a tip, was helping my boys lie up. He fell into the water, couldn't swim, and I thoughtlessly reached down and hauled him out."

"What's thoughtless about that?" I asked.

"Just this, according to Chinese custom, he was a doomed man, when I fished him out, I gave him life again. And believe it or not I am responsible for his well being — until he goes to join his departed ancestors — which I hope will be darn soon."

"In other words you've got to feed and look after him for life?"

"Right-o," said my host with mingled bitterness and amusement, "and what's more, in spite of my protestations to the servants, I know they feed him and permit him to sleep in the outbuildings. It's an old Chinese custom and no white man is going to change it. And I'll bet five pounds that yellow rascal will be eating off me as long as I'm in the Orient, no matter what I do — believe it or not."

I reached for my hat. My politician friend looked up. "Good story at that," he ruminated. You know, I still think I'll take China for these weeks before election. We look after a lot of people year in and year out ourselves" — he flicked an imaginary bit of lint off his coat, "but your friend in China probably has one advantage over us — if he ever ran for office he'd be sure of the coolie's vote!"

Adult Schools Hit New Highs In Attendance

With a total of 4253 persons enrolled, Adult Summer School reached an all-time high in July, according to the monthly report just issued by the WPA Adult Education Division of the Board of Education. This compares with a total registration of 2574 for the same period last year; an increase of 1659 enrolled.

The homemaker classes lead all others with 1752 persons enrolled, for an increase of 1035 registered for the same period last year. Next highest in class registrations were the music classes with a total of 553 for an increase of 219 over 1938.

Classes in the vocational division showed the greatest gain with a total of 2306 registered for an increase of 1033 over last year. Next was the general and cultural division with 1472 registered for an increase of 937 over the same period last year.

The report further shows that for the month of July 157 classes were conducted in 101 centers with 74 teachers. This is an increase of 29 classes conducted by 23 more teachers than last year.

THE AVONDALE NUT SHOP

opens
A New Store At
526 Monroe Ave.
featuring:
Nuts Roasted Fresh Daily
Home-Made Chocolates
Assorted Candies
Week-End Specials!

MIXED NUTS
(No Peanuts)
33c
Lb.

Creamy
KISSES
(5 Flavors)
29c
Lb.

Avondale Nut Shop
526 MONROE AVE.
Phone Mon. 8909
930 GENESEE ST.
Phone Gen. 3425

LISTEN WHILE YOU PLAY
It's More Fun with a
Stromberg-Carlson
PORTABLE RADIO



No. 4024
\$29.95

TERMS: \$1 Per Week

Wherever vacation play takes you, pep up the party with music! Out on the lake... next to a stream... you can enjoy this Stromberg-Carlson Portable Radio anywhere! Beam Power Output and Dynamic Microphone insure Stromberg-Carlson Natural Tone. It has a built-in Loop Antenna, with connection, too, for an external one. Weighing but 14 lbs., complete with batteries, and finished in blue and white striped airplane cloth, it's as smart a piece of luggage as you'd ever hope to see!

There is nothing finer than a Stromberg-Carlson.

HICKSON'S

Main cor. Franklin Opp. East Ave.
"Rochester's Radio Headquarters"

Scoop SUITE of the AUGUST SALE!
from One Furniture Store Where Dependability
and Honest Low
Prices Are Assured!

We sincerely believe that nowhere in Rochester, in any kind of a sale, will you find more for your money in furniture. With that thought, we urge you to visit BURKE'S, and make your own comparison!



Open Tonight
Until 9 P. M.

*You've Seen It Elsewhere
Priced Up To \$150.00!*

**TWO PIECES IN GENUINE
KID
MOHAIR**

Determined to create a living room suite whose obvious value and intrinsic worth would exceed any previous offering in our own or any other store, we ordered our factory superintendent to spare no expense, in construction or materials. This big, deep-sprung suit with its 100% hand-tailored cover in finest KID MOHAIR is the result! You must see it to appreciate its value... for it looks every bit of \$150.00, but is on sale at BURKE'S for only \$99!

\$99

Open Tues.
and Thursday Eve.
and All Day Saturday

ON THRIFTY BUDGET TERMS

BURKE'S Furniture of Quality
34 SOUTH Ave.

The time required to build a modern battleship is about three years. It costs about twenty-seven million dollars, and approximately 1,400 sailors are required to man the finished ship.

In China, some doctors save office rent by setting up shop with a table and a wicker chair by the side of the road.

DOZENS OF FOOD BARGAINS LIKE THESE

in Each of the Seven Big Wegman Super Markets

RAISIN OR MARBLE
POUND CAKE
15c
lb.

GENUINE PHILADEL.
CREAM CHEESE
6c
pkg.

ZESTFUL TENDER
HORMEL SPAM
25c
can

KILBOURN HALL OUR
BEST COFFEE
19c
lb.

Old German Brand
BEER AND CREAM ALE
quart bottle **17c**
ea.

FRESH and SWEET
EVEN IN THIS
WARM WEATHER
Because it's churned from
SWEET (not sour) CREAM



LAND O'LAKES SWEET BUTTER
Pound Roll **27c**

Wegmans
HOME OWNED FOOD MARKETS
FREE PARKING FOR CUSTOMERS

Tam o' Shanter
Loudly
Accclaimed As
THE FINEST ALE
IN
ROCHESTER
More Hops • More Malt • More Age
DRAUGHT • BOTTLES
EVERYWHERE
AMERICAN BREWING CO. • Rochester, N. Y.

Home Dressed
TENDER MILD-FLAVORED
LEGS OF YOUNG
LAMB
21c
lb.

More of those tender, pink-boned Spring lamb legs that make such a delicious Sunday dinner!

Wegman Self Serve Groceries
GUARANTEE You The Town's Lowest Prices!

JELL-O OR ROYAL ASS'T.
DESSERTS 4 pkgs. 19c

BREAKFAST OF CHAMPIONS
WHEATIES 2 pkgs. 19c

FOR QUICK BISCUITS
BISQUICK pkg. 26c

LARGE 28-oz. BOTTLES ASS'T.
SODA POP 4 for 25c

HALF POUND PKG. BLACK
FOOTE'S TEA 35c

TAS-T-MIX DELICIOUS FRUIT
COCKTAIL 2 cns. 23c

4-SLICE CANS GOLDEN
PINEAP'LE 4 for 25c

GIANT BOX CLEAN QUICK
SOAP CHIPS ea. 25c

ROYAL RIO TEXAS GRAPEFRUIT
JUICE 46-oz. can 15c

SUNSWET TENDER HEALTHFUL
PRUNES 2 lb. pkg. 13c



WE DON'T TAKE MAPLE FOR GRANTED—NEITHER SHOULD YOU—SEE THIS

LAUER MAPLE DINING ROOM SUITE

TABLE — 4 CHAIRS — BUFFET — CHINA CABINET

Here is a seven piece medium size dining room group that Lauer's believe to be perfectly suited for you who wish to furnish your dining room tastefully, yet inexpensively. Each piece retains the feeling of its Early American origin. Each piece is sanded and rubbed to bring out the amber glow of the maple. The table has two pull-out end leaves . . . when opened it will seat eight people easily. Notice the ample storage space in the buffet and china cabinet. . . you'll have no trouble putting away all of your dishes, linen and silver. Lauer's have given the chairs a rigorous test . . . they will not wobble or weaken at the joints. You lovers of fine maple, put Lauer's on your list when you shop for dining room furniture.

\$94

Lauer's August Sale STORE OPEN EVERY FRIDAY NIGHT!

Lauer's will be open every Friday night for the convenience of those who are unable to shop during the day. Come in and browse around to your heart's content during the cool of the evening.



MATCHED NATURAL BURL WALNUT BEDROOM SUITE

\$69

We told our manufacturer we wanted the finest possible value in a modern walnut bedroom suite . . . Something really extraordinary that we could feature as an outstanding Lauer August Sale value . . . and here it is. Notice the carefully matched burl walnut panels on each piece. See the large size vanity mirror . . . the graceful lines of the bed. Rub your hand on the finish . . . feel its smooth satiny texture. This is truly an outstanding value . . . a bedroom suite that Lauer's are proud to display at this very low price. Be sure to see it just as soon as you possibly can . . . Twin Beds Available.

BED SPREADS
BLANKETS
TOWELS
SHEETS

LAUER'S DRAPERY DEPARTMENT

Unusual Fabrics . . . Unusual Styles

UNDER THE DIRECTION OF

MISS DOROTHY PERCHICK

Former Head of The Drapery Department Lit Bros., Philadelphia

When Lauer's decided to open a new Drapery Department we were determined to have something different . . . something just a little better. Miss Dorothy Perchick, the manager of Lauer's Drapery Department, will show you and tell you of countless striking, effective ways of decorating your rooms . . . She will show you unusual styles and fine fabrics. Lauer's say that if you want the finest . . . if you want to express individuality . . . and if you want to get the most at the fairest possible price, visit Lauer's Drapery Department. Then you'll know how to accomplish just that.

Ready To Hang
Pinch Pleated
DAMASK \$5.98
DRAPES
Portieres To Match

Ready To Hang
Hand Tailored
Curtains \$2.19
pr.

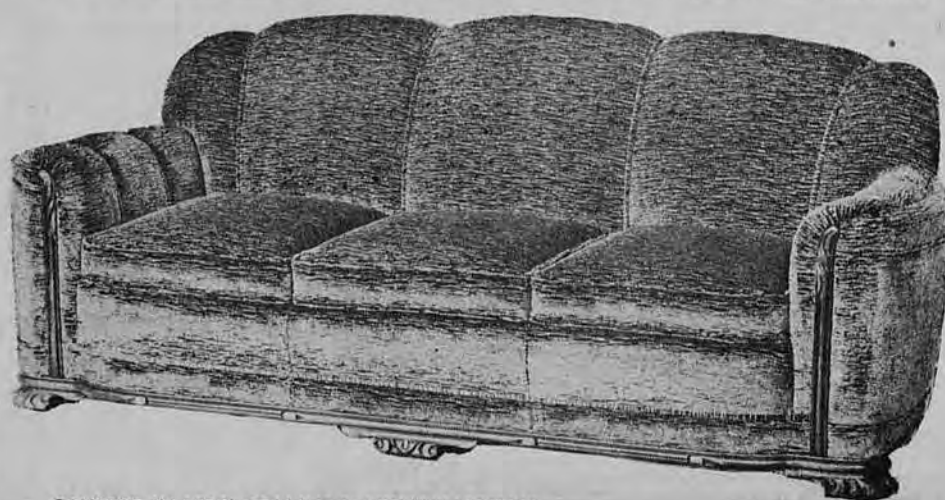
**VENETIAN
BLINDS \$2.98**
13" To
22" Wide
Ivory with White Color

Sure Fit Knitted
SLIP COVERS

SOFA \$5.95
Wine, Blue or Green

CHAIR \$3.95

USE LAUER'S BUDGET PLAN ON ANY PURCHASE!

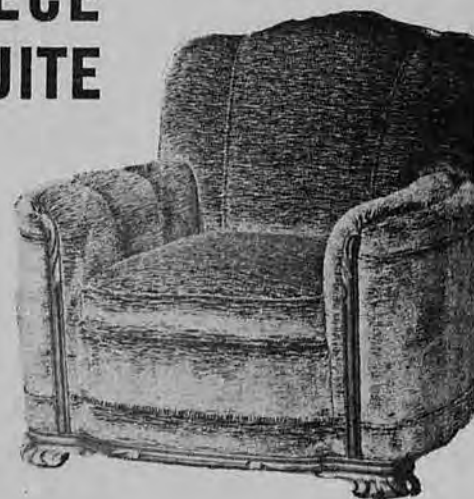


COVERED IN 100% COLLINS & AIKMAN MOHAIR

LAUER'S 2-PIECE LIVING ROOM SUITE

\$100

Here is a living room suite that has already made Lauer's third floor the talk of the town. There are hundreds of different mohairs, but there is only one 100% Collins & Aikman mohair. See the smart carved walnut trim . . . notice the full width and depth of the seat cushions . . . the broad channel arms and the gracefully curved back of both pieces. And mark this — Lauer's August Sale price on this living room suite saves you \$39!



Lauer's Sale of Fine Wilton BROADLOOM \$3.95

We had to wait a long time before we could get delivery on this splendid, tightly woven deep piled Wilton Broadloom; but the delay was worthwhile. You'll recognize the quality when you see the luxurious pile and the hard, tightly woven linen back. And Lauer's price on this splendid Broadloom is only \$3.95 per square yard. We believe that never before has Rochester seen such excellent quality carpeting priced so low. You may have your choice of green, brown, rust, blue, and burgundy at Lauer's Rug Department.

SEE LAUER'S
FAMOUS HOLMES
TUXEDO
BROADLOOM



LAUER'S 50 STATE

WITH PRICES THE LOWEST IN MANY YEARS.

Rochester's Greatest BEDROOM BARGAIN

A word to the wise is sufficient

AUGUST
SALE
BUYS



COMPLETE 14-PIECE BEDROOM GROUP

\$69

- FULL SIZE BED
- DRESSER OR VANITY
- CHEST ROBE
- BOUDOIR CHAIR
- COIL SPRING
- MATTRESS
- 2 PILLOWS
- BED SPREAD
- PAIR BOUDOIR LAMPS
- THROW RUG

Style, design, and fine construction... plus the added advantage of all the extra pieces that go to make a COMPLETE modern bedroom. Easy to pay the MAJESTIC way... \$3.50 down delivers.

OPEN ALL DAY SATURDAY

100
WEEKS
TO
PAY

PAY ONLY \$3⁵⁰ DOWN



11-Piece LIVING ROOM GROUP IS ONLY

\$69

An outstanding living room outfit, with all the following pieces included at this record-low price! See it at MAJESTIC... a positive indication of the way in which our low-rent location saves you money! A small deposit holds for future delivery!

- Luxurious Davenport
- Comfortable Lounge Chair
- Two End Tables
- Coffee Service
- Coffee Tables
- Floor Lamp
- Two Table Lamps

OPEN EVENINGS UNTIL 9 P. M.

MAJESTIC Furniture Company
Just a Step From Clinton 204 COURT ST. Out of The High-Rent District

Mrs. Austin E. Harfielder of Commonwealth Drive, will entertain the Stony Brook Garden Club for tea on Monday in her home. Mrs. Daniel B. Peeler will speak on "Flower Arrangement."

Mrs. Sarah P. Ashley of Brooks Avenue, is passing some time as the guest of her son, George Ashley, in Middletown, Conn.

Mrs. Herbert S. Draper formerly of Rochester now of Newark, N. J., arrived the first of this week and will pass a few days in town.

Miss Etta Handy of University Avenue left on Monday for Cuba where she will pass two weeks.

Mr. and Mrs. E. C. Van Dorn of Gorham Street left last week to pass the month of August in their summer home at Payne Beach.

Mr. and Mrs. W. W. Steele of

Between You and Me

Rutgers Street have returned from a month sojourn in their summer home at Brewster Mills, Canada.

Mrs. M. McCord Kidd, of Penfield Road entertained at a birthday party for her daughter, Deborah, on Friday in her home.

Miss Lou Dillman of Arnold Park left on Saturday by motor for Rockport, Mass., where she will pass two weeks.

Mr. and Mrs. Arthur Boller of Sodas were weekend guests of Mr. and Mrs. Percy W. Shelley of Commodore Parkway.

Mrs. Avery Merwin and her children of Palisades, N. Y., are guests of Mrs. Merwin's mother, Mrs. John M. Prophet of Sibley Place for a few days.

Mrs. Sturgis Frankberger of

Carmichael, Ohio and her daughters Jean and Anne, and son, Robert have returned home after spending several days as the guests of Mr. and Mrs. William M. Sheavly of Mayflower Drive.

Miss Catherine Crozier of Arnold Park left Sunday for Colorado and California where she will pass several weeks vacation.

Mr. and Mrs. M. J. Vincett of Syracuse were weekend guests of Mr. and Mrs. Edward Brewster of Sibley Place.

Mrs. Willis H. Grant of Penfield Road, returned last week from New York where she passed two weeks.

Mrs. Preston W. Gaylord of Sodas will entertain her bridge club for luncheon on Friday in her home.

Mrs. Alfred M. Mosher of Vassar Street has taken an apartment in Arnold Court, Arnold Park, where she will reside.

Helen and Douglas McKay, son and daughter of Mr. and Mrs. Hugh M. McKay of New Rochelle, N. Y., arrived Monday by motor from Lake Livingston, Adirondacks, where they passed a month. They will be guests of their grandparents, Mr. and Mrs. Harry A. Joiner of Buckingham Street, and Mr. and Mrs. Clarence W. McKay of Rutgers Street until after Labor Day.

Miss Mida E. Weisner of Oxford Street and her sister, Mrs. Lewis H. Gilbert of Hawthorn Street left by motor today for Nantucket and the White Mountains.

Mrs. S. H. Lewis and her daughter, Mildred Lewis of South Fitzhugh Street left by motor on Saturday for a week's trip through the White Mountains.

Money in Your Pocket

When You Buy In The Big

KEY DRUG STORES

Box of 500 FACIAL TISSUES	470 N. GOODMAN	92 E. MAIN	546 MONROE	CUT RATE
11c	THREE STORES			
Regular 10c Woodbury's SOAP				
2 for 9c				
Regular 25c LYON'S Tooth Powd.				
11c				
POT CLEANERS				
3 for 5c				
KITCHEN CHARM WAX PAPER				
Ext. Heavy 12c - 12 1/2 ft.				
10c				
RUBBING ALCOHOL				
Pint 6c				
SANITARY NAPKINS				
Box of 12 9c				
Double Edge BLADES				
Fits Gillette Razors				
25 for 12c				
POCKET COMBS				
Reg. 10c 3c				
TODDY				
Pound Can 22c				

Sloan's Liniment reg. 35c	29c
Calamine Lotion 4 oz. size	17c
Castor Oil 4 oz. size	11c
Oil of Wintergreen 4 oz. size	27c
Hand Scrubs 7 for	11c
Wildroot Hair Tonic 4.10 size	59c
Aerowax Liquid Floor Wax, pint, 20c - 1/2 qt.	35c

Fly Dtd. pint size 20c qt. size	35c
Acet. & Oil, pint size, reg. \$1.00	47c
Glycerine Suppositories reg. 25c	9c
Zinc Ointment, 1 oz. tube reg. 25c	8c
Hearts Oil Capsules reg. 35c	16c
Putnam Dyes Discs, reg. 15c	2 for 13c
Toilet Tooth Paste 3 large size, 33c	89c

Milk of Magnesia TABS, 85c Bottle of 175	29c
Cannon Towels Turkish, 22x44 Reg. 29c Value	15c 6 for 89c
Gum Drops FRUIT JELLY Lb. Box, Reg. 20c	9c
Woodbury Creams Reg. 35c	27c
Williams Talcum Powder Reg. 35c	9c
Shoe Trees All Metal Men's and Ladies'	Pair 16c
Shaving Soap Reg. 5c	2 for 5c
Electric Bottle Warmers Reg. \$1.00	69c
Waterman Ink Reg. 10c	5c
Iodine with Applicator Reg. 15c	3c
Bath Brush Adjustable Handle 75c reg.	39c
Wrisley Castile Soap Reg. 10c	2 for 9c
Fly Ribbons	4 for 5c
White Ace Shoe Polish Reg. 25c	11c
Molle Shaving Cream Reg. 50c	26c
Shower Spray Fits any Faucet. A real 50c value	27c
Thermic Jugs 1 Gallon Capacity Special at	83c
Tincture of Green Soap 4 oz. bottle	11c
Linen Stationary Reg. 24 Sheets 35c 24 Envelopes	14c

LISTERINE
DANDRUFF
Largest Size Bottle 59c

Pocket WATCHES
Guaranteed Non-Breakable Crystal
79c

TAMPAX
NEW SANITARY PROTECTION WORN INTERNALLY
NO PINS NO PADS NO BELTS NO ODOR
33c FOR A MONTH'S SUPPLY

LUCKY STRIKE
CIGARETTES
A MILD SMOKE
Right Reserved To Limit Quantity

1c SALE
Amazing New COLGATE TOOTH POWDER
HOW DO YOU GET YOUR TEETH SO BRIGHT?
IT'S EASY WITH THE NEW COLGATE TOOTH POWDER
LARGE SIZE . ONLY 1c
GIANT SIZE . . . 35c
BOTH FOR 36c

weis & fisher's

80 Clinton Ave. South
Rochester, N. Y.

Furniture of Reputable Quality Is Obtainable With Every Advantage of Saving and Terms In Weis & Fisher's **AUGUST SALE**

Be particular when you buy furniture, for you'll be living with it for years to come! Buy fashion and quality, as well as price. Come to Weis & Fisher's, where we welcome your comparison, and will not urge you to buy, and you'll find you can do BETTER on FINER furniture here at Rochester's bigger and better furniture store.



CHANNELED ARM LIVING ROOM SUITE IN REAL Boucle Frieze

A well-built suite with a carefully tailored cover in rich, solid-color Boucle. A price that sets a new high standard in furniture value!

In August Sale **\$98**

HAND HOOKED RUGS



2x4 ft. **\$5.50**
3x5 Size, \$9.95

Gorgeous, fine-textured rugs with mellow-soft colorings that ideally suit them for hearth, hall or bedside. Oval and oblong shapes. You must see them to appreciate their exquisite beauty!



A Tier Table with Duncan Phyfe reeded base and brass-tipped feet. Top is a full 12-inches in diameter, with lower shelf 18-inches, 22-inches tall, in mahogany finish. **\$5.95**



Bedroom Suite in Butt Walnut

A suite for young people... and people who are young in mind! Fine veneers with large plate-glass mirrors and a handsome marquetry inlay on the fronts of all pieces.

SOLID MAPLE Knee Hole DESK **\$19.95**

7-Drawers, with a spacious 22x42-inch top. Smooth "worn" edges lend an air of antiquity, as do the old-time wood drawer-pulls.



A Chinese Chippendale Coffee Table, with straight moulded legs and cross stretchers symbolic of bamboo. Removable glass tray with solid mahogany frame. 16x24-inch top. **\$5.95**



at left, a Duncan Phyfe base Lamp Table with brass tipped feet and moulded and beaded edge. 27-inches tall, with a top 23-inches in diameter. **\$9.95**



at right, a Sheraton lamp table with a gallery around the top and gracefully tapered legs. Solid mahogany top and gallery. 27-inches tall, with 16-inch top. **\$5.95**



for Your Convenience
Weis & Fisher's
will remain open
**ALL DAY
SATURDAY**

3 CONVENIENT PLANS OF PAYMENT

★ Charge Accounts

Weis & Fisher's will be pleased to charge your purchase on the usual 30-day plan.

★ Budget Accounts

Purchases may be divided into small weekly or monthly amounts, and paid right at Weis & Fisher's store.

★ Honeymoon Home

This plan permits you to enjoy sale savings in any degree you wish...with only \$10 deposit!

weis & fisher's

80 Clinton Ave. South
Rochester, N. Y.

LINCOLN'S

STORE OPEN
'TIL 6 P. M. SATURDAY



SUPER SPECIALS for FRIDAY, SATURDAY

Super Quality Reg. \$1.59
3 To 14 Girls' SCHOOL
DRESSES
\$1

- Percales
- Crodettes
- Popplins
- Plaid Taffetas

Some with matching pocket books. 2 piece frocks with printed blouse. Wide pleated or gored skirts. Florals, checks, plaids and stripes.

Reg. 69c Girls' Dresses, 2 for \$1

Special Purchase

Cool Semi-Tailored
WASHABLE

DRESSES

• Genuine
• Kool-co
• Nylon
• Celanese
• Candy
• Stripes
• Polka Dots

Cool, tailored stripes, dainty feminine sheers in polka dots and celanese. Frocks for tennis, business or afternoon wear in size 14 to 32.



New Fall Style
HATS
\$1

These same hats will be \$1.50 a lot after this sale.



Deep Embroidered
Val-Lex Rayon

SATIN SLIPS

\$1.59 Value
Multi-colored rayon satins exquisitely trimmed with deep lace. Treasures shade in sizes 34 to 44.

WINDSOR GOWNS
50c

RAYON UNDIES
18c

Reg. 39c Chardonized
RAYON UNDIES
28c

Special Purchase Reg. \$2
DOUBLE-LIFE COLLAR

MEN'S SHIRTS

• Sanforized
• Broadcloths
• Woven Madras
• Non-Wilt Collars

A collar that actually outwears the shirt itself! Lustrous white sanforized broadcloths and woven madras patterns. Tailored with pleated sleeves and non-wilt collars. Sizes 14 to 17.

Special Lot Men's Shirts... 59c

SHIRTS and SHORTS

Men's ribbed yarn shirts, fast color shorts. Reg. 20c value.

14c

Boy's Dress

SHIRTS

39c

59c Value
Tailored shirts in sizes 8 to 14, with mammoth stand-up collars.

Boys Basque POLO SHIRTS

Basque stripes. Crew neck. Short sleeves. Sizes 2 to 8.

38c

Boys' Back-to-School WOOL KNICKERS

\$1.00

36 IN. HEAVY CRETONNES
36 IN. FINE COUNT PERCALES
36 IN. BROADCLOTH

9c
yd.
Val. To 19c

REG. 20c 80 SQ. PERCALES
50 IN. CURTAIN MATERIAL

12 1/2c
yd.

80 SQ. UNBLEACHED COTTON

8c
yd.

3 Row Adjustable

NET CURTAINS

79c

Save 21c A Pair

New Fall mesh nets with smart plain centers and woven floral borders. 3 row adjustable tops.

Run Of The Mill Nationally Advertised
FAMOUS "CANNON"

TURKISH TOWELS

7c-10c-12 1/2c

GRADED BY SIZE — VALUES TO 29c



SHEER COTTON DRESSES

2 for \$1

WORTH \$1 EACH!

Dainty sheer cottons worth double this price. Every new style in all sizes for misses and women.

EXTRA LONG! REINFORCED!

6 YEAR SHEETS

SIZE 72x112
Buy with confidence! Lincoln's sheets have a national reputation for wearability. 4 full inches longer at a new low price.

63x112—69c Val. to \$1.39 81x112—89c

70x80 DELMAR — Regular 79c Cotton

BLANKETS

2 for \$1

Full size cotton plaid blankets famous for wear.



Reg. \$1.98 Beacon Kismet Blankets \$1.69

PAGE SIX

TRUTHFUL NEWS

THE ROCHESTER SUN, THURSDAY, AUGUST 10, 1939

TRUTHFUL ADVERTISING

The Way To a Man's Heart

BY IRENE MUNTZ

Do you like to serve your guests something cool and crisp when they drop in for an afternoon chat or an evening visit? A pitcher of iced tea or bottles of soft drinks on your refrigerator shelves and a full cookie jar in the pantry will solve this problem easily. But sometimes we like to serve something that is entirely different or especially festive if out of town guests, perhaps are being entertained. For such an occasion we can't suggest anything more refreshing or delicious in the punch line than this Fruit Medley. It begins with lemon sherbet from your refrigerator takes a dash of canned pineapple from your pantry shelf and fizzes up deliciously with ice cold gingerale.

ale. You may buy the lemon sherbet and pack it carefully in a refrigerator freezing tray to keep until you need it or make your own. Sherbets, you know, are among our easiest frozen dessert to make and you'll be sure of having that fresh fruit flavor that just can't be duplicated.

LEMON SHERBET
3 c water
1/2 c sugar
1/2 c lemon juice
1/2 c corn syrup
1/2 c salt
2 egg whites
Mix water, sugar, corn syrup

solved and cool. Add lemon juice and rind and pour into trays of an automatic refrigerator. Freeze to a firm mush, with control at coldest point. Remove to a chilled bowl and quickly beat with a rotary beater until smooth. Fold in stiffly beaten egg whites. Return to refrigerator and complete the freezing. When firm, reset cold control to one or two degrees above normal to hold the dessert frozen firm. The secret of the smooth texture of this sherbet is in the quick freezing with the control at the coldest point so that few ice crystals have a chance to form. Then these are thoroughly beaten and the dessert hurried back into the refrigerator before it has a chance to melt. The corn syrup, too, gives a smooth base that helps keep ice crystals from forming in the dessert. And now for the punch itself!

FRUIT MEDLEY
Crushed pineapple (thin slices of 1 recipe lemon sherbet)
Ginger ale

Place a tablespoon of crushed pineapple in each tall glass. Add a scoop of lemon sherbet and a thin slice of orange. Fill glass with ginger ale and stir to mix. Top with a sprig of mint.

The orange and mint are delicious garnishes. If you like, marshmallows or mint cherries or the other of these might be added, too. Since the sherbet is so icy cold, no ice cubes need be added to this. It's a good idea, however, to have both the pineapple and the ginger ale in the refrigerator an hour or two at least before your drinks are to be mixed.

You probably have many a favorite party cookie that you find always draws praise from your guests. However, if you'd like to add another to your list and a variation to your plate of assorted cookies you'll find these little butter balls will be extremely popular.

BUTTER BALLS
Temperature: 80 Degrees F
Time: 10 to 15 Minutes
1/2 c shortening
1/2 c brown sugar
1/2 c white sugar
1/2 c all-purpose flour
1/2 c salt
2 c baking powder
1 c vanilla
1/2 c chopped nuts
1/2 c sugar

Cream the shortening, add the brown sugar and the egg. Mix and sift the flour, salt, baking powder; add to the creamed mixture, add vanilla and mix thoroughly. Chill dough, then shape dough the size of marbles. Mix nuts and sugar and roll cookies in this mixture. Place on a greased cookie sheet and bake in a preheated oven.

These are easy to make and may be used like a refrigerator cookie. That is, they may be mixed up and baked right away or part or all of the dough may be kept in the refrigerator a week or 10 days before baking.

Safety Play Essential In Certain Distributions

By VIRGINIA LEVY

While it is practically impossible to remember all of the numerous Safety Plays, there are, however, certain suit distributions that appear so frequently that a player will do well to have at his command the knowledge of how to apply a Safety Play to that particular card combination.

Such a suit distribution appears in the following hand.

NORTH
S A 7 6 4
H 10 9
D K 8 4 3
C 10 7
WEST
S Q 10
H J 7 5 4
D Q J 8 2
C K 9
SOUTH
S K 9
H A Q
D A 10 7 5
C A Q 8 4
EAST
S J 8 3 2
H K 6 3 2
D none
C J 3 2

with South as dealer, the bidding followed:

SOUTH WEST NORTH EAST
1 Club Pass 1 Diamond Pass
2 No Trump Pass 2 No Trump Pass
Pass Pass
West opened the five of hearts. East covered with the king, which declarer won with his ace. South didn't relish the heart situation pinning his hopes on the diamond suit and the club finesse. His first play was to lead to the king of diamonds and when West showed out he realized the damage was done. However, he took the club finesse which, of course, lost to West, who immediately returned a heart. This took declarer's last heart stopper and eventually the contract was set.

South made his big mistake when he played the diamond king. There was a Safety Play available for this particular suit combination which he didn't recognize. After winning the first trick with the ace of hearts, he can see one more heart trick, two spades, one club, and, if the contract is to be made, he must win four tricks in the diamond suit.

The correct way to play the diamonds to insure against the loss of more than one trick is to lead low and finesse the nine. If West shows out on the first lead, of course, dummy must play the king.

The point to this Safety Play is that in no case should declarer lead or play his ace or king on the first trick. Unless one player shows out, this method of play guards against all four outstanding cards of the suit being bunched in one opponent's hand.

The manufacturer of a single shoe frequently employs over a hundred and fifty different machines.

BLOOD PRESSURE

Dr. Louis F. MacKenzie, associate medical director of the Prudential Insurance Company of America, and Pearce Shepard, an actuary of the same organization, presented a joint report that high blood pressure is an even more serious enemy of long life than has been believed. They explained that any elevation of blood pressure, even though not permanent, is likely to presage organic changes leading to sudden and early death.

Dr. Frank H. Garber, medical director of the Mutual Life Insurance Company of New York, reported that there does not appear to be sufficient evidence

ROGERS SILVERPLATE

LESS 1/2 THAN REGULAR VALUE

Coupon redeemable at Rochester Sun Office, 419 Burke Building, or at the following Stations:

JOSEPH AVE. PHARMACY
233 Joseph Ave.
HEAL-ALL PHARMACY
185 Monroe Ave.
CARR PHARMACY
Genesee and Brooks
PETER'S PHARMACY
189 Park Ave.
KEY DRUG STORES
92 Main St. East
479 N. Goodman
516 Monroe, near Goodman
MARTIN'S PHARMACY
Portland cor. Norton
SILVER'S PHARMACY
615 Thurston Road
RUDNER DRUG STORES
64 Plymouth Ave. S.
649 N. Clinton
SMALLER'S PHARMACY
221 Ridge Road

KNIFE, FORK AND TEASPOON 54c (Value \$1.25)

Here's your coupon for your ROGERS SILVER. Bring it to the SUN office, 419 Burke Bldg., or to any of the stations listed above.

Name _____
Address _____

pointing to golter as a producer of permanent cardiac damage, be selected and insured at standard rates by life insurance. He said that golter cases may companies with "satisfactory" results.

The Japanese, in their strife for self-sufficiency have banned the importation of leather and are now making shoes from sharkskin. The sharks are caught in Japanese waters where they are plentiful.

ANOTHER CLARK MARKET
To Bring You Bigger and Better Food Values
Visit Clark's new market this week-end... food quality second to none in Rochester... at prices that are easy on the budget! Extra big Opening values at both markets!
Thurs. Fri. and Sat.
OPENING THIS WEEK-END AT 824 PORTLAND AVENUE
Tall Van Camp
EVAP. MILK 5c (Limit of 5)
Milk-Fatted **FOULS** for Fricassee & Salad 3 to 4 lb. average **17c**
Wheat Fatted **TURKEYS** Fancy Hens 8 to 12 lbs. **27c**
Milk-Fatted **CHICKENS** Heavy, 5 lb. Aver. **25c**
Roasting **BROILERS** Fresh Dressed Milk Fatted **25c**
PORK CHOPS Fresh Center Cuts **25c**
BEEF ROASTS Govt. Inspected Young Steers **15c**
LEGS' O LAMB Genuine Spring **21c**
COOKED HAMS Wilson's Certified **25c**
Whole or Shank Half—Surplus Fat and Rind Removed
All Flavors Rochester **SODA POP 5c** Large Bottles Plus Deposit
Legs . lb. 35c Wings . lb. 19c
Breast . lb. 45c Necks 2 lb 25c
Livers . lb. 35c Giblets lb. 15c
FREE Delivery On Orders Of \$1.00 or More!
CLARK'S MARKETS
906 NO. GOODMAN Near Bay, Culver 4870 824 PORTLAND AVE. Stone 471
Mrs. Anne O'Dell, 86 Rugby Avenue

WEEK-END VALUES AT THE BIG BUSY

MOHICAN MARKETS and BAKERIES

MOHICAN PRIME SHORT CUT STANDING RIB ROAST **BEEF 29c** Lb. "SHORT CUT THE MOHICAN WAY"

LEG O' LAMB 22c Lb. **FRESH FOWL 19c** Lb. For Fricassee Salad or Sandwiches Plump Small Birds

Mohican MEL-O-SMOKE HAMS lb. **25c**

FRESH DRESSED Broilers We Split Them For You Lb. **23c** **RING LIVERWURST RING BOLOGNA CLUB STEAMERS** Your Choice Pound **15c** **MOHICAN SLICED BACON** It's Sugar Cured Pound **19c**

SMALL SWEET PEACHES 7 lbs. 25c **RIPE SWEET Cantalopes** each **5c**

Vienna and Sandwich ROLLS 12c DOZ. **MOHICAN POTATO BREAD** Wonderful Flavor Loaf **5c** **Chocolate Nut Fudge CAKES** EACH **25c**

MOHICAN MEADOW BROOK BUTTER . lb. **25c** **MOHICAN RED BUTTERFLY TEA** 1/2 lb. pkg. **23c** **MOHICAN DINNER BLEND COFFEE** . 2 lbs. **29c** **MOHICAN FRESH CHILI SAUCE** . 2 Bott. **25c** **MOHICAN MEADOWBROOK CHEESE** . . lb. **19c**
SEE MOHICAN PRICES ON NATIONALLY ADVERTISED GROCERIES

EVERYBODY Comes to the CHATEAU
Rochester's Metropolitan Night Club
MONROE AVE. at 12 Corners

... to MEET
and enjoy the finest array of entertaining talent in Western New York! A floor show second to none... for beauty, for skill and for real entertainment!

... to DRINK
the concoctions of a master mixologist... an artist in the fine art of creating palate-pleasing beverages that make the evening light-headed in a most pleasant sort of way.

... to DANCE
to the toe-tapping tempos of an orchestra under the baton of Monsieur Michael Fischer... rollicking tunes, and those romantic reveries that cause so much hand-holding under the table.

SUNDAY DINNERS
★ **CHICKEN, FISH \$1.00 or STEAK** ★

Author Listed for Zonta Club

The Rochester Zonta Club will entertain visiting Zontians from thirty-three clubs at a special breakfast in the main dining room of the Odenbach Coffee Shop, next Sunday morning, at 9 o'clock.

Speakers for the occasion will be Dr. Rosalie Slaughter Morton, and Miss Isabella E. Brugge. Dr. Morton, of Winter Park Florida, and New York City, is now in Rochester, visiting Dr. Marion Craig Potter. Dr. Morton has written a number of books, the latest being "A Doctor's Holiday in Iran," which has just been accepted for publication by Funk and Wagnalls. Dr. Morton was organizer and former president of the New York City Zonta Club.

Diamond SUPER SERVICE TIRES
New Accounts OPENED IN 5 MINUTES AND YOU CAN BUY TIRES AS LOW AS 43c A WEEK
UNIT PARTS Corp.
1185-1225 MAIN ST. E. CULVER 250

TWO TUBES FREE
WITH EVERY RADIO REPAIR JOB!
FREE SERVICE CALLS and Inspections—expert service
We use Arcturus Tubes exclusively!
THIS COUPON WORTH \$1.50 ON ANY RADIO REPAIR JOB! THIS OFFER GOOD FOR 10 DAYS ONLY.
Cook's Radio Service
Radios Installed in Cars \$2.25
Lowest Prices in City on All Radio Repairs
143 N. UNION STREET STONE 4139-L
Mrs. Marie G. Ross, 342 Bronson Avenue

WIN MOVIE TICKETS
Loew's Theatre and The Rochester Sun invite the first 25 persons who send in correct answers to the questions to see "The Wizard Of Oz." All answers will be judged on neatness and accuracy.
"THE WIZARD OF OZ"
One of the outstanding hits of all time! This famous story, told in grand new fashion, stars Judy Garland, Frank Morgan, Bert Lehr, Billie Burke and Jack Haley. Released by Metro-Goldwyn-Mayer.
1. What part does Bert Lehr play?
2. What member of the cast was the wife of Florenz Ziegfeld?
3. What are the dwarfs in the story called?
4. Who wrote the original story?
5. Name one picture in which Frank Morgan has appeared.
OPENS AT LOEW'S THURSDAY AUG. 17th
LOEW'S THEATRE
Hurry! Address All Replies To:
CONTEST EDITOR—ROCHESTER SUN

LIPSTICK On The Woodwork
The lady who stopped in didn't say how lipstick got on the woodwork. It's still an unsolved mystery to us. But we do know that soap and real hot water make every cleaning job easier. The lady who inquired about the lipstick has an automatic gas water heater, so we know she has all crystal clear hot water she needs for every cleaning task. We know, too, that for less than the price of a lipstick an automatic gas water heater will supply all the hot water your family needs all day long.
Gas and Electricity are the smallest items and the biggest bargains in the Family Budget.
ROCHESTER GAS & ELECTRIC CORPORATION

The Rochester Sun
Published every Thursday afternoon by the Rochester Sun Corporation, 5 St. Paul Street, Rochester, N. Y.
O. Curtis Gerling, Publisher
ROCHESTER SUN CORPORATION
O. Curtis Gerling, Pres. Frank B. Kelly, Vice-Pres.
William Pfaff, Secretary Wm. G. Bromley, Treasurer
Eugene Davis, Adv. Director O. Chas. Groet, Circulation Mgr.
NATIONAL REPRESENTATIVES, James A. Coveney Co.
New York Office Chicago Office 444 Madison Ave. 39 South State St.

TRUSTEE'S SALE ENTIRE \$20,000.00 STOCK OF FURNITURE

To Be Sold AT Reductions
Of $\frac{1}{2}$ And More!

- ★ LIVING ROOM SUITES
- ★ BEDROOM SUITES
- ★ DINETTE SETS
- ★ MATTRESSES — RUGS
- ★ LAMPS — RADIOS
- ★ VACUUM CLEANERS
- ★ WASHING MACHINES
- ★ REFRIGERATORS

**\$89.00 LIVING
ROOM
SUITES \$38⁰⁰**

Here's a price that only Patty's can offer on suites of this quality. Two and three-piece suites with attractive, durable coverings... all well constructed. New modern designs that are worth every penny of their original price. See these before you buy.

EASIER CREDIT TERMS

**\$109.00 LIVING
ROOM
SUITES \$49⁰⁰**

What values — the newest 1939 styling... combined with sturdy construction and expert tailoring. Built for comfort and long wear.

EASIER CREDIT TERMS

**\$79.00 WALNUT
Bedroom \$46⁰⁰
SUITES**

New Modern Designs That Are Worth Every Penny of Their Original Price. See These Before You Buy.

Record Breaking Values in Famous
Inner Spring
Mattresses

Regularly **\$8⁰⁰**
to \$17.95

GENUINE SUPER-REST

Regularly **\$16⁵⁰**
\$39.50

TRUSTEE'S STATEMENT

"I hereby certify that I have been delegated to liquidate the entire stock of the Patty's Furniture store, 336 Main St. E. Everything is to be sold... regardless of costs and irrespective of former prices. As trustee in charge, I hereby guarantee every item to be exactly as represented... in price, value and in quality. In all my vast furniture experience, I have never been privileged or permitted to make such drastic and sweeping reductions as in this liquidation, and I sincerely believe that at such prices the entire \$20,000.00 stock will find eager buyers within the week. Everything must go... first come, best served!"

H. GREEN
Trustee

SPECIAL ARRANGEMENTS TO PERMIT TERM PAYMENTS

While liquidation sales such as this are usually on a cash-only basis, we have been able to make special arrangements to permit you to take advantage of the deep-cut sale prices on a most convenient plan of payment. 10% down will deliver any item, and you may take as much as a year to pay!

Slashing Reductions

150 POPULAR MAKE RE-BUILT

**VACUUM
CLEANERS \$6⁹⁵**

JUST 8 FAMOUS AUTOMATIC

**ELECTRIC
WASHERS \$49⁹⁵**

SAVE ONE-HALF OR MORE!

LAMPS 99^c
up
Bridge, Table, Floor and Indirect Models.
3-ways, bed lamps and others all at real savings.

New And Used

**ELECTRIC
REFRIGERATORS**

\$39⁹⁵

And Up



PATTY'S

MR. H. GREEN, TRUSTEE IN CHARGE OF LIQUIDATION

336-368 MAIN ST. E.

OPPOSITE
WEGMANS

Congregation Plans Bingo Party

to requests of many members who prefer doing shopping in the morning according to the market.

member of the Senate, being to an unwritten law, remain silent on the floor his first year there.

ellow Senator or any Congressman shall be mentioned by according to a United States rule.

Members of the congregation of the Church of the Divine Inspiration will hold a Bingo Party at 128 Plymouth Avenue South on Wednesday, August 16th for the benefit of the church building fund. The public is invited.

Three hundred and fifty different tunes have been published in the U. S. under the title, "Memories."

30⁰⁰

AND NEW 1939 2 CU. FOOT LCO vador

RICE.... \$159⁹⁵
AVE \$30

29⁹⁵

TRAS INCLUDED



a magnificent 8-piece set of refrigerator. Likewise included is full deluxe equipment, light, self-closing evaporator, door, and

**FREE
COOKIE JAR**



obligation to buy. No d. Tape. Just visit one of the following dealers.

American Auto & Supply Co.
East Ave. Main 202

Kominz Tire Co.
Monroe Ridge Rd. Stone 3952
Glen. 2012

BERGHASH



12 Years Old
IMPORTED SCOTCH
CREAM OF THE BARLEY
PRODUCT OF SCOTLAND
Very Old — Matured in Sherry Wine Casks

A \$4.29 Value At **\$2⁹⁹** Case 12 Bottles \$35.50
A Limited Quantity

BOTTLED IN BOND
"ROGER WILLIAMS"
STRAIGHT BOURBON
WHISKEY
100 PROOF

You will find this a fine drinking and mixing whiskey, rich in body, exquisite in flavor and bouquet, mild and mellow.

A \$3.10 Value For **\$1⁹⁵** 4.5 Quart

IMPORTED
PUERTO RICAN
RUM

Compare \$2.00 Value **\$1⁵⁵** 4.5 Quart

To make the best high ball, Rum Collins, Rickey or Planter's Punch, etc! Be sure to get Puerto Rican Club Rum.

OLD
MR. BOSTON
FRUIT FLAVORED
GIN

Our New Low Price **\$1⁵⁰** FULL QUART

CHOICE OF
Wild Cherry
Pineapple
Lemon
Lime
Strawberry

OLD MILL APPLE JACK **BRANDY \$1⁵⁹** QUART
2 1/2 YEAR OLD
90 Proof LONDON INN **GIN \$1⁰⁹** 4.5 QUART
3 YR. OLD MARYLAND RYE WHISKEY **\$1⁹⁵** QUART

Because the demand has been so great for our Meloso California Wine—we are repeating the sale of this quality wine at the low price. Grapes grown wine produced and bottled by California Grape Products Company.

CHOICE:
Port, Angelica, Claret, Muscatel, Chianti, Sauterne, Tokay, Madeira, Zinfandel, Sherry Burgundy, Barbera.

MELOSO CALIFORNIA WINE
Full Gallon **\$1¹⁵**

MAIN 786 MAIL AND PHONE ORDERS FILLED FOR \$1 OR MORE MAIN 786

BERGHASH

NEXT DOOR TO LOEW'S THEATRE
124 CLINTON AVE. SOUTH
FREE PARKING OPPOSITE STORE

Fly for Fun or Fly for Your Business

ANYONE CAN LEARN TO FLY

Whether you're sixteen or sixty, YOU CAN LEARN TO FLY! Come out, or drop us a post card, and let us show you how easily and inexpensively you can be flying yourself before the summer is over!

Costs Only \$2.50 PER LESSON

Try a Sample Lesson This Week-End!

Empire State Airways

GEN. 7742 Municipal Airport, Scotsville Rd.

WAREHOUSE SALE

Entire Stock Order Sold
Cash Disposal Sale—New 1939 Stocks
YOUR CHOICE
OF 6 Popular Makes OF
TIRES

GENERALS, GOODYEARS
Firestones, Mohawks,
Goodrich and U. S.

**40% TO 60% OFF
LIST PRICE**

MOTOR OIL
Big 2-Gal. Can **55c**

4.40x21	3.95	5.25x17	5.15	6.00x16	5.50
4.50x20	3.95	5.25x18	5.15	6.00x20	6.95
4.50x21	3.95	5.25x17	5.15	6.25x16	6.95
4.75x19	3.95	5.50x18	5.70	6.50x16	7.55
5.00x19	4.15	5.50x19	5.90	7.00x16	9.90

EXTRA SPECIAL!
Goodyear All
Weather Tread
6.00x16 **\$9.95**
List \$13.95, Sale Price

**STANDARD MAKES
FACTORY RECONDITIONED**

4.50x21	2.25	5.50x19	5.40
4.75x19	2.20	6.00x16	4.75
5.25x17	3.10	6.00x17	4.15
5.25x18	3.15	6.25x17	4.15
5.50x17	3.50	6.50x16	4.20
5.50x18	3.70	7.00x16	4.50

SCHANTZ STORAGE BLDG.
253 CENTRAL AVE. ROCHESTER, N. Y.
Open Evenings To 8 P. M.—Phone Main 2969

ACHTER'S
Coupon Specials
IN 3 STORES

81 Central Park
corner Seid St.

387 E. Main St.
Free Parking
at the Gibbs St. Sta.

428 State Street
Near Brown St.

All Stores Open Every Night Until 9 P. M. Including Sat.

COUPON Wax PAPER 100 Ft. In Cutter Box	6c	COUPON BOOK MATCHES Box of 50	5c
COUPON Palmolive SOAP 3 bars for	14c	COUPON Dandy SOAP Large Bar	2 1/2c
COUPON Buxton STATIONERY	5c	COUPON DISH CLOTHS	1 1/2c
COUPON Hot Drinking CUPS Pkg. of 8	5c	COUPON Men's Bathing DUNGAREES Full 8 oz. Weight	73c
COUPON Shinola SHOE POLISH All colors including White.	6c	COUPON Ladies' Rayon SHORTS with Snap Fastener	16c
COUPON Waterman's INK All Colors.	4c	COUPON Ladies' Rayon HOSE With Comfort Top	14c
COUPON TOILET TISSUE 1000 Sheet Roll	2 1/2c	COUPON Ladies' Fruit of the Loom APRONS	17c
COUPON TOOTH BRUSHES	5c	COUPON 4 1/2 Inch Wide Pillow TUBING	24c

ALL COUPONS
Good One Week
Thurs. Aug. 10th
Thru
Wed. Aug. 16th

WATCH OUR
WINDOWS
For Sensational
SPECIALS

Conservador Refrigerator Saves Space

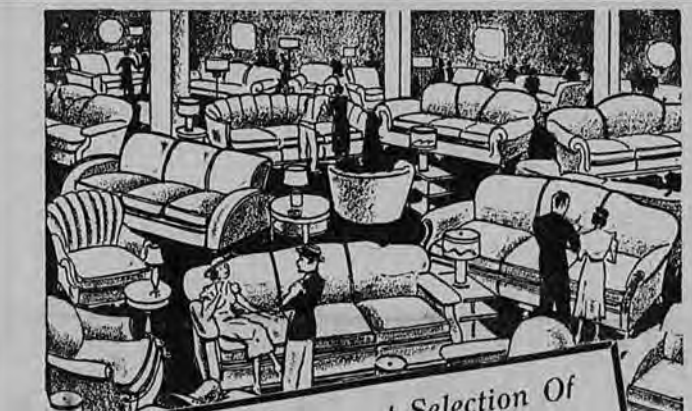


With the greatest demand of the housewife being economy of space and operation in the modern kitchen, the sensational inner-door of the new Conservador refrigerator was tailored to meet that need. A five-foot Conservador with the inner-door has been engineered by Philco to accommodate the same amount of food that fills the conventional six-foot refrigerator.

After filling the ordinary six-foot refrigerator on the left, under normal, everyday conditions, the housewife above took exactly the same articles and placed them easily in the five-foot Conservador. In addition, she was able to put in the unique inner-door her butter, eggs, cheese, milk, etc.—all those most frequently-used foods, which are then immediately available without any annoying groping at the rear of the refrigerator or the arrangement of its contents.

Economy of operation as well as space is provided by the inner-door, since surveys have proven that 50 per cent of all the trips to the refrigerator are for the foods placed in the inner-door. The inner-door can be reached without opening the rest of the refrigerator to the warm house air.

Greater Than Any AUGUST SALE!



Rochester's Biggest Selection Of
Living Room Furniture IS
Included In This Complete...

**FACTORY
DISPOSAL
SALE**

OF FURNITURE

Our complete 5-floor factory of home furnishings... including over sixty living room suites! Everything to be sold at CLOSE-OUT prices... far below usual August Sale reductions! Come in this week-end... compare for yourself!

10% DOWN DELIVERS

LYONS FURNITURE FACTORY

175 NORTH WATER ST.

3-PIECE SUITES NOW \$59
FORMER \$99.00 SUITE IN FRIEZE

ROYAL VELOUR NOW \$79
FORMER \$129.00 THREE PIECES IN

CHAS. OF LONDON NOW \$95
FORMER \$139.00 THREE Pcs. KNUCKLEARM

Modern MOHAIR NOW \$99
FORMER \$149.00 THREE PIECE

and 50 Other Living Room Suites at Similar Reductions!

YOUR OLD FURNITURE IN TRADE

BEDROOM SUITES • STUDIO COUCHES • MATTRESSES

Savings to **50%**

WANT ADS

AUTOMOBILES

DODGE Sedan — \$50 worth tires, nearly new battery. Bring \$20 and take it home. Mr. Mack. Before 8:30 or after 3 P. M. 435 Lake Ave.

INSTRUCTION

U. S. GOVERNMENT JOBS. Commence \$105 to \$175 month. MEN, WOMEN, Dependable jobs. Short hours. Prepare now in your own home, for best examinations. Common education usually sufficient. Full particulars and list positions. **FREE**. Write today, Mrs. Franklin Institute, Dept. R 15, Rochester, N. Y.

Y.W.C.A. Plans Book Reviews

Joint sponsorship of a series of four book reviews by Gladys Owen Stewart, outstanding local reviewer, is on the fall calendar of three chapters of the Rochester Y. W. C. A.

The three chapters, Brighton, Delphine Owen and Twenty-fifth, have made an early start on their project and have opened the ticket sale. The series will be given in the Y. W. C. A. auditorium in Franklin Street, beginning October 4 at 2 p. m. Reviews will follow on November 1, December 6 and January 3, each day at 2 p. m.

Popular best selling novels and current biographies will be reviewed by Mrs. Stewart, who has become widely known for her entertaining and informative reviews. She is said to possess a fine voice, excellent, clear diction and dramatic ability.

JUST ARRIVED
MILL CLOSE-OUTS AND SECONDS
FROM OUR PERRY, N. Y. FACTORY
FOR CHAMPIONS
FAMOUS ODDS AND ENDS SALE
WHILE THEY LAST

BOYS' POLO SHIRTS
Plain or With Trim
Slightly Irregular **18c**
6 FOR \$1.00

A Sell-Out Last Week!
Men's Novelty Ribbed Full Combed Cotton
ATHLETIC SHIRTS
Reg. 50c Value! **19c** First Quality
6 FOR \$1.00

ALL LADIES' Swim Suits \$2.69 Values To \$7.95

MEN'S SILVER OR COLORED SWEAT SHIRTS
Size 36 To 44 **59c ea.** 2 for **\$1.10**
A REGULAR 1.00 VALUE (SLIGHTLY IRREGULAR)

Champion
KNITWEAR CO. 71 ST. PAUL ST.
OPEN SAT. TH 5:30 P. M.

FREE DELIVERY ON ORDERS OF \$3.00 OR MORE

Miracle FOOD MARKET

Open Evenings
Thurs., Friday
and Saturday

694 LAKE AVENUE

NEW STORE HOURS! IN COMPLIANCE WITH THE REQUESTS OF SO MANY OF OUR CUSTOMERS
Daily — 8 A. M. to 6 P. M. Thurs., Fri. & Sat. 8 A. M. to 9 P. M.

SUPER-SAVINGS FOR THIS WEEK-END!

Helman's MAYONNAISE Full Quart	39c
Del Monte CATSUP 14 Oz. Bottle	10c
Florida GRAPEFRUIT JUICE 46 Oz. Can	12 1/2c
Arpeko Print LARD ... lb.	8c
Grade "C" EGGS ... doz.	22c
Gloverbloom & Brookfield CHEESE 2 Pkgs.	23c
N. Y. State Sharp CHEESE ... lb.	29c
U. S. New No. 1 Potatoes , pk.	23c
ONIONS 10 lb. bag	15c
Sweet California ORANGES doz.	12c
Juicy California LEMONS , doz.	19c
Dold's PINEAPPLE JUICE 46 Oz. Can	23c
Domino Pure Cane SUGAR 10 Lb. Bag	48c
MUSTARD Full Quart Jar	12c
Rich Creamy PEANUT BUTTER 2 Lb. Jar	21c
Kellogg's SHREDDED WHEAT 15 Biscuits In Pkg.	9c
Spaghetti, Macaroni, Noodles MUELLERS PRODUCTS Pkg.	7 1/2c
Sniders TINY SWEET PEAS No. 2 Can	10c
Seco MACARONI DINNER 3 for	25c
Musselman's Fancy Sweetened APPLE SAUCE No. 2 Can	7 1/2c
Cortez Flaked TUNA FISH Can	10c
SPRY 3 Lb. Can	43c
When Purchased With a 4 Oz. Can of Black Pepper at 10c	
COUPON Fresh Cut Chicken For Fricassee or Salad 1-lb. Wings 1-lb. Giblets 1-lb. Necks 3 lbs. with coupon 50c Value	35c
Wilson's Certified Whole or Shank Half COOKED HAMS , lb.	25c
Ready To Serve Genuine Spring LEGS O' LAMB or ROLLED ROASTS	21c
FRESH WHEAT FATTED YOUNG TURKEYS lb.	27c
FROM U. S. INSPECTED YOUNG STEERS BEEF ROASTS lb.	15c
LEAN CENTER CUT PORK CHOPS lb.	25c
LEAN RINDLESS SLICED ARPEKO BACON lb.	21c
Delicious Lean Sliced Boiled HAM lb.	39c
CHICKEN CUTS Legs... lb. 35c Breasts... lb. 45c Livers... lb. 45c	

Make this your **BEER HEADQUARTERS** like hundreds of other Rochesterians. Lowest prices in town on quality beer.

ROCHESTER'S
WEEKLY
SHOPPING
GUIDE

The Rochester Sun

TRUTHFUL NEWS TRUTHFUL ADVERTISING

DELIVERED
TO 74,700
ROCHESTER
HOMES

VOL. II No. 42

ROCHESTER, N. Y. THURSDAY, AUGUST 17, 1939

PHONE STONE 6001 If You Do Not Receive Your Copy Regularly

Adam Hats To Sponsor Fight Broadcasts

Adam Hat Stores, Inc. will again sponsor radio broadcasts of major fights to be held in Madison Square Garden this coming season, according to an announcement of M. J. Toor, manager of the Rochester unit of that company.

The series will get underway next Tuesday when Henry Armstrong meets Lou Ambers at Yankee Stadium in a return bout for the lightweight championship. Local fight fans will receive this a n d subsequent broadcasts through W H A M.

Sam Taub, assisted by Rochester's own Bill Stern will handle the mike at these fight broadcasts.

Other fights to be heard later in the season will include The Louis-Pastor heavyweight championship go, the Tony Galento-Lou Nova Fracas

Jimmie Fidler in Hollywood

Editor's Note—Jimmie Fidler is combining pleasure with business on his vacation this summer. At the present time he is in Honolulu and, therefore, his columns are being written at that point. His articles, for the next few weeks will be in the form of correspondence between himself and his office.

HONOLULU Dear Staff: This is my first visit to Hawaii, yet I find the islands strangely familiar. It's been the background for so many movies that I'm well acquainted with many of its charms. Not all, mind you, for no camera could capture the entire beauty of this place.

But, while Hollywood has been fairly faithful in depicting Hawaii, the movies haven't done so well by the forty-eight states. From watching pictures, people here have formed distorted notions of what America is like. Born here he's never been to the mainland. A high school student, he gained a superficial knowledge of the United States from books.

His real mental picture of our and was formed in movie theaters — and what confused ideas they are! He thinks every American city is over-run with gun-totin gangsters and champagne soaked millionaires. He thinks all little girls can sing and dance (the Tempie, Durbin influence) and all young kids are sassy and tough (shades of Rooney and the Dead Enders.) School books could never change this young man's ideas of what our West is like. He's a real horse-oper fan, and he's

Continued on page 9

Al Schacht Scheduled for Red Wing Game

Al Schacht, "Clown Prince of Baseball," will perform for Red Wing fans as an added attraction to the Buffalo Bison tilt on Thursday, August 31. He has entertained at 15 World's Series, several All-Star games, and countless major a n d minor league contests. Invariably, Schacht has the fans "rolling in the aisles."

A Great Day For The Irish!

The Hon. James P. B. Duffy will act as honorary chairman at the Knights of Equity Outing scheduled for Sunday at Vaughan's Grove, 1190 Chili Ave.

General Chairman Martin Scallan has arranged a complete program of sports, including a tug-of-war between first and second degree members, and an Old Timer Fiddler's contest.

All local Irish Societies are invited to attend this outing.

Gesundheit!

"K-a-choo!" and another hay fever victim undergoes the ritual peculiar to that long-suffering group of the human race who suffer (but not in silence) each year from ragweed pollen irritation.

Everybody laughs at hay fever except the sufferers themselves. And with them, it's no laughing matter.

From the 18th of August until the first heavy frost, life becomes a miserable existence.

However, there is a way of escape. Experts advise victims to go to Europe during the season. Ragweed is unknown on the continent. If you suffer from hay fever, and can't get to Europe this year, well — Gesundheit!

Movie Quiz Winners

Following are the names of the winners of last week's movie quiz. If these people will call at the SUN office, 419 Burke Bldg., each will receive a ticket to the Rochester Theatre. Answer the movie of this paper today and you, too, may win free theatre tickets.

Adelaide M. Fisher, 153 Crawford St.
Mrs. H. W. Paul, 693 Park Avenue
Mrs. S. M. Gove, 118 Princeton Street
Lucille Palmer, 30 Kenwood Ave.
Miss Mary Ann Lane, 118 Greenwood Drive
John Delano, 105 Foyham Road
Miss Joyce Bobanek, 43 Hazelwood Terrace
Robert Haak, 56 Somerset Street
John Barall, 1391 Clifford Avenue
Karl Keener, 137 Vermont Street
Bill Becker, 128 Laburnum Crescent
Dorothy Farrell, 887 Woodbine Avenue
Ruth Brown, 86 Coventry Avenue
Gerard Stephens, 8 Stanley Street
Jack Harl, 310 Champlain Street
Margaret Whalen, 58 Melville St.
Frances Illino, 8 Lorraine Place
Eleanor Schaefer, 925 Genesee St.
Mrs. Rhona French, 28 Reel Street
Donald F. Clough, 37 Virginia Avenue
Naomi Kallush, 1397 Mt. Hope Avenue
Rita Richardson, 222 Avenue A
Betty Vandenberg, 67 Oakland St.
Mrs. August Becker, 212 Hazelwood Terrace
Mrs. A. Soriano, 399 Bay Street.

Batter Up!

"Mr. Cooper will know he's been in a ball game," was the only comment John King Curtin would make when he was nominated for Supervisor in Brighton by the Democratic party. Cooper, Republican incumbent will face one of this area's best known athletes in this race. Curtin, a stock broker, has announced that his campaign will get underway at an early date. Brighton Democrats are jubilant over this nomination and are certain that Curtin's name will measurably strengthen an already strong ticket.

Republicans Have Tough Fight Ahead

Democratic Slate Declared Strongest In Years; Republican Chances Hurt by Internal Strife and Weak Ticket

"A very weak slate," is the opinion expressed by many Republicans and Democrats alike, regarding the Republican lineup for the Fall election.

It was to be expected that Democrats would ridicule the opposition—that was expected. But when Republicans themselves say "another Broderick buster"—that's a horse in a different garage.

Addition of former Mayor Charles Stanton to the Democratic ticket has strengthened that party's chances considerably in his territory. Stanton always did have a more wide-spread reputation than Samuel Dicker, his opponent. And despite the fact that this is strictly Republican territory, a stiff fight is expected.

Naming of Frank E. Van Lare to oppose former Democratic Councilman William E. Campbell is a nice gesture to Young Republicans but with Campbell on the one hand and Lester Rapp sharpshooting from the other direction, chances look none too bright for the previously unheard of Van Lare. While the South section is predominantly Republican, it is also the strong-

GARDEN CLUB MEETS

Members of twenty-one Garden Clubs of the Seventh District, which includes Rochester, met on Tuesday at Iroquois Inn, Kenka Park, as guests of the Penn Yan Garden Club. The club had as speaker Mrs. William Crocker, State President. After luncheon, Mrs. William Fox of Penn Yan toured many of the guests through the attractive gardens.

City Court Judges Mix, Gitelman and Tompkins will have George D. Ogden, Supervisor Michael Rogers and Thomas P. Culhane for Republican opposition. In addition Republicans will have opposition in their own ranks from Rapp's direction. It is expected that Rapp will name three of the disappointed attorneys who were looking for designation at the hands of the party leaders.

Republican leaders are figuring on the predominantly Republican tradition in this territory to see them through. But overconfidence has lost more than one battle.

And with main-in-the-street sentiment as it is, there should be little over-confidence in Republican ranks. They can win of course. There is no doubt about this. But they're a long way from "in there" right now.

Burke's Every Pair Women's WHITE STYLE SHOES

MAMMOTH

Removal SALE

REDUCED To These Three Sensational Group Prices

ENTIRE STOCK OF BURKE'S SHOES For Women And Men Drastically Reduced!

\$1.95 \$2.85 \$3.95

BURKE'S

17 CLINTON AVE. NORTH
Directly Opposite Sibley's

HARRIS NUSBAUM

Clever New School-Going Fashion Frocks

Tubable Cotton

95c

Dainty frock fashions that look twice their price! Brand new styles in plaids, checks and prints. Every color you could desire. Sizes 7 to 16.

Special No. 2...

These are better dresses by makers famous for their fashioned, skilled workmanship. Plaids, checks and prints, gingham and broadcloth. Sizes 7 to 16, and chubby sizes 8 1/2 to 18 1/2.

\$1.95

New SWEATERS

All wool, alpaca and coat styles to wear with skirts and dresses. Every one brand new.

\$1.00

NEW SKIRTS

All wool flannels in flares, pleats and plaids. Smart styles and plenty of smart colors. All sizes.

\$1.95

NEW JACKETS

Mammoth tailored and Cardigan styles in new fall plaids.

\$2.95

JUNIOR FROCKS

Silk Challies Woolens

\$2.95

Junior styles that follow the most favored Parisian trend. Flares, pleats, and prints, and combinations with all those clever details that make the new fall mode. Sizes 10 to 16.

Open Tonight Until 9:30 P.M. Fri., 'Til 8 P.M.

Early Fall Shoppers Earn EXTRA-Dividends When Buying This Week-End In HARRIS NUSBAUM'S



Prices As Pleasing for Mother As These Clever New Styles Are Becoming in the Children Who Will Proudly Wear Them

BOY'S WEAR THAT CAN "TAKE IT!"

Smartly Tailored New Fall

TWO TROUSER SUITS \$5.95

A most exceptional group! Wearable new fabrics smartly tailored in double breasted styles with one pair of knickers and one of long pants. Brand new fall patterns, but you must select early for quantity as this price is limited.

Others to \$12.95

STUDENTS' 2 LONG PANTS SUITS \$9.95

All New Styles

BOY'S SWEATERS \$1.00

Crew neck and half-zipper in two-tone or plain colors. Perfect for school-going. Sizes 30 to 36.

\$1.95

This group of zipper front and button styles are most unusual values at this price! Novelty wool and leather combinations in sizes 30 to 38.

BOYS NEW WOOL LONGIES \$1.95

Real woollens that usually sell for \$2.95! Expertly tailored, many with belts. Plenty of patterns. Sizes 8 to 18.

Others \$1.50 to \$3.95

BOYS WOOL LINED Knickers 89c

Sensational values even for Nussbaum's! Fabrics found only in \$1.50 knickers. Fully lined, knit cuffs. Sizes 8 to 16.

Others to \$1.95

HARRIS NUSBAUM

The Complete Apparel Department Store

221-229 JOSEPH. At Kelly Street

New Fashions For Little Tots!

Bright, Cute, Washable

Cotton FROCKS

A brand new stock of pretty little frocks. Fabrics usually featured in more expensive styles. Sizes 1 to 3 and 3 to 6 1/2.

95c

All Wool Sweaters \$1.00

Slip-on, crew neck sweaters in novelty styles and weaves — every one all wool. Styles for both boys and girls. Sizes 1 to 6 years.

LITTLE BOYS SUITS 95c

As fine a variety in broad-cloths and shantung as you will find anywhere in Rochester!... at far below in our store's prices! You will want to buy several of these "back-to-school" specials. Sizes 1 to 6.

USE THIS COUPON!

Reg. 79c Without Coupon

Boys Fruit-of-the-Loom

SHIRTS

59c

A make famous for fabrics and styles! Get yours quickly and quantity is limited for (Limit 2)

Mr. and Mrs. Henry E. Kit of Mollie T. Sill and Miss Bessie Cleveland are guests of Miss Sill of Alexander Street.

AUGUST SALE

Special Group Of \$135 To \$165

Fur Coats \$100

FRIDAY AND SATURDAY ONLY

RACCOON LEOPARD CAT
MUSKRAT RUSSIAN PONY

And a host of others . . . on every one of which the saving is from \$35.00 to \$65.00 . . . with every assurance of fashion and craftsmanship that the name E. Kelsey Scott implies.

E. Kelsey Scott

"Where the Exclusive Is No Expense"

44 East Ave.

Catherine Holmes, 223 Pierpont St.

Have Music Anywhere with a Stromberg-Carlson Portable Battery Radio

Covered with smart-looking dark blue and white Airplane Cloth. Weighs but 14 lbs. complete with batteries! Beam Power Output. Dynamic Speaker. Built-in Loop Antenna with an alternate connection for exterior antenna.

Pay \$1.00 Per Week

HICKSON'S

COR. MAIN & FRANKLIN OFF. EAST AVE.

\$29.95

There is nothing finer than a Stromberg-Carlson

DOLAN'S

MEATS - GROCERIES - VEGETABLES
600 JEFFERSON AVE.
We Deliver Phone Genesee 1417

WEEK-END MONEY-SAVERS!

COUPON Pure California Orange Juice 12-oz. can With Coupon Limit 10 5c	Pot Roast Beef, lb. 15c
CHICKEN Buy The Cuts You Like LEGS, lb. 35c BREASTS, lb. 45c NECKS, lb. 10c WINGS, lb. 15c GIBLETS, lb. 15c LIVERS, lb. 45c	Boneless Rib Roast Beef, lb. 27c
	Home Dressed Broilers, lb. 25c
	Milk Fatted Fowl, lb. 19c
	Sliced Rindless Bacon, lb. 19c
	Fresh Pork Liver, 2 lbs. 25c

Win Movie Tickets

Loew's Theatre and The Rochester Sun invite the first 25 persons who send in correct answers to the questions to see "These Glamour Girls." All answers will be judged on neatness and accuracy.

'These Glamour Girls'

One of the best hits of the year with Lew Ayres, Lana Turner, Anita Louise, Richard Carlson, and Ann Rutherford. Released by Metro-Goldwyn-Mayer.

1. What well-known war drama did Lew Ayres play the lead in?
2. What recent picture did two of the cast of "These Glamour Girls" play in?
3. Who wrote the original story of "These Glamour Girls"?
4. What series of pictures has Ann Rutherford been appearing in?
5. What is the theme of "These Glamour Girls"?

Opens at Loew's Thursday, August 24th

Loew's Theatre

Hurry! Address All Replies to:
CONTEST EDITOR - ROCHESTER SUN

CURT Comments

The fiftieth anniversary of the Watson twins, one the President and another the Vice-president of large local banks calls to mind the fact there really was an era when you could start a banking career as messenger and come out president. Nowadays you may get as far as the teller's window but from there on, papa better belong to the right clubs or be a graduate of the right college. It is the sport shirts they always wear or what, that makes it so easy to pick out a ball player from the Main St. crowds? . . . Bernie Williams of Ritter Dental and the Conservation League has a son who is a dead ringer for Louie Calhern of the movies. The same Lou, who caused the feminine hearts to flutter in old Lyceum Stock days . . . In the seventh inning of the 26-1 game at Red Wing stadium, Bill McCarthy, former Aquinas' coach, was munching a hot dog in Bill O'Connor's commissary where the radio is always tuned in to the ball game. Johnson was picked for a run according to the ether waver, Bill McCarthy bolted his hot dog and can "Gosh murmured Bill" we're only 23 runs ahead, I'm getting to my box before Johnson "blows that lead" . . . Mr. and Mrs. Ray Mead are back from a gastronomical tour of New England where Mr. Mead established new records in clam consumption . . . Jack Curtin, Democratic designee for supervisor in Brighton will have a half dozen lieutenants, who are Republicans, to help him in his attempt to scare Sam Cooper out of some of that 2000 plurality . . . Who remembers twenty years back, when policeman Al Bartlett stationed at East and Goodman, waved adoring matrons by his corner with the grace of a fan dancer and a smile like P. D. R.? We wonder if Al sometimes doesn't long for those good old days, for instance, Christmas time, when the younger Bartletts made three or four trips a day with cart and wash hamper to tote Daddy's presents home . . . Reed Marshall, who designs packages, can hand out a line of most amazing facts on how authentic cartons for any product will increase its sale . . . Golf is over-emphasized and newspapers are suckers for space according to a well-known sports writer. The women's championships here drew about 51 entries and a gallery of the same number. Mr. French couldn't operate on Norton St. very long on that basis . . . According to the estimable Izzy at the corner of Clinton and Main, the green tabloids, Scoop and Tatler, are fast-waning in sales and interest . . . Myrtle Robinson, who conducts one of this locality's finest antique shops, is a leading authority on old glassware, and rarities from the Pennsylvania Dutch district . . . It's rumored around town that one of East Avenue's smartest shops will establish neighborhood stores under another name . . . One of Rochester's wealthiest families knows not the meaning of manual labor nor the proper pronunciation of the most generally used cuss words. Yet the grandfather, who founded the fortune with a carpenter's kit had a county wide reputation as the most fluent and colorful cussor of his time . . . A lot of things, both good and bad, have been said about Frank Gannett, the publisher, but next time you pass him on the street we suggest you run an eye over the suit he may be wearing. Nobody can disparage Mr. Gannett's sartorially. We wish we knew his tailor and what's more important, we wish we could afford to go to him . . . The daughter of the general manager of the local units of a leading food chain here won a Carnegie medal and a nice bundle of cash. The only catch is that the cash must be used for educational purposes . . .

'Hit Parader'



Bea Wain, popular songstress, who joins "Your Hit Parade" cast over Columbia network next Saturday. With tenor Lanny Ross and the Merry Macs quartet, Bea will sing the nation's ten most popular tunes, as compiled weekly by the program.

No Bridge!

Bridge fans will have to wait until next week for their contract lesson. Due to the illness of the author, Virginia Levy, her column does not appear this week.

Red Wings Face Tough Schedule

Now that Jersey City and Syracuse have visited Rochester, two more pennant-contending clubs will invade Red Wing Stadium in the next seven days. They are Johnny Neun's title-holding Newark Bears and Steve O'Neill's ever-dangerous Buffalo Bisons.

The Bears play the Wings in single night games tonight and tomorrow and make their last 1939 regular-season appearances in Rochester with single afternoon trysts Saturday and Sunday. Then the Bisons invade the Flower City for single night encounters Monday and Tuesday. Elwin (Preacher) Roe, 21 year-old southpaw, has proven himself worthy of starting assignments and promises to be of tremendous value to the Wings in their drive toward the pennant. He is expected to get plenty of work this week.

Mr. and Mrs. V. Waldemar Hurst, Jr., of Cheimport Road returned Sunday from Rain's Island, Lake of Bays, Canada, where they passed several weeks.

Germany plans to combine sailor-training with the Youth Hostel movement by putting an 80-ton barge into service this Winter on the Elbe and Saale rivers. Swimming instruction will be given to apprentice sailors during January and February. The barge will be used for a youth hostel in the Summer months.

HORSEBACK RIDING

Over Beautiful Trails in Vicinity of Irondequoit Bay—Lake Ontario
REDUCED RATES
For The Rest Of August
Only
75c a ride
Phone Res. for Night Riding.
Only \$1.50 for a Party of Four or More

Ridgetop Stables

3000 RIDGE RD.
Culver 4317
JOHN KLOGE, Prop.
Free Instructions

Raw Carrot Juice and Combination Served at Our

JUICE BAR
10c per glass
20c Pint Container
THE JUICERY
15 CIRCLE ST.
Special Combination Made to Order. Open 9 to 6
Closed Saturday - Mon. 9:04

RUGS \$1.00

Cleaned, Steamed, 9x12
Cleaned and Shampooed - \$2.00
Cleaned, Steamed, Shampooed, Sized and Matted - \$3.00
Three-Piece Living Room Set, Cleaned, Steamed and Demoted - \$18.00
Oriental Rug Washing Slightly Higher.
All work guaranteed to be satisfactory or released free of charge.

ELTER CLEANING CO.
34-44 Arthur St.
Glenwood 3466

The Rochester Sun

Published every Thursday afternoon by the Rochester Sun Corporation, 5 St. Paul Street, Rochester, N. Y.
G. Curtis Gerling, Publisher
ROCHESTER SUN CORPORATION
G. Curtis Gerling, Pres.
William Pfaff, Secretary
Eugene Davis, Adv. Director
Frank B. Kelly, Vice-Pres.
Win. G. Bromley, Treasurer
O. H. Allen, Editor
D. Chas. Groet, Circulation Mgr.
NATIONAL REPRESENTATIVES.
James A. Coveney Co.
New York Office
Chicago Office
444 Madison Ave.
29 South State St.

Pull up A Chair

By Neal O'Hara

The great unafraid: The chief anesthetist for 25 years of a large general hospital observes that folks with strong religious faith have less fear beforehand of a surgical operation and show fewer signs of surgical shock afterward than those whose faith is not so strong . . . Many clerks such as those who take Pullman reservations via telephone all day long make it a practice to continually shift the receiver from the left ear to the right and then vice versa on successive calls—so they won't overdevelop the hearing of one ear in comparison with the other.

For some reason, virtually all song writers think the word "romance" is accented on the first syllable, although it isn't. And if that much employed word were pronounced correctly in song lyrics, the meter of many a popular song would be blooey . . . Earth from Boston's famed Bunker Hill, sent to France years ago for that purpose, covers the grave of General Lafayette . . . Today's favorite gas: YOUNG WIFE—"This is terrible! Not a thing in the house to eat! I'm going straight home to mother."

HUSBAND—"I believe I'll go with you."

The Federal Trade Commission has advised fan manufacturers not to use the term "air-conditioning" in connection with the product on the ground that mere ventilation and air-conditioning are two very different things . . . Commenting on the type of news from this land printed in most British dailies, a commentator in the Manchester (Eng.) Guardian complains it consists of "sensational and lurid stories selected from the bulk of American news to create the impression that Americans are half-insane, that gangsters flourish on every corner, that law and order is a myth in the United States and that exhibitionists of all types run wild through the streets."

Summer note: Birds never perspire.

Copyright 1939, by The McNaught Syndicate, Inc.

All you can eat without additional cost is one of the added attractions of the conducted tours to Mexico being offered this season by the Illinois Central Railway. The offer holds good in the famed Vieux Carre restaurants of New Orleans. Say You Saw It In The "SUN"



FRANK A. RIVERS

You'll enjoy shopping at RIVERS, too . . . the store that uses no bait bargains . . . that has no ridiculous mark-up to make a big mark-down . . . For Our August Bargains we endeavor to offer you samples of the newest Furniture at SAMPLE PRICES, thereby guaranteeing honest

SAVINGS of 20% to 40%

VISIT RIVERS THIS WEEK-END, AND JUDGE FOR YOURSELF!

Established 1910

FRANK A. RIVERS FURNITURE CO.

Open Every Evening

226 SOUTH AVE.

Plenty of FREE Parking

A PLEDGE Renewed!

to Assure the Motorists of Monroe County, a Continuance of That High Order of Service Which Has Been for a Quarter of a Century 1914-1939, the Keystone of Our Success.

JOHN A. McCALL

25 YEARS ON DEWEY AVE.

OVER 50,000 SATISFIED CUSTOMERS!

We Continue These

5 BIG REASONS FOR McCALL LEADERSHIP

1 SERVICE . . .

Our most modern and scientifically equipped shop enables us to GUARANTEE McCall service . . . a degree of service so proficient that many of the Ford Motor Co. branch officials entrust their personal cars to us for service.

2 USED CARS . . .

A large stock of used cars, completely inspected and reconditioned in our own shop to a point of perfection. Next to a new Ford V-8, a McCall Used Car is the best buy in motor transportation.

3 NEW FORD V-8's TRUCKS & TRACTORS

A complete line of most modern Fords, Mercurys, Trucks and Tractors always available for your inspection. And nothing surpasses Ford dependability!

4 GUARANTEES AND DEPENDABILITY

A McCall Guarantee is a personal pledge that you will be entirely satisfied . . . a pledge with a background of over 25 years!

5 AUTHORIZED STATE INSPECTION

Every motor vehicle must be inspected and approved between Sept. 1st and 16th, according to New York State law. Our approved testing devices will be ready to serve you . . . with our usual low prices on any repairs that may be necessary to conform with the law.

Remember We Have Never Failed To Fix Them!

McCALL MOTORS

Ford Dealer Since 1914.

2503 DEWEY AVENUE
GLENWOOD 1250



Lauer's Drapery Department Sale Of PEPPERELL RED LABEL SHEETS

81x99-INCH SIZE
63x99 In. Size . . . 69c 72x99 In. Size . . . 69c
81x90 In. Size . . . 69c 81x108 In. Size . . . 99c

69c

Lauer's August Sale brings unusual savings in our Drapery Department. This well-stocked department, under the personal supervision of Miss Dorothy Perchick, is gaining wide attention as a style center in the Rochester home furnishing field. Not only do Lauer's show the new-

est in curtains, draperies, towels, sheets, bedspreads, puffs, gifts, etc., but Lauer's policy in this department is to be very low in price. You will find that you can save money on sheets this week. Any purchase over ten dollars may be added to your account.

FAIR PRICES ALSO ON FINEST PERCALE AND PEQUOT SHEETS

"PEQUOT"

63"x99" \$1.05
72"x99" 1.49
81"x99" 1.69
81"x108" 1.89



"Fine Count Percale"

72"x108" \$1.49
81"x99" 1.99
81"x108" 2.05

Lauer's August Sale BEDDING

Special!

**BOX SPRING
AND
MATTRESS**

\$29⁵⁰
For Both



Here is a box spring and mattress with pre-built borders . . . springs covered with sisal padding . . . layers of felt over sisal padding . . . strong striped tick . . . and buttoned together with the newest type button tufts. If you buy this mattress separate, it will cost you \$16.50 . . . the box spring the same. When purchased together—\$29.50 for both. It is a real Lauer special for August.

**DOWN
PILLOWS**

\$7⁹⁵

Per Pair

Heavy
**CHENILLE
Bed SPREADS**

\$4⁹⁸

Each

Eclipse
**SLEEP
CHAIR**

\$19⁷⁵

Each

Studio Couch

WITH BEDDING COMPARTMENT

\$39

^{\$4⁰⁰}
Delivers

Together With

**MAPLE DESK—CRICKET CHAIR
and DESK LAMP**



Lauer's August Sale

**FINE WILTON
BROADLOOM**

\$3⁹⁵
Sq. Yd.



We have a new shipment of carpet that has never been on our floor previous to our August Sale. This carpet is woven more tightly than any similar Wilton weave that we have had. It depends upon its wear from this very close weave. Hundreds of persons have found that a carpet of this type is far easier to care for than other kinds of carpet. Beauty is achieved through the use of twin tone colors in foliage designs.

Store Open

**EVERY
FRIDAY
NIGHT**

Lauer's Store will be open every Friday night for the convenience of those who wish to shop leisurely during the cool evenings and for those whose daytime activities offer little opportunity for daylight shopping.

Lauer's Repeat Sale! 2-Pc. Channel Back LIVING ROOM SUITE

EXACTLY AS PHOTOGRAPHED

\$75

\$7.50 DELIVERS

THE SUITE PICTURED ABOVE COVERED IN BLUE FRIEZETTE \$75

Wide Choice of Colors and Patterns In The Covers Listed Below

FIGURED VELOUR \$98 GOV'T STANDARD MOHAIR \$149
LONG-WEARING NEEDLETEX \$139 FINE KID MOHAIR \$159

LAUER'S • 50 STATE

Hard of Hearing League to Meet

The Rochester League For Hard of Hearing has extended an invitation to the general public to witness a demonstration of the league's work in a general meeting to be held in

the club rooms at 130 Clinton Ave., S. tonight. It is argued that hard-of-hearing folks attend this meeting and talk over their problems with the instructors in charge.

The club also announces their rooms will remain open during the balance of this month, with a week.

regular meetings scheduled for Wednesdays, 7 P. M. to 11 P. M. and Thursdays, 12 M. to 4 P. M.

Miss Elaine Clow, daughter of Mr. and Mrs. Frank J. Clow of Susquehanna Road left Saturday by motor for Binghamton, where she will be the guest of Miss Barbara Hendrickson for a week.

Local Author At Zonta Club

Mrs. Mabel Stephenson Quine, author on the recently published book "Only The Brave Are Great," was guest speaker at the regular weekly meeting of the Zonta Club held Tuesday

noon at the Rochester club. Mrs. Quine, who makes her home in Rochester, spoke on the subject "Facing Life's Challenge," in which she told some of the circumstances leading up to the writing of her latest book. She also gave a brief outline of the book itself.

Miss Harriet A. Peters of Oxford Street, and her sister, Mrs. Herbert G. Williams of Dartmouth Street, left by motor on Tuesday for Lake Brantingham in the Adirondacks.

Miss Ellen L. Todd of Binghamton Street and Mrs. Asa D. McBride and her son, Richard of Rock Beach, left Saturday night by boat for Montreal and the Saguenay where they will pass two weeks.

Loudly Acclaimed As THE FINEST ALE IN ROCHESTER

James Shanter STOCK ALE

MORE HOPS • MORE MALT • MORE AGE

DRAUGHT • BOTTLES EVERYWHERE

AMERICAN BREWING CO. • Rochester, N. Y.

WEIS & FISHER'S

August Sale of New Furniture Fashions



COLONIAL BEDROOM SUITE IN FINE MAHOGANY

A rare bargain at this special Sale price! Fine-figured veneers, bracket feet and moulding base are but a few of the features you'll find in this suite usually seen only in most expensive furniture. 6-drawer chest and 5-drawer dresser, dust-proof and center drawer-guided. Colonial poster bed with reeded posts and carved pineapple tops.

\$98

FOR 3 PIECES



HANDSOME BUTT-WALNUT BEDROOM SUITE

If you have young ideas, and if you like the rare charm of simple design, you'll enthuse over this suite! Beautiful veneers, with large plate-glass mirrors and a narrow marquetry inlay on the fronts of all pieces. Good size, but without unnecessary bulk... and a rare value at this Sale price!

\$79

BED, CHEST AND DRESSER OR VANITY



CHANNELED ARM LIVING ROOM SUITE, BOUCLE FRIEZE

Here's proof positive that is needn't be costly to bring new beauty and comfort to your daily living! This well-built, channeled arm living room suite has a carefully tailored cover in rich, solid-color boucle. Its price sets a new high standard of furniture value, even for a store famous for value like Weis & Fisher's!

\$98

Furniture of traditional Weis & Fisher quality and good taste... Brand NEW pieces, priced at generous savings during this mid-Summer Sale. You'll find the finest fashions from Jamestown, New York and Grand Rapids... values characteristically Weis & Fisher's, for when this store has a sale it means REAL furniture value, and not merely the empty verbiage of an over-enthusiastic advertising writer. Visit Weis & Fisher's... compare for yourself with any furniture in Rochester. We rest our case upon your own good judgement.

3 CONVENIENT PAYMENT PLANS

9x12 ROOM SIZE
Axminster RUGS
\$27⁷⁵

Heavy, seamless, all-wool yarns. Glowing patterns in Persian, Hooked and Texture designs.

9 x 12 PERSIAN PATTERN
Royal Wiltons
Persian patterns of rare beauty and with all the characteristic serviceability of Wilton! All new color combinations, in wide variety.
\$49⁵⁰



7-Pc. Walnut or Mahogany DINETTE SUITE
The perfect dining space for a home where space is limited! Pedestal table, china cabinet and four chairs, for only.....
\$98

CHANNEL BACK
Occasional CHAIR
\$19⁷⁵

A chair of comfort yet easy to move around. Queen Anne legs and a h x p e d arms, with channelled, barrel - effect back. Satin - faced damask cover.

WEIS & FISHER'S

"Rochester's Show Place of Furniture Fashion" **80 CLINTON AVE. SOUTH** Open All Day Saturday

Wegmans Quality

TENDER JUICY GRAIN FED STEER

BEEF SHOULDER ROASTS

A new low price on Wegman's famous quality beef! Juicy, tender shoulder roasts, but from prime government inspected steers. Dozens of cuts to choose from!

17^c lb.

TENDER FRESH YOUNG BONELESS

Lamb Roasts lb. 21^c

KEEP YOUR FOOD COSTS DOWN

... by keeping up with Wegman's advance mental! Here are but a few of the EXTRA savings you'll find in these big home-owned stores FRIDAY and SATURDAY.

Guaranteed LOWEST Grocery Prices!

TAS-T-MIX DELICIOUS FRUIT
Cocktail 2 No 1 Cans 23^c

NO. 2 1/2 CAN DEL MONTE
Bart. Pears Can 19^c

PURE FRUIT PECTIN
CERTO Bottle 19^c

MORGAN'S PURE FRUIT
PECTIN Bottle 13^c

CRISP FRESH KELLOGG'S
CORN FLAKES Pkg. 6^c

MILK AMPLIFIER
Choc. Bosco Jar 37^c

DISH CLOTH FREE WITH STALEY
Cube Starch 2 pkgs. 25^c

FOR BAKING PERFECT CAKES
SWANSDOWN Pkg. 20^c

NORWEGIAN OLIVE OIL
SARDINES Can 5^c

LARGE SIZE BLUE PLATE FANCY
SHRIMP 2 Cans 23^c

BAKES BISCUITS QUICKLY
BISQUICK pkg. 26^c

HERE'S YOUR GUARANTEE!

HIGHEST GRADE BUTTER

U. S. CERTIFICATE OF QUALITY IN EVERY PACKAGE

It's 93 years... 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. The unquestionably America's finest butter for table and cooking!

LAND O' LAKES BUTTER

28^c POUND ROLL

Wegmans HOME OWNED FOOD MARKETS

FREE PARKING for Customers at Any Wegman Store

Andy Furstoss Personally Invites You To Visit And INSPECT ROCHESTER'S NEWEST and MOST MODERN GAS & ELECTRIC APPLIANCE STORE 409 CHILI AVENUE



Folks, Meet the Proprietor

"ANDY" FURSTOSS, proprietor of Furstoss Appliances, Inc., is a local boy who is branching out for himself. After over ten years with the R. G. and E. as merchandising executive he now invites his host of friends to "See Furstoss First" when needing gas or electric appliances.

Mr. Furstoss as a young man established routes for the Furstoss Baking Company in many parts of Rochester. His ability to make and keep friends is a natural asset. "Andy", as his hundreds of friends and associates call him, is a "hall fellow well met". He has a sound knowledge of the appliance business, with strong national contracts in the merchandising and manufacturing fields. His ambition is to establish at his 19th Ward store a headquarters for the finest type of appliance merchandising.

If you need a radio, a refrigerator, an automatic range, or water heater or any of the smaller appliances so necessary today for home comfort and convenience, it will pay you to "See Furstoss First".

Once you have established a buying connection with FURSTOSS APPLIANCES INC., you will appreciate the sincere, friendly service there, as well as the scientific advice available to you without obligation, you will be glad to tell your friends about them.

FREE

To Every Woman Attending
Our Opening Celebration
This Week!

Your Choice of a
COOKIE JAR
or **MEASURING GLASS**

ASH TRAY FOR THE MEN

- ★ GAS RANGE
- ★ GAS REFRIGERATORS
- ★ GAS CONTROLLED WATER HEATERS
- ★ IRONERS
- ★ RADIOS
- ★ WASHING MACHINES
- ★ ELECTRIC RANGES
- ★ ELECTRIC REFRIGERATORS
- ★ PORTABLE AIR CONDITIONERS

Completely Equipped

**SERVICE
DEPARTMENT**

A gala celebration for one week . . . marking the opening of a new kind of appliance store . . . a store in which you'll find EVERYTHING that saves you time and labor with gas and electricity! With a high ideal of service, Andy Furstoss invites you to visit his new store . . . a store that will make increasingly important its slogan to "SEE FURSTOSS FIRST" for all the best of gas and electric appliances . . . at prices that save you all there is to save, and on terms that equal in liberality any that are offered in Rochester! The opening specials listed below are but a small indication of the complete array you'll find within this new establishment!

SEE FURSTOSS FIRST

For A Complete Line Of
PHILCO & ZENITH RADIOS
G-E ELECTRIC RANGES
G-E DISHWASHERS
G-E ELECTRIC WATER HEATERS
EASY WASHERS AND IRONERS
MAGIC AIR AND PREMIER CLEANERS
FRIGIDAIRE PRODUCTS
And a Complete Line of G-E Small Appliances

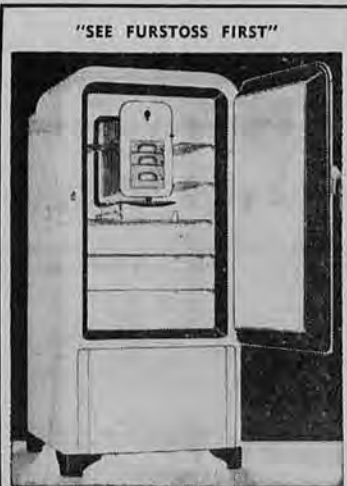
EASY WASHERS

Priced From **\$49⁹⁵** up

PAY AS LITTLE AS 75c A WEEK



Mr. Furstoss' 'Right Hand Man'
GEORGE D. DOHERTY, sales manager of FURSTOSS APPLIANCES, Inc., is a World-War veteran. His sales experience includes over 11 years with R. G. and E., where he was associated with Mr. Furstoss. Until recently he was floor manager at R. G. and E. Mr. Doherty, along with his new boss, Andy Furstoss, has a temperament and a personality which is highly valuable in selling activities. Genial, willing to please and expert in helping you to analyze your buying needs, Mr. Doherty is a salesman you will like to meet. No question about an appliance or a product is too trivial to get the whole-hearted attention of Mr. Doherty. His knowledge of appliances will be a valuable asset to you when searching for gas and electric merchandise especially fitted to your home's requirements and your budget. Drop in at FURSTOSS APPLIANCES, and meet the boss. Say hello to George Doherty, and don't forget that whatever you need in the appliance line, it will pay you to "See Furstoss First".



ELECTROLUX

the GAS Refrigerator
No moving parts... gives you complete silence day and night.
Liberal Allowance Your Old Ice Box
Priced From **\$129** up
PAY AS LITTLE AS 75c A WEEK



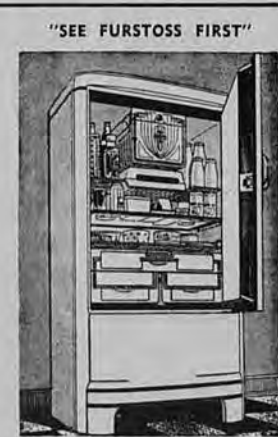
Combination Automatic
WATER HEATER
and **INCINERATOR**
Priced From **\$195** Installed

★ Pay As Little As **\$1.50** A Week for This ★



* GLENWOOD GAS RANGES

Priced From **\$64⁵⁰** up
PAY AS LITTLE AS 75c A WEEK
★ Here Is Rochester's Only Complete Display of Glenwood Gas Ranges! As Much As \$35 For Your Old Stove



FRIGIDAIRE REFRIGERATORS

Illustrated Cold Wall Model
Priced From **\$119⁵⁰** up
Liberal Allowance For Your Old Ice Box
PAY AS LITTLE AS 75c A WEEK



PHILCO RADIOS

A Complete Line — Priced From \$9.95 up.
MODEL 160-F
1940 Model **\$45**
PAY AS LITTLE AS 50c A WEEK!

FURSTOSS APPLIANCES INC.

GENESEE 2070

409 CHILI AVENUE

OPEN EVERY EVENING

School
The reque...
ed schoolroom...
reoptican lant...
sounding throu...
of New York St...
Educators fin...
in motion a lo...
new work, use...
timately televi...

ENJOY
EVENING
THE.
DIN
The To...
FLOOR

BY

Ever
AD

A. W. Colgan, 1325

SA

R



- ★ 2-END
- ★ 2 LAM
- ★ DAVEN
- ★ LOUNG
- ★ FLOOR
- ★ SMOKI
- ★ BOOK

This is just
storeful of
in this s...
hundreds
with furni...
prices in y...

OPEN EV
TIL 10

School Radios Sound Knell Of Stereoptican Lantern

The requiem of a time-honored schoolroom object — the stereoptican lantern slide — is sounding through the corridors of New York State schools. Educators finally are setting in motion a long planned but new work, use of radio and ultimately television as aids to learning in schools.

To make room for the new project, 800,000 lantern slides will be discarded by the New York Education Department.

For the last two years the Bureau of Visual Education has been known as the Bureau of Radio and Visual Aid. Now, it

has been announced, the new title will have active meaning. A new official will be added to undertake supervision of radio education in the State. The department will watch the advance of television with interest but it is believed it will be several years before it may come

into schoolroom use. The stereopticon slide was associated with the bygone era of slide lectures. In motion pictures the department hopes to find a better medium.

Current need of schools wishing to engage in radio education, it was explained, is an accurate listing of the meritorious programs now broadcast by major networks. Preparation of such a list will be one of the first projects of the new bureau.

Miss Regina Frank of Buffalo was the week-end guest of Miss Bertha McGregor of Grand Avenue.

ENJOY AN EVENING AT THE.... **CHATEAU**

Monroe Avenue at 12-Corners

DINE FOR A DOLLAR

The Town's Best **FLOOR SHOW** Beverage If You Like! **No Cover... No Minimum** **MUSIC Every Nite**

\$21,000.00 WON BY BINGO PLAYERS AT THE HIPPODROME

A COOL PLACE TO SPEND THE EVENING
NEXT WEEK MONDAY AUGUST 14th
CASH PRIZE LIST AMOUNTS
TO OVER \$550.00

Every Monday Night
ADMISSION ONLY **40c**

184 CLINTON AVE. N.
(Roller Dome)

Just a Step from Andrews..

JOIN THE PARADE OF WINNERS!

SAMPLE OF SALE SAVINGS
In **PATTY'S \$20,000 FURNITURE**

RE-ORGANIZATION SALE!



12-PIECE Living Room Set

- *2-END TABLES
- *2 LAMPS & SHADES
- *DAVENPORT
- *LOUNGE CHAIR
- *FLOOR LAMP & SHADE
- *SMOKING STAND
- *BOOK ENDS

\$59.95

REGULARLY \$119.00

ONE DOLLAR DOWN

APARTMENT SIZE
ELECTRIC WASHERS \$24.95

FACTORY RE-BUILT
VACUUM CLEANERS \$4.95

NATIONALLY KNOWN
INNERSPRING Mattresses \$7.95

ELECTRIC REFRIGERATORS \$39.95

REGULAR \$79.00
BEDROOM SUITES \$46.00

PATTY'S

OPEN EVENINGS
TIL 10 P. M.

336-368 MAIN ST. E.

OPPOSITE
WEGMANS

Want To Earn Money?

If you live in or near the following sections, and are over 14 years of age, there is a salaried job waiting for you, acting as Sun carrier in your neighborhood.

We are looking for boys in these sections: St. Paul Blvd. at Titus Ave.; Winton Rd. near Monroe Ave.; Monroe Ave. near Oxford St., and Town of Greece.

Mail this application now to:

The Rochester Sun
419 Burke Bldg.

Gentlemen—
Please consider my application for carrier boy.
Name
Address
Age Telephone

in Hollywood

Success has long entitled the studio to do something concrete about training their young talent. The other day Rosemary Lane, Winde Wolf Hopper, Mary Anderson, Donald Levett, Robert Stanton and Virginia Valli reported for stage schooling at the Max Reinhardt Workshop. And their contract studios are paying the bill. Far be it from us to meddle. Or intimate secrets to peddle. But Gene Markey, we hear, now refers to his dear By the cute little nickname of Hed'l.

THE STAFF

FREE RADIO REPAIR AND SERVICE CALL

THIS COUPON WORTH **\$1.50** ON ANY RADIO REPAIR JOB



OOK'S RADIO SERVICE
143 NO. UNION ST.

JUST CALL STONE 4139-L

Expert Service by Trained Radio Technicians

Neisner's
5c to \$1.00 Stores
MAIN ST. EAST
OF SUMMER WHITES
D FOR QUICK DIS-
HOES THAT FOR-
LD AT \$2.00 & \$3.00
AND SATURDAY
LAST DAYS

25¢
BUY NOW!
OUT THEY GO
RECORDS for Shoe Values

ON ALL GIRLS
EPE SOLE
ACH AND
SPORT
XFORDS
LAST DAYS
FRIDAY
AND
SATUR-
DAY

ON ALL CHILD'S
TE - TAN
ANDALS
Last Days
Friday
Saturday

ROCHESTER'S LARGEST LIQUOR STORE
BERGHASH OFFERS
The Best Of FINE WINES
And LIQUORS
AUGUST "ODD LOT SALE" FOR

LESS MONEY
GOLD FEATHERS
GIN



Distilled DRY
100% NEUTRAL SPIRITS DISTILLED FROM GRAIN
90 PROOF
ONLY 35 CASES AT THIS PRICE
SALE For Thursday, Friday, Saturday Only!
Limit 3 Bottles

2 1/2 YEARS OLD
"CREAM O' GRAIN"
STRAIGHT BOURBON WHISKEY
\$1.59
If You Have Tried "Cream O' Grain Whiskey," You Know It To Be Quality Whiskey
FULL QUART 2 qts. for \$3.00

IMPORTED WEST INDIES **RUM**
A SMOOTH, FULL FLAVORED RUM
TRY IT STRAIGHT
Whisky \$2.00 OR WITH ROYAL COLA 4.5 Quart

PREPARED COCKTAILS
"ENGLISH PEER"
BRAND
Choice: Manhattan Old Fashioned Side Car Martini
A \$1.95 Value
4.5 Quart

100 PROOF
BOTTLED in BOND
STRAIGHT BOURBON WHISKEY
Only a limited quantity left. Bonded Whiskey priced lower than many blends.
4.5 Quart
IMPORTED 12 Years Old SCOTCH
"Cream of the Barley"
\$2.99
A \$4.29 VALUE
4.5 Quart

A QUALITY WINE AT A LOW PRICE
CHOICE OF:
Port, Sherry, Tokay, Muscatel, Claret, Angelica, Burgundy, Sauterne, Madeira, Reisling, Chianti, Zinfandel, Marsala.
Alcohol 20% by Volume
MONEY REFUNDED IF UNSATISFACTORY
DIPLOMAT
100% Pure California WINE
Full Gallon **\$1.39**

MAIN 786 MAIL AND PHONE ORDERS FILLED FOR \$1 OR MORE MAIN 786
BERGHASH
NEXT DOOR TO LOEW'S THEATRE
124 CLINTON AVE. SOUTH
FREE PARKING OPPOSITE STORE

WAREHOUSE SALE

Entire Stock Ordered Sold
Cash Original Sale—New 1939 Stocks

YOUR CHOICE
OF 6 Popular Makes Of

TIRES

GENERALS, GOODYEAR'S
Firestones, Mohawks,
Goodrich and U. S.

40% TO 60% OFF
LIST PRICE

MOTOR OIL 55¢
Big 2-Gal. Can



4.40x21	3.95	5.25x17	5.10	6.00x16	5.25
4.50x20	3.95	5.25x18	5.15	6.00x20	5.25
4.50x21	3.97	5.50x17	5.40	6.25x16	5.98
4.75x19	3.98	5.50x18	5.70	6.50x16	7.55
5.00x19	4.15	5.50x19	5.70	7.00x16	9.90

EXTRA SPECIAL!
Goodyear All
Weather Tread
6.00x16 \$9.95
List \$13.95. Sale Price

STANDARD MAKES
FACTORY RECONDITIONED

4.50x21	2.85	5.50x19	4.00
4.75x19	2.90	6.00x16	4.75
5.25x17	3.10	6.00x17	4.15
5.25x18	3.15	6.25x16	4.15
5.50x17	3.50	6.50x16	4.20
5.50x18	3.70	7.00x16	4.50

CONSOLIDATED TIRE SALES CO.
Located In The

SCHANTZ STORAGE BLDG.
253 CENTRAL AVE. ROCHESTER, N. Y.
Open Evenings To 8 P. M.—Phone Main 2960

Don't Put It On Too Thick Say Screen Stars

Hollywoods make-up slogan during Summer months is "Look fair but not warmer!"

Strange but true is the fact that the most beautiful girls of the screen use a minimum of make-up in private life. Madeleine Carroll uses an all-day makeup during Summer which comes in a shade which matches her current skin tone. It is waterproof and velvety in finish and is applied by dotting specks of it over the face and then lightly smoothing it with fingertips.

Over this she applies the lightest film of rouge and wears matching lipstick. No powder. Her skin looks cool and natural.

ARMY ON AIR SATURDAY

Entertainment reminiscent of the war-time France, presented by outstanding talent among the 50,000 officers and men taking part in the Army maneuvers at Plattsburg, N. Y., will be broadcast over the NBC-Blue Network on Saturday from 10:30 to 11:00 p. m., EDT. Performers will be chosen from among winners of competitive auditions held before the broadcast. Howard Nussbaum, a member of the 212th Coast Artillery, New York National Guard, will direct the performance.

Between You & Me

Mr. and Mrs. Ernest C. Scobell and their daughter, Marian, and son John of Sandringham Road left Saturday for a week's fishing trip at Grayville, Ontario, Canada.

Mrs. Burton H. Davy, formerly of Rochester and now of New York, is the guest of Miss Marjette H. McCoed of Alexander Street.

Mr. and Mrs. Bruce Carter of Haviland Park entertained at a dinner party in their home Wednesday evening.

Mr. and Mrs. George A. Scoville of Sandringham Road will leave this week for California, where they will pass six weeks. Mrs. Herbert Thomas of Otawa, Canada was the week-end guest of Mrs. Stewart Neff of Clover Road.

Mr. and Mrs. W. W. Steele of Rutgers Street entertained at a family dinner last Friday at the Century Club.

Mr. William S. Stroud of Riverside, California, who has passed the summer in Rochester, left Sunday night for Green Lake, Wisconsin where she will pass the two weeks before returning home.

Miss Ruth Sill, formerly of Rochester and now of Philadelphia, was the week-end guest of her sister, the Misses Sill of Alexander Street.

Miss Catherine Shuster and Miss Roxamond Carpenter of Westminister Road left by motor last Friday, for New York, where they spent the week-end.

Mr. and Mrs. A. Matson of Highland Avenue entertained at luncheon last Friday at the Century Club.

Mrs. Charles P. Ford of Atkinson Street will leave next week for California where she will join Mrs. William S. Stroud of Riverside. Later she will motor to northern California.

Mr. and Mrs. H. Kenneth Lilly of Penfield Road returned yesterday from Muskoka Lake, Canada, where they were the guests of Mr. and Mrs. Hugh E. MacLean.

Mrs. Joseph W. McGill of Vlek Park A. returned last Saturday from a month's motor trip through Nova Scotia.

Mrs. John P. Street of Monroe Avenue left on Wednesday for a motor trip through Mexico.

Lodge To Meet

Jay Lodge, Knights of Pythias will perform the rank of knights at their next convention to be held in Moose Hall Monday evening.

Candidates are Dr. L. H. Speeter, David Rubens, Frank Carson, Isadore Babin and Morris J. Shapiro.

Sun-Tan oil will not only protect you from the sun, it also protects against insect bites.

Belief in the Devil is especially easy for parents. Then need somebody to blame when their mismanagement ruins the children.

Youth now is told to protect itself against organization of the aged for public handouts. In these upside-down times, a child mustn't spoil his grandmother.

A man may be down, but he isn't a failure until he convinces himself it wasn't his fault.

RED WING CLEANERS
10th ANNIVERSARY SPECIAL
1 WEEK ONLY
MEN'S SUITS 69¢
LADIES' DRESSES 69¢
Dry Cleaned and Pressed
SATISFACTION GUARANTEED
Free Call & Delivery
1270 Clinton Ave. N.
Main 3011 Laundry Service

FREE DELIVERY ON ORDERS OF \$3.00 OR MORE

Miracle

FOOD MARKET

Open Evenings
Thurs., Friday
and Saturday

694 LAKE AVENUE

NEW STORE HOURS! IN COMPLIANCE WITH REQUESTS
OF 50 MANY OF OUR CUSTOMERS
Daily - 8 A. M. to 6 P. M. Thurs., Fri. & Sat. 8 A. M. to 9 P. M.

EVERY BUY AN EXTRA SAVING AT MIRACLE

HORMEL'S SPAM 23¢ Plenty for Everybody!	PILLSBURY FLOUR 5-lb. 19¢ 24 1/2-lb. Sack 79¢	FREE! FREE! 2 bars of Palmolive Soap with the purchase of Concentrated SUPER SUDS 18¢ (60¢)	DEL MONTE COFFEE 23¢ lb. Morning Glory 3 lbs. 39¢
PHILLIPS SOUPS Most Varieties 4¢	FANCY CUT ASPARAGUS 1-lb. Can 10¢	SCOTT'S TISSUE 4 Rolls 25¢	SOUR PIPPED CHERRIES No. 2 Can 9 1/2¢
APPLE JUICE OR TOMATO JUICE Lg. 20-oz. Can 6¢	FRUIT COCKTAIL Tall Can 11¢	PURITY OR WORCHESTER SALT 2 Lb. Box 6¢	BREAKFAST OF CHAMPIONS WHEATIES Pkg. 9 1/2¢
RICH CREAMY SALAD DRESSING Qt. 19¢		FANCY N. Y. STATE Pea Beans 3 lbs. 10¢	

Another One of Our Famous Beer Sales

BEER or ALE Full Quart 15¢
PLUS BOTTLE DEPOSIT

CANNED BEER OR ALE 3 for 25¢
BOTTLED ALE OR BEER 4 for 25¢
PLUS BOTTLE DEPOSIT

BRICK CHEESE 25¢ lb. Danish Blue CHEESE 35¢ lb. Grade "A" Large White EGGS 31¢ doz. Brookfield BUTTER 26¢ lb. For the Best Food VALUES in Rochester Redeem Your Orange and Blue Stamps Here!	Coupon Genuine Spring LAMB CHOPS Regular 27¢ Value 19¢ lb. With This Coupon Genuine Spring LEGS O' LAMB or Rolled Roasts lb. 21¢ American Beauty Tender'd Smoked, Skinned Whole or Shank Half 10 to 14-lb. Avg. 23¢ Milk-Fatted FOWL For Fricassee or Salad lb. 17¢ Cut From U. S. Inspected Young Steers BEEF ROASTS lb. 15¢ Arpeau Sliced Rindless BACON lb. 23¢ Corned or Smoked Beef TONGUES lb. 19¢ CHICKEN CUTS LEGS lb. 35¢ BREASTS lb. 45¢ LIVERS lb. 45¢ NECKS lb. 15¢ WINGS lb. 23¢ GIBLETS lb. 19¢ (We Reserve the Right to Limit Quantities)	U. S. No. 1 NEW POTATOES 17¢ Pk. Home-Grown TOMATOES 19¢ Bask. Home-Grown PEPPERS 2¢ each Sweet California ORANGES 1¢ each Everything for the PICNIC at BIG SAVINGS
---	---	--

DAW'S MID-SUMMER DRUG SALE

A business-builder event... record-low prices to help keep up DAW'S volume in the Summer! Take advantage of the hundreds of deep-cut prices and stock-up on things you'll need for weeks to come, for it will be a long time before prices like these come your way again!

BRING YOUR NEXT PRESCRIPTION TO DAW'S AND SAVE

GLYCERINE SUPPOSITORIES 25c Size 9¢	WITH THIS COUPON PAPER NAPKINS Box of 80 (Limit 2) 3¢	WITH THIS COUPON CARBONA SHOE WHITE 25c size 8¢	SODIUM PERBORATE 60c Lb. Can 33¢
VERACOLATE TABS. \$1.25 Size 74¢	WITH THIS COUPON FITCH'S TALCUM POWDER 25c Size (Limit 2) 8¢	WITH THIS COUPON LUX FLAKES 10c Box (Limit 2) 2 for 11¢	OLIVE TABS. Edwards 30c Size 11¢
PETERMAN'S ANT POWDER 25c Size 14¢	WITH THIS COUPON MOTH CAKES "Just hang it up" 25c Size (Limit 3) 8¢	WITH THIS COUPON STATIONERY FINE LINEN 24 Sheets 24 Envelopes 35c BOX 14¢	SYRUP OF FIGS California 60c Size 29¢
DANDERINE HAIR TONIC Large \$1.00 Size 59¢	WITH THIS COUPON FITCH'S SHAMPOO 75c Size And Rubber Scalp Massage ALL FOR 49¢	WITH THIS COUPON Alka-Seltzer For Quick Relief Of HEADACHES, COLDS, SOUR STOMACH, ACID INDIGESTION and MORNING MISERY 49¢	PETERMAN'S Discovery 35c Pint 18¢
BLACK FLAG SPRAY 60c Quart 27¢	GUM CAMPHOR Lb. in 1 Oz. Cakes 69¢	Epsom SALTS 5-Lb. Bag 9¢	BABY GAYS Q-Tips 25c Size 13¢
TAR SOAP For Shampoo 15c Size 7¢	SHUR-OFF For Corns 35c Size 18¢	KOTEX Pkg. of 12 20¢ 2 for 39¢	GRAPE JUICE Welch's 35c Pint 18¢
WITH THIS COUPON DAINTY PACKAGE SUMMER CANDIES Deluxe Assortment POUND BOX (Limit 2 Boxes) 19¢	WITH THIS COUPON NOXZEMA CREAM New Large 25c Size 19¢	WITH THIS COUPON SHAMPOO BARGAIN WILDROOT SHAMPOO BIG 6oz BOTTLE 50¢ 29¢	MAR-O-OIL Shampoo Large \$1.00 Size 49¢
			WILDROOT HAIR TONIC 35c Size 17¢

DAW'S

Rochester's Original

Cut-Rate Drug Stores

56 Clinton Ave. So. 31 Main St. East 353 Main St. East 452 Ridge Road W. 880 Main St. West 473 Goodman St. North

RIGHT RESERVED TO LIMIT QUANTITIES

SALT & PEPPER SHAKERS

PAIR 5¢

Modernistic cut-glass shakers, with unbreakable screw-on bakelite caps.

A REAL BARGAIN!

ROC
V
SE

VOL. II No.

JIM
FID
HOLLY



rica. Maybe by
traversed Mark
of two and take
Gate Exposition
will fade away.
Theater com
the same as li
the states. Ow
allie are kiel
bills, but owne
revert to single
public complain
and people, wo
picture program

Honolulu the
ture only (I do
land theater w
and business
course, they l
and bad weeks
star-draw and
my point is, av
better in Honol
can city, wit
programs — th
land with two-

I forgot to t
last, request m
and people of
that I do every
persuade Holly
company to th
real Hawaiian
over there lau
Wedding" and
(Continued)



W
Both s
... in
found
expens
Demor
bring

Ne
A high
ing cl
classi
twede
thing
favor

G
A lik
wa
th

ROCHESTER'S
WEEKLY
SHOPPING
GUIDE

The Rochester Sun

TRUTHFUL NEWS TRUTHFUL ADVERTISING

DELIVERED
TO 74,700
ROCHESTER
HOMES

VOL. II No. 44

10

ROCHESTER, N. Y., THURSDAY, AUGUST 31, 1939

If You Do Not Receive PHONE STONE 6001
Your Copy Regularly

JIMMIE FIDLER in HOLLYWOOD



SAN FRANCISCO. — Dear Staff: I've got those "home again" blues. San Francisco's no place for moodiness either — there's no brighter, brisker metropolis in all America. Maybe by the time I've traversed Market Street a time or two and taken in the Golden Gate Exposition again, my blues will fade away.

Theater conditions here are the same as in other cities of the states. Owners and public alike are kicking about double bills, but owners are afraid to revert to single features for fear public complaints are "just talk" and people won't support one-picture programs.

Honolulu theaters run one picture only (I don't recall one island theater with double bills), and business is excellent. Of course, they have good weeks and bad weeks, depending upon star-draw and film merits, but my point is, average business is better in Honolulu — an American city, with single-picture programs — than on the mainland with two-picture shows.

I forgot to tell you about the last request made by officials and people of Hawaii. It was that I do everything possible to persuade Hollywood to send a company to the island for a real Hawaiian movie. Islanders over there laughed at "Waikiki Wedding" and "Honolulu." They

(Continued on Page 4)

Parents Advised To Prepare Children For School Opening

Public and Parochial Schools Resume
Classes Next Week; Stores Advise
Early Shopping For Correct Clothes

"Back to school," is the war-cry of children and parents alike as preparations advance for the re-opening of public and parochial schools in Rochester next week.

Rochester stores are packed with crisp new merchandise in latest designs and materials to make mother's shopping problems a lot easier. Advice to parents is to shop this week-end, before the school season starts. Then the children can be taken along on the shopping trip, help in the selection of their outfits and facilitate proper fitting.

Delay until after school starts may cause great inconvenience. Choice of clothes will be picked over and then too, children will be available for fitting only on Saturdays.

In full recognition of the importance of shopping early, Rochester merchants are placing greatest emphasis on back-to-school merchandise right now. Many are featuring special displays and store personnel has been trained to give parents the best possible advice on child needs.

In today's issue of the Sun you will find announcements concerning school apparel and needs. Take advantage of these opportunities to buy those things your child wants and needs right now. Nothing will be gained by waiting.

Dr. Leonardo To Speak At Zonta Meet

Various aspects of the present European situation will be discussed by Dr. Richard A. Leonardo when he speaks before members of the Rochester Zonta club at their regular luncheon meeting to be held next Tuesday noon at the Rochester Club. Dr. Leonardo has recently returned home after spending six weeks in visiting surgical clinics in Rome, Budapest, Zurich, Munich, Paris and other cities.

Mrs. Marjorie Hamilton is in charge of the program and Miss Adeline Bush will preside at this meeting.

Miss Leah Woodruff and Miss Louise Redman have been recently added to the club's service committee according to the chairman, Miss Mercedes Brayer.

Say You Saw It In The "SUN"

Movie Quiz Winners

Below are the winners in the Sun's Movie Quiz for this week. If your name is on this list, call at the Rochester Sun office, 215 North Main, before Monday noon and receive your tickets to Loew's Theater. Answer this week's quiz and you, too, may win free tickets. You'll find it on another page of this paper.

Mrs. T. Wyszak, 174 Maryland Street.
Carol Versace, 136 Jefferson Ter.
Mrs. E. J. Weber, 481 Glade St.
Helen Mett, 78 Clayton St.
Barbara Lindsay, 61 Spruce Ave.
Frederick Zill, 143 S. Goodman St.
Mrs. Arthur J. Benham, 113 Maryland St.
Jerome Lawrence, 324 Clifford Ave.
Mrs. Pauline Stewart, 40 Mulberry Street.
Randolph Hecht, 51 Langslow St.
Mrs. M. Rothman, 42 Werner Pl.
Anne Goldman, 474 Avenue D.
Alice Lenahan, 44 Rodney St.
Norman Shubin, 368 Joseph Ave.
Michael Walsh, 3 Cedars Pl.
Herbert Ross, 356 Lyell Ave.
Mrs. Sue Rothman, 290 Winton Rd.

Party Platforms Occupy Political Spotlight In Rochester This Fall

Propaganda War Waged On City St. Corners

The battle of the Isms, is probably the most appropriate title for the propaganda war now being waged on Rochester's street corners. On every prominent corner there is stationed a newsboy selling "Social Justice", the magazine sponsored by Father Coughlin, Detroit's famous radio priest. However, wherever you see "Social Justice" being hawked, you are very apt to find another peddler right along side of the shouting "read the inside story of Father Coughlin, Fascist Demagogue." Should you wish to take advantage of both offers you will pay ten cents for the pro-Coughlin organ, but only five cents for the anti-Coughlin piece.

Peddlers of the refutation of Coughlin, claim they are backed by the Socialist Worker's Party or so-called Trotskyites.

In other words, help yourself to pro and anti-fascist propaganda or pro and anti-communist propaganda... but try to find pro-Americanism being hawked on the streets... or hadn't anybody thought of that.

Mr. and Mrs. Frederick S. Grover entertained informally at dinner on Saturday in their Garden.

Car Inspection Starts Tomorrow

They used to say "the goblins will get you if you don't watch out." Now it's changed to "the cops'll get ya if you aren't stuck up." Meaning, if you drive a car, you'd better get an O.K. sticker for the windshield.

Two hundred and seventeen Rochester garages have been approved as official testing stations in the county-wide compulsory motor vehicle inspection which starts tomorrow, according to Public Safety Commissioner Thomas C. Woods and Sheriff Albert Skinner.

Motorists have until September 18th to have their cars checked up at an authorized garage and have the official windshield sticker applied. However, before they can get an O.K., cars will be tested for brakes, lights, wheel alignment, windshield wiper and horn. There will be no charge to motorists for this service. But cars that do not pass the tests will be required to be properly repaired before the deadline date. Go to your nearest official testing station early, it is advised.

Say You Saw It In The "SUN"

Democrats Announce Decision To Stand On Record And Eliminate Platform; Rapp Accuses Republicans of Bad Faith

"To be or not to be is the great question," in the minds of local Democratic Bigwigs, regarding a party platform to stand on for the fall election.

From all indications Rochester voters are going to hear a lot about party platforms before the polls open on November 7th, but not much about a Democratic platform if present decision holds.

No Pledge To Fulfill

The Democrats feel that Republicans "stuck their necks out" by publishing a platform in 1937. Now they are going to have to answer for their failure to carry out each and every pledge proclaimed in that document. Therefore, opine the Democrats, why stick our necks out now. We'll ride along "on the record" then nobody can accuse us of not fulfilling our platform, because we won't have any platform to fulfill.

This certainly would appeal to the average politician as sound strategy. But Republicans will immediately accuse them of having no program to offer voters.

Rapp Against Both

While the Republicans and Democrats are fighting along this line, Councilman Lester Rapp and his Good Government party will be sipping at both. He not only can accuse the Democrats of having no program, but most certainly will differ with his former bedfellows as to whether or not the Republican administration has made

(Continued on Page 7)

78 Newspapers Have Folded in Last 2 Years

Merger of the Chicago Herald-Examiner and the Chicago American brings to 78 the number of daily newspaper mergers and suspensions in the United States since June 1937.

In almost every instance published reason for suspension has been "increased operating costs and declining revenue."

Already in 1939 there have been nearly forty newspaper closings.

With the passing of the Syracuse Journal and the Buffalo Times, Rochester is the only city in the state outside of New York City that boasts of more than two newspapers.

HARRIS NUSBAUM SEPTEMBER DEMONSTRATION SALE

Advance Fashion In New Frocks

A Leader Value Demonstration at

Worth much more than \$4.95 and all regular NUSBAUM quality. If quality is your "buy" word... if you insist upon fabric and style distinction, this is your sale. Sleek, figure flattering crepes. Bright wools and plaids, new bustle back fullness. In black and the lovely new shades of grotto blue and vintage wine.

Others \$3.95 to \$6.95

Sizes 9 to 17 — 12 to 20 — 38 to 50

Coat Values You Can't Afford To Pass-Up!

**RICHLY FURRED NEW
WINTER COATS**
Both sports and dress styles... in fabrics and furs usually found only on much more expensive coats. Only such a Demonstration Sale could bring such a low price!
\$26⁵⁰

New Untrimmed COATS
A high order of smart tailoring characterizes these coat classics! Smooth fabrics, tweeds, nubby types... everything that's high in fashion-favor this Fall! Sizes 12 to 30.
\$15⁹⁵

Genuine **CAMEL'S HAIR**
AND 100% WOOL COATS
A record-breaker at a price like this! Every one NEVA-WET processed to keep out dampness! You must see them. All styles and sizes.
\$13⁹⁵

A Whole Month of Super-Values to Introduce NUSBAUM'S Advantages to Hundreds of New Customers!

Planned months ago, our Demonstration Sale has the enthusiastic co-operation of many of our leading manufacturers! They've helped us bring you the very latest apparel at record low prices... to convincingly demonstrate the advantages of NUSBAUM'S low-overhead location in keeping down the cost of living for YOU! Come in this week-end prepared to SAVE as never before... and you won't be disappointed!

Extra-Wear and Extra-Value BOY'S SUITS

\$5⁹⁵

TWO TROUSER styles, one knicker and one longie newest fabrics and shades... durable, well-tailored materials to keep him looking his best in school and after school!

Other Suits to \$14.95

BOYS' WOOL LINED
KNICKERS \$1⁵⁰

BOYS' NEW WOOL
LONGIES \$1⁹⁵

ALL KINDS BOYS'
SWEATERS \$1⁹⁵

For The School-Going Miss

PRACTICAL & PRETTY NEW FROCKS

The kind of dresses that will get the School Miss off to a flying start... and at a price that will be pleasant to Mother. For you've never seen so much in style, fabric, workmanship and variety for so little! Sizes 7 to 16.

\$1⁹⁵

Companion Sale!
School Frocks 95c

Dozens of beautiful styles in checks, polka dots and prints... and in the newest of style details. All guaranteed tub fast; a new dress if it fades. Sizes 3 to 6 1/2 and 7 to 16.

GIRL'S COATS

3-Pc. Legging Sets (1-6)
2-Pc. Legging Sets (7-12)
Misses' Coats (8-14)
Junior Coats (12-18)
Chubby Coats (8 1/2-16 1/2)

\$9⁹⁵

Be wise... buy the girls' coats early. You'll get better fabrics and more detailed tailoring in these coats bought especially for this event. All colors, new styles!

**New Fall Shades
SWEATERS \$1⁰⁰**

All wool, most favored alpaca and coat styles. Every wanted new shade is included.

MATCHING SKIRTS \$1⁹⁵

**OPEN TONIGHT
TIL 9:30 P. M.**

HARRIS NUSBAUM
The Complete Department Store
212-223 JOSEPH AVE., At Kelly St.

RUGS \$1.00

Cleaned, Steamed, 9x12
Cleaned and Shampooed, \$2.00
Cleaned, Steamed, Shampooed,
Sized and Matted, \$3.00
Three-Piece Living Room Set,
Cleaned, Steamed and
Dried, \$10.00
Oriental Rug Washing Slightly
Higher.
All work guaranteed to be
satisfactory or returned free of
charge.
ELTER CLEANING CO.
34-44 Arthur St.
Glenside 2462

DOLAN'S

MEATS — GROCERIES — VEGETABLES
600 JEFFERSON AVE.
We Deliver Phone Genesee 1417

Smoked Skinless
HAMS
Whole or
Sliced
Half 23c

Large Smoked
HAMS
Skinless
Whole or
Sliced
Half 21c

Meaty Roasts of
BEEF
15c

COUPON

Campbell's Tomato
SOUP
3 CANS
19c
Limit 12 Cans
(With Coupon)

Home Dressed Broilers ... lb. 25c
Milk Fatted Fowls ... lb. 17c
Fresh Clams ... 100 for \$1.00
BUY THE CUTS YOU LIKE
Legs ... 35c Breasts, 45c Necks ... 10c
Wings ... 23c Giblets, 19c Livers ... 45c

BIGGEST ALLOWANCE IN TOWN

SAVE YOURSELF \$\$\$\$
During Old Stove Round-Up Week



SEE THE NEW EXCLUSIVE
NORGIE
Super Concentrator
GAS RANGES
\$59.95 and up
Norgie Super Concentrator Ranges use an entirely
new design of heat transmission... provides hotter
heat, and harnesses heat, for better, cheaper cook-
ing. See the many other new features... Mod-
fire... Broiler Wells... smart new styling.
Priced much lower than you would dare to hope!

SEE NORGIE BEFORE YOU BUY!
FITCH APPLIANCE COMPANY
477 JOSEPH AVE. STONE 5972
See HY Before You Buy!

Local Author Publishes Poems

"Songs of Solace", a pocket-
sized book of poetry, authored
by a native Rochesterian, Jean
Shell, is rapidly winning its
way into the hearts of the local
literati.

The book, which is Miss Shell's
first, contains poems of religious
flavor, some with a twinge of
light humor and are the result
of a 15-year hobby.

Miss Shell has long been
active in social work in Roch-
ester, being a member of the
Big Sister group.
Miss Shell is a member of
the Poet's Hour Club of St.
Petersburg, Florida where she
spends her winters. One of the
poems included in her book,
"I See God Everywhere", won
a silver cup in a club sponsored
competition.

The book is on sale at all
book stores and may be ob-
tained at the Public Library.

Nature Lovers!

Carrying the endorsement of
the Durand-Eastman PTA, an
adult class in nature lore and
garden planning will get under-
way next Tuesday at the Dur-
and-Eastman school.

This class, a feature of the
Monroe County Adult Education
Program, will be under the di-
rection of Mrs. Hattie L. Kofod
of Empire Blvd.

In Scotland, on the Island of
Iona, a policeman visits the
town once a week. He has his
book signed as proof of his
visit, then returns to the neigh-
boring Island of Mull, his regu-
lar beat.

Miss Harriet A. Peters of Ox-
ford Street entertained at
luncheon on Saturday at the
Century Club in honor of Mrs.
Burton Davy.

Travel Talks

By The Rambler

Seventy-five per cent of the
traveling public carries twice as
much luggage as is actually
needed, according to travel ex-
perts. It's surprising how many
of the so-called necessities are
actually just excess baggage that
the uninitiated carry the entire
trip without using. The much
traveled Europeans can cover
their continent with one, or at
the most two hand pieces.

The big steamship companies

Free, Friendly TRAVEL SERVICE

... wherever and when-
ever you want to go any-
place. Let us smooth the
way by making all ar-
rangements and reser-
vations. No charge of
course.

ALBFLEISCH
Newell Grinnell, Pres.
LINCOLN-ALLIANCE
BANK BLDG. TRAVEL
AGENCY

have found their super-liners are
the most expensive kind of ad-
vertising. It is quite likely that
future building will be limited to
vessels of smaller tonnage and
the blue ribbon records for speed
can stay wherever they are with
little fear of future competition.

The Capitol in Havana is
not only a magnificent edifice
architecturally out set in the
floor directly beneath the Cap-
itol dome is a twenty-four carat
diamond marking the "Zero
Milestone." Here is the starting
point of the Central highway
that runs 600 miles to Santiago,
the city famed for rum and
history.

When it's Wednesday noon in
Rochester it's 2 A.M. Thursday
in Tokio.

European political uncertain-
ties bring gray hairs to Trans-
Atlantic carriers but boom book-
ings for Caribbean Cruises.

In Guatemala, the monetary
unit, such as our dollar, is the
Quetzal, named for a beautiful
bird common to the country. It
also symbolizes Liberty inas-
much as the Quetzal bird re-
fuses to live in captivity.

The majority of people have
the impression that the coral
beaches of Bermuda beckon only
in the winter months. However,
each year finds this beautiful
island with an increasing num-
ber of summer visitors.

Although many feel that ac-
commodations opening on the
promenade deck are the most
desirable on a steamer, experi-
ence usually proves that they
are also the noisiest.

No matter what activities are
enumerated in resort brochures
the most popular is always loung-
ing.

Air-lines look for the biggest
passenger business in history for
southerly flights this winter.

WEST INDIES CRUISES

Cap. Hallen, Santiago,
15% Kingston, Montego Bay,
DAYS Grand Cayman and
\$95.00 Havana — 6 Ports of
Min. Call at Less than \$8.00
per day.

WYDLER
AND
WYDLER
328 E. Main St. 2nd Taylor Bldg.

6 Day Cruise To HAVANA

All Expenses Included
FOR \$75
ONLY

MAIN 5099
CENTRAL Travel Bureau
Victor De Pres, Francis De Pres
10 STATE ST. Powers Bldg.

—Personals—

Mr. and Mrs. Charles T.
Crouch of Sandringham Drive
entertained at supper Saturday
in their summer home at Cone-
sus Lake.

Mrs. W. S. Garber of Penfield
Road returned by motor last
week from Boston where she
passed a few days.

Miss Tracy Lunt, daughter of
Mr. and Mrs. Thomas E. Lunt
of Argyle Street returned on
Friday night from Wapane-
Camp, Canoe Lake, Canada,
with Miss Anne Hale, daughter
of Mr. and Mrs. Ezra A. Hale
of Lake Road, Webster.

Mrs. Erastus J. Guller of
Brunswick Street left Sunday
for New York where she will
pass a few days.

Mr. and Mrs. E. J. White of
Greenfield Lane entertained at
a buffet supper on Sunday in
their home.

Miss Nancy Foulkes and Miss
Jean Foulkes, daughters of Mr.
and Mrs. Louis S. Foulkes,
Jr. of Allen Creek Road returned
Wednesday from Miss Case's
Camp on Cache Lake, Algon-
quin Park, Canada, where they
passed the summer.

Mrs. Morris D. Knapp of Lake
Avenue will entertain at din-
ner on Thursday at the Century
Club.

Miss Bertha and Miss Emma
Seaman of Lake Road enter-
tained the Past President's As-
sociation of the American Legion
Auxiliary at a luncheon in her
home yesterday.

Mrs. Walter Gessler of Wil-
sonia Road, entertained at
bridge on Monday in honor of
Mrs. Esther Rushmore of Wil-
mette, Illinois, who is the guest
of her parents, Mr. and Mrs. Jo-
seph G. Reiss of Kenwood Ave-
nue.

Miss Doris Wadler, of Amster-
dam, New York, who was a guest
of Mr. and Mrs. William Fay of
Overbrook Road has returned to
her home.

Mr. and Mrs. Vilas M. Swan
of Newcastle Road entertained
at a picnic supper and bridge
on Saturday in their home.

Mrs. Hugh M. McKay of New
Rochelle, New York, arrived Fri-
day and will be the guest of her
parents, Mr. and Mrs. Harry A.
Jolner of Buckingham Street.

Mr. and Mrs. Laurence T.
Littlefield of Winona Boulevard
entertained at a picnic supper
and bridge on Saturday in their
home.

Mr. and Mrs. Frank T. Sate
of Culver Road left last week for
Sunset Hill House, Sugar Hill,
New Hampshire, where they will
pass some time.

Miss Grace Aikenhead of New
York, arrived Friday night and
is the guest of her sister, Mrs.
Burton H. Davy and Miss Mus-
ette H. McCord of Alexander
Street.

Donald Wray, Son of Mr. and
Mrs. Henry Wray of Hollywood
Avenue, who left with his pa-
rents on Saturday for Wray
Lodge, on Livingston Lake, Adir-
ondacks, will leave Thursday
for Union College, Schenectady.
Mr. and Mrs. Wray will return
Sunday.

Fraternal Order to Picnic Sunday

Members of the Columbus
Fraternal Order will hold their
annual picnic this Sunday in
Ward Vaughan's Grove, 1190
Chili Ave., according to Joseph
Russo, general chairman.

The picnics will meet at the
Lake Avenue Hospital 179 Lake
Ave. at 9 A.M. and parade to the
grounds from that point.

LAUER'S AUGUST SALE

REACHES ITS HEIGHT WITH FINAL MARKDOWNS!



SHERATON BEDROOM SUITE

See the graceful lines... the careful
workmanship... and the fine grained
walnut woods which give this exclusive
Lauer bedroom suite the distinction.
And notice that Lauer's price on this
splendid group is far less than you
would expect to pay.
\$79
Bed, Chest
Dresser
\$8 Delivers

CURVED ARM MOHAIR LIVING ROOM SUITE

The living room suite pictured
here is upholstered in fa-
mous Collins & Aikman 100%
moirai. Notice the wide
sweep of the arms... the extra
deep seat cushions... and the
gentle pitch of the back of
both pieces. See this regular
\$139 value on display today at
Lauer's for only \$100.
\$100
\$10 DELIVERS



BED HIGH STUDIO COUCH

WITH TWO INNERSPRING MATTRESSES

A comfortable davenport by day, this Lauer
studio makes up into a large double bed or
two single beds in a jiffy. There's no
scrambling for the "soft side", because you
get two bed high, innerspring mattresses!
And notice the back, arms, and 3 big pil-
lows—all for \$29.85!
\$29.85
\$3 DELIVERS



STORE OPEN FRIDAY
NIGHT 'TIL 9 P.M.

ANY PURCHASE HELD
'TIL YOU'RE READY

ON Sale AT **LAUER'S • 50 STATE ST.**



HOLIDAY SPECIAL 3 DAYS ONLY!

You Don't Need Cash

**NO DOWN
PAYMENT**
Extra Long Terms
*Set Your
Own
Terms*
**SIMPLIFIED
CREDIT**

UNIT PARTS
ROCHESTER CORP.
1185-1223 MAIN ST. EAST CULVER 250

Hidden Radio

One of the nicest ways to conceal a small radio is to have it hidden in a good looking box of red leather tooled in gold. When placed upon a table it assumes an important air as if filled with documents, etc.

For ages, gold has been generally regarded as one of the most valuable things in the world; today we recognize twenty-nine other metals more valuable than gold — an ounce of radium, for example, is worth more than a ton of gold.

Although Rhubarb gained popularity as a food less than two hundred years ago, it was employed as a medicine as far back as 2700 B. C. in China. Rhubarb, strange enough, is a member of the buckwheat family.

Legion Post To Sponsor Weekly Game Parties

Plans have been completed for the inauguration of weekly bingo parties to be sponsored by the Clayton L. Warner Post of the American Legion, according to an announcement of Samuel Russell, post commander.

Parties, which will begin on September 12th, will be held in the Masonic Temple in St. Paul Blvd. at Titus Avenue.

A committee composed of post members will be in charge of the parties which are open to the public.

It is announced that cash and merchandise prizes will be awarded with several grand and special prizes. Proceeds will be used in Post activities.

Mr. and Mrs. Frank Suter of Alameda Street are spending two weeks in Atlantic City.

JIMMIE FIDLER IN HOLLYWOOD

(Continued from Page 1)

Registered their disapproval of Eleanor Powell's tap-hula with derisive tongue clicks and boos. "Not the Hula," they declared — and changing their native dance for the sake of a screen thrill displeased the people there as much as picturing a Californian wearing an overcoat in August would displease a true Californian citizen.

My news that "Bird of Paradise" may be re-filmed in color was received with delight. That picture, produced years ago, came closer to catching the true Hawaii than any other. And believe me, any movie that captures the rare beauty of the islands correctly, will be a box office sensation for its pictorial magnificence alone. (Sigh) I'll be seeing you tomorrow.

JIMMIE FIDLER

Dear James: That sigh really tore at our heart strings. We can't console you by offering the same kind of beauty you're bewailing — but maybe we can get Hedy Lamarr, Joan Crawford and a few of the other girls to meet you at the station. After all, landscapes aren't everything in life.

Speaking of beauty, Dorothy Lamour has said "yes" to an unusual request — students at Kent State University, in Ohio, have asked her to judge submitted photos of all male undergrads and pick a "King of Beauty". Real reason for that Broadway visit of Joan Garfield's is his desire to look over several stage plays offered him — one more picture and he will take time out for a footlight appearance. . . . Warner Brothers' yen to screen-test Rose Marie Flynn, Errol's younger sister, is still unsatisfied — her father says one member of the family in grease paint is plenty. . . .

Seems Universal has suddenly remembered Joy Hodges' stage success in "I'd Rather Be Right" — they're planning to star her in a film musical. . . . Johnny "Scat" Davis postcards that he has so many new personal appearance dates that he will not return to Hollywood until the first of the year, at the earliest. . . . Joe E. Brown spent better than a grand last week-end trying to reach his son Don, in England, via trans-Atlantic phone with orders to catch the first boat home. . . . Madeleine Carroll's decision to drop that divorce action against Captain Philip Ashley wasn't entirely due to his call to active service — they had spent three weeks together in Paris before the war crisis developed. . . . Credit Henry Fonda with the week's most practical philanthropy — he's establishing several families of Dust Bowl refugees on that San Diego county ranch of his. . . . Add

chuckles: the announcement by Jack Pennock, Hollywood's toughest-looking heavy, that he wants to be billed in the future as J. Ronald Pennock. . . .

THE STAFF
(Copyright, 1939, McNaught Syndicate, Inc.)

Mr. and Mrs. Paul W. Allen of Lake Avenue have returned from a motor trip to New York City.

GATHER 'ROUND A WEGMAN HAM FOR GOOD EATING FOR THE HOLIDAY



WEGMAN FAVORITE SMALL SKINNED

LEAN SMOKED

HAMS

Tender, mild-cure smoked hams. . . . Just the thing for over the holiday week-end! All surplus fat and skin removed. Whole ham or shank half.

22^c lb.

Cooked Hams WHOLE OR SHANK HALF LB. 24^c

GREEN GABLES SALAD DRESSING qt. jar 23^c

TASTY-MIX DELICIOUS FRUIT COCKTAIL 2 cans 23^c

NORWEGIAN OLIVE OIL SARDINES can 5^c

NO. 2 CAN ROYAL RIO TEXAS GR. FRUIT 3 cans 25^c

POUND CAN HERSHEY'S OR BAKERS COCOA 11^c

14-OUNCE BOTTLE BLUE LABEL CATSUP each 10^c

NO. 2 1/2 SIZE WHITE LILY PEACHES 2 cans 25^c

Get Your Share of These Special Prices For Friday & Saturday!

Marble, Plain or Fresh Silver!

POUND CAKES

15^c lb.

Qt. Jar Sweet

MIXED PICKLES

15^c ea.

Chicken of the Sea TUNA FISH 2 cans for 23^c

12 oz. Bottle SENECA ALE plus deposit 5^c

Kilbourn Hall BEST COFFEE 19^c lb.

FINEST BUTTER MONEY CAN BUY!



EVERY PACKAGE OF LAND O' LAKES BUTTER CONTAINS U.S. GOVT. CERTIFICATE OF QUALITY!

TODAY'S PRICE Per Lb. 28^c

Wegmans

HOME OWNED FOOD MARKETS

FREE PARKING for Our Customers at All Wegman Stores

OPEN SATURDAY TIL 5:30 P. M.

LAST DAYS

OPEN THURSDAY AND FRIDAY EVENINGS UNTIL 9 P. M.

To Give Those Who Have Been Vacationing Opportunity To Take Advantage of Our August Sale Savings

AUGUST SALE

at Weis & Fisher's



WHERE BUT WEIS & FISHER'S?

COULD YOU FIND A VALUE LIKE THIS CHANNEL-BACK

Occasional Chair

A chair of comfort, yet easy to move around. Queen Anne legs and shaped arms, with channel-back, barrel-effect back, satin-faced damask cover. **\$19.75**

9x12 SIZE BOUND-EDGE

Broadloom Carpet \$39.50

The flecked pattern and interesting texture of this broadloom lends character and richness to your floors, and keeps disturbing footmarks at a minimum. In blue, burgundy, beige, green, cedar, brown or rust.

Other Sizes at Proportionate Savings!



A Tier Table with Duncan Phyfe reeded base and brass-tipped feet. Top is a full 12-inches in diameter, with lower shelf 18 1/2-inches. 28-inches tall, in mahogany finish. **\$5.95**

A Chinese Chippendale Coffee Table, with straight moulded legs and cross stretchers symbolic of bamboo. Removable glass tray with solid mahogany frame, 16x24-inch top. **\$5.95**

3 CONVENIENT PLANS OF PAYMENTS



WHERE BUT WEIS & FISHER'S?

THIS BEAUTIFUL CHANNELLED ARM SUITE IN BOUCLE FRIEZE

Here's proof positive that is needn't be costly to bring new beauty and comfort to your daily living! This well-built, channelled arm living room suite has a carefully tailored cover in rich, solid-color boucle. Its price sets a new high standard of furniture value these last August Sale days!

\$98



WHERE BUT WEIS & FISHER'S?

THIS MAGNIFICENT BEDROOM SUITE IN MATCHED BUTT WALNUT

If you have young ideas, and if you like the rare charm of simple design, you'll enthuse over this suite! Beautiful veneers, with large plate-glass mirrors and a narrow marquetry inlay on the fronts of all pieces. Good size, but without unnecessary bulk. . . . and a rare value at this Last-Sale-Days price!

\$79



WHERE BUT WEIS & FISHER'S?

A DINETTE SUITE IN YOUR CHOICE OF WALNUT or MAHOGANY

The perfect dining suite for a home where space is limited! Pedestal table, china cabinet and four chairs, at a price we believe comparison will show to be unequalled in the entire city of Rochester!

\$98

WEIS & FISHER'S

"Rochester's Show Place of Furniture Fashion"

80 CLINTON AVE. SOUTH

Open All Day Saturday

WAREHOUSE SALE

Entire Stock Ordered Sold
Cash Disposal Sale—New 1939 Stocks

YOUR CHOICE

Of 6 Popular Makes Of

TIRES

GENERALS, GOODYEAR'S
Firestones, Mohawks,
Goodrich and U. S.

**40% TO 60% OFF
LIST PRICE**

MOTOR OIL 55¢

Big 2-Gal. Can



4.00x21	\$3.55	5.50x17	\$5.10	6.00x16	\$5.50
4.50x20	3.90	5.50x16	5.15	6.00x20	6.35
4.50x21	3.97	5.50x17	5.40	6.25x16	6.98
4.75x19	3.58	5.50x18	5.70	6.50x16	7.95
5.00x19	4.18	5.50x19	5.90	7.00x16	8.30

EXTRA SPECIAL!
Goodyear All
Weather Tread
6.00x16 **\$9.95**
List \$15.95, Sale Price

STANDARD MAKES

FACTORY RECONDITIONED

4.50x21	\$2.85	5.50x19	\$4.00
4.75x19	3.30	6.00x16	4.75
5.00x17	3.10	6.00x17	4.15
5.25x18	3.15	6.25x16	4.15
5.50x17	3.50	6.50x16	4.20
5.50x18	3.70	7.00x16	4.50

CONSOLIDATED TIRE SALES CO.

Located In The

SCHANTZ STORAGE BLDG.

253 CENTRAL AVE. ROCHESTER, N. Y.

Open Evenings To 8 P. M.—Phone Main 2960

Movie Guide

ALL PICTURES LISTED START
THURSDAY EXCEPT AS NOTED:
*Friday & Saturday Only.
*Start Saturday.
*Start Wednesday.

ROCHESTER—“Lady of the
Lough,” Bette Davis, Robert Taylor;
“These Glamour Girls,” Lew Ayres, Lana
Turner.
PALACE—“Beau Geste,” Gary
Cooper, Ray Milland; “Nancy Drew,
Thriller Mystery.”
CAPITOL—“Bachelor Mother,” Ginger
Rogers, David Riven; “Susanna of
the Mounties,” Shirley Temple.
REGENT—“In Name Only,” Carol
Lombard, Gary Grant, Kay Francis;
“Quake, Millions,” The Jones Family.
TEMPLE—“Angels with Dirty Faces,”
Anne Sheridan; “The Married A Cup,”
Joni Parker, Phil Regan. (Starts Fri-
day).
LITTLE—“Made For Each Other,”
Carol Lombard, James Stewart.
MURRAY—“Spirit of ‘76,”
Jackie Cooper, Freddie Bartholomew;
“Sunset House,” Anne Shirley, James
Ellison.
REX—“The Champ,” Jackie
Cooper, Wally Beery; “The Amazing
Mae,” Mae West.
REVUE-DIXIE—“Man in the
Iron Mask,” Louis Howard and Joan
Bennett; “Mr. Motte Takes a Vacation,”
Peter Lorre and Virginia Field.
LIBERTY-STATE—“Naughty But
Nice,” Dick Powell, Ann Sheridan;
“Lucky and The Mob,” Fay Banner, Ida
Lupino.
MADISON-MONROE—“Stress of
New York,” Jackie Cooper, Marjorie
Reynolds; “Charlie Chan in Reno,” Sid-
ney Fox, Faylla Brooks.
CAMBO—“Juggles,” Paul Muni,
Bette Davis.
MAISON WILSON—“Johnnie Davis,”
LARRY “Confession of a Nazi Spy,”
Edward G. Robinson, Francis Lederer;
“The Gorilla,” The Ritz Brothers, Fayla
Brooks. (Thursday, Friday only).
GRAND—“Confessions of a Nazi
Spy,” Edw. G. Robinson, Francis Lederer;
“For Love or Money,” Robert Young,
June Lang. (Thursday, Friday only).

Caring for Europe's abused
children is a noble thing, but
did you ever notice the ragged
and hungry children here at
home?

FOOD

News and Views

By IRVING MUNK

The coming season is drawing
to a close and the shelves
of our fruit closets are begin-
ning to groan with good things
stored away against the winter.
However, there are still a few
more old favorites to be put up,
and for a few more weeks our
kitchens will be fragrant with
the spicy odors of Chili Sauce,
Catsup and pickles. You'll find
there are many short cuts to
help you obtain best color and
flavor in the sauces and best
flavor and texture in the pickles.
However, to most of us the big-
gest problem in making these
long-time cooking foods is to
keep them from sticking to the
pan. Modern ranges are a big
help in this, for the up-to-date
models have measured heat on
the top burners. Thus, when
you turn the key half way you
have enough heat to maintain
a boil. With this feature, and
by avoiding working with too
large quantities at a time the
problem of a burnt flavor in
your chili sauce disappears like
magic. Then too, modern ranges
have easily cleaned burners that
won't clog if food boils over on
them and may be easily wiped
off if splattered by rapidly boil-
ing jams. All in all, they help
you cut your canning problems
in half for they make that most
important half of the work, the
cooking, as easy as pie. As for
the other half, the food prepara-
tion, an extra pair of hands is
the best short cut we know.
Here's a Chili Sauce recipe you'll
like.

CHILI SAUCE
24 medium tomatoes
1 small red
pepper
3 green peppers
2 large onions
Peel and chop tomatoes. Re-
move seeds from peppers, peel
onions and run through the food
chopper. Add remaining ingredi-
ents and cook until thick. Pour
into sterilized jars and seal.
For a brighter color, cook
vegetables and seasonings until
thick before adding vinegar.
Taste your vinegar before add-
ing. If it's very strong, you may
want to dilute it one third. Sep-
tember brings us grapes at their
best. To help you make this
grape jelly successfully, the
modern way range offers an extra
large burner for the rapid boil-
ing so necessary to good jellies.

GRAPE JELLY
4 c grape juice 1 c commercial
8 c sugar
Wash, stem and crush 3 lbs.
grapes. Add ½ c water, stir un-
til it comes to a boil, then cover
and simmer 10 minutes. Strain
through a jelly bag. Measure
juice and sugar into a sauce pan
and bring to a boil. Add pectin,
bring to a full rolling boil and
boil ½ minute. Remove from
fire and let stand one minute.
Skim, pour quickly into clean,
hot jelly glasses and cover at
once with paraffin.
This will give a tender, shimmer-
ing jelly that goes perfectly
with your canning problems. If
your jellies are syrupy, it's be-
cause you've used more sugar
than needed so measure care-
fully in a standard cup and level
the sugar off with a flat bladed
knife. Tough jellies are caused
by too small a proportion of
sugar or boiling the jelly too
long after the sugar is added.
PEACH AND ORANGE JAM
12 large ripe
peaches
4 oranges
Skin peaches and discard the
pits. Slice and remove seeds
from oranges but do not peel.
Put peaches and oranges
through the food grinder.
Measure pulp and for each cup,
add cup of sugar. Stir until
sugar dissolves and cook until
thick. Pour into clean hot glass-
es and paraffin at once.

RIDGEWOOD
RIDING STABLES
“Ride for Health”
Courteous instructors
Corbett's Glen Rd. Mon. 5320

FURNITURE
RECONDITIONED
Re-upholstering, Refinishing 2-pc.
Sofas re-covered in Tricrete cloth
\$26.50. Occasional Chairs, \$2.00;
Cupboard Chairs, \$7.50
Textile Upholstering Co.
MAIN 4833



BUCK HUNTERS
ATTENTION!

Each week the Sun prints the
names and addresses of
five people, picked at
random from the City
Directory. Each of these
five people receive one
dollar. You may win today.

Look Between the Ads—
Your Name May Be There

Model Home Furnished By Goodrich Company

Great interest is being shown
in the Colonial model home now
open to the public, at 20 Apollo
Drive in Prospect Park. This
home, which boasts every mod-
ern convenience has been com-
pletely furnished by the Good-
rich Furniture Co. of 1683 Dewey
Avenue. Leading makers of
Jamestown, Grand Rapids and
Rochester are represented.

In the living room are two
inviting tub chairs covered in
brocade tapestry. The luxurious
roselaid mohair davenport comes
from Grand Rapids and is the
ultimate in 18th Century styling
and comfort.

The matching chair, uphol-
stered in green mohair, blends
in quietly with the jade green
twistweave rug. From Jame-
stown comes the fine mahogany
kneehole desk accompanied by
solid mahogany desk chair up-
holstered in Victorian tapestry.
Another chair, in a gold cover from Jamestown.

with deep spring seat and cush-
ioned back is arranged beside
the desk and chair. Beside the
easy gold chair is a polished
brass bridge lamp.

On the opposite side of the
room is a newcomer in junior
lamps beautifully proportioned
and enchantingly simple.

In front of the davenport a
solid mahogany cocktail table is
shown with genuine leather top.
In the dining room an 18th
Century suite.

In the master bedroom a solid
cherry suite by Phenix has a
lovely wax finish and is easy
to care for.

Another bedroom is furnished
in a Colonial mahogany suite—
carved post bed, roomy chest and
spacious dresser with separate
mirror.

The third bedroom is fur-
nished in solid Northern maple.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Another chair, in a gold cover from Jamestown.

Just Received!

The new

MAGIC MARGIN ROYAL

PORTABLE

It's MAGIC! Amazing! Exciting! Different!

The first and only portable typewriter complete

with MAGIC Margins and many other exclu-

sive Royal MAGIC features. Most sensational

portable ever offered! Just what you need!

A touch does it! MAGIC Margins only

you off to a flying start... saves

time, makes better looking typing.

*Trademark, Reg. U.S. Pat. Off.

\$1.00

WEEK BUYS ONE

AGENCY FOR Royal — Remington — Corona — Underwood

Standard Typewriters Rented, 3 Months \$6

CITY TYPEWRITER

160 S. CLINTON Next To

STONE

3424

Go first to Neisner's

5¢ to \$1.00 Stores

COMPARE OUR SHOE VALUES

SCHOOL - SHOES - FOR

BOYS' - and - Girls'

SIZES 8 1/2 to 12

REAL VALUES

PAIR

NEAT PATENT LEATHER STRAP

SLIPPERS FOR GIRLS AND

NEW BROAD TOE, BLACK OR

BROWN OXFORDS FOR BOYS!

Can Take Hard Knocks!

BOY'S

Heelplate

OXFORDS

GOOD WEARING COMP SOLES

Unusually RUGGED! STYLISH, Too

HEEL PLATE

SIZES TO BIG 6

\$1.69

COLLEGE GIRLS

CREPE SOLE

OXFORDS

BLACK, TAN, ELK

\$1.69

SIZES 4 to 8

DOUBLE WEAR CREPE SOLES

\$1.69

MOTHERS! Look at this Value!

Babies Shoes

for the TODDLER

SCIENTIFICALLY DESIGNED

FOR TIGHT-FITTING FEET

At 4

1-STEP PUMP SOLE

4-CHUNKY FOOT SHAPED

4-POINT OF THE FOOT

4-ROLL AND RUB

4-VELL THE JELLY

• WHITE

• BROWN

• BLACK

All Sizes For Women—Girls

GYM SHOES

For Girls

Heavy Duck Uppers—Double Duty

Soles

69c

Sizes to 3

BROWN

\$1.00

A Real Savings

GROWING GIRLS

SPORT OXFORDS

BLACK OR BROWN

89c

SALE PRICE

\$1.69

MEN LOOK AT THIS BUY

Black or Brown

Dress Oxfords

3 STYLES

\$1.69

SIZES 6 to 10

LONG WEAR SOLES

69c

SIZES UP TO BIG 2

School Oxfords

For Boys and Girls

Black or Brown

with Double Wear

Soles

69c

SIZES UP TO BIG 2

Miss Barbara Hutchins, returned Friday from Waponeo daughter of Mr. and Mrs. F. Irving Hutchins of Berkeley Street where she passed two months.

HAVE YOUR CAR TESTED NOW!

Avoid unnecessary bother in obtaining the seal of approval for your car. Phone us now and make an appointment for your free safety inspection.

COMPLETE AUTOMOTIVE REPAIR SERVICE

JOHNS Tydol Service Station

Genesee St., at Hawley Phone Gen. 7775

Winton Church Re-Opens Doors

Winton Congregational Church announces the resumption of services on Sunday, September 10th. Church has been closed during August to allow the pastor, Rev. Gerald E. Boyce to take a month's vacation from pastoral duties. Services will open with the Church School at 9:30 A.M. and morning worship at 10:45 A.M.

Say You Saw It In The "SUN"

Card Party!

Next Thursday the Nazareth College Guild will hold a card party at the Rochester Yacht Club. This is the first social event of the fall season for this group.

According to the committee in charge, headed by Mrs. Donald A. Byrne and Mrs. Anthony W. Fromen, proceeds of this party will be used for the Nazareth College Building fund.

John W. Remington, of Trevor Court Rd. entertained at a Stag Dinner on Friday in his home.

Contract Bridge

By Virginia Levy

In spite of the numerous times players are fooled by taking a two-way finesse in the wrong way, they still persist in playing their guessing game with every hand which provided the opportunity.

The hand which follows is a

good example of when not to guess.

NORTH
S Q 10 9
H A Q 3
D 6 3 2
C A 10 4

EAST
S J 2
H T 10 3
D A 2 10 7 5
C 9 8 2

SOUTH
S A K 7 6 4
H 6 4 2
D K Q
C K J 3

North and South, with south as declarer reached a contract of four spades. A diamond was opened by west and won by east with his Ace. Of course a club return now would eliminate declarer's guess on the play of that suit, but the east player did not lead a club, choosing instead, to continue diamonds. Declarer won the second trick and drew trumps, after which he guessed the club finesse wrong and lost a trick in that suit. He made his contract of four spades, but as he remarked afterward, "There was an overtrick to be made if I had played the clubs the other way."

As a matter of fact, there is five spades in the hand without the club finesse, and the play is ridiculously simple. After drawing it trumps, south should leave the clubs alone and tackle hearts. He must finesse the queen, which holds, lay down the ace and a third heart, which west will win. This sets up the thirteenth heart in the dummy, and when declarer gets in on the next trick, he can discard a club from his hand on dummy's heart. In this way the club finesse need not be taken and all declarer loses in the Ace of diamonds and one heart trick, making his four spade contract with an overtrick.

The reasoning back of this play is simple. There is nothing to be gained by playing clubs early as they are of equal length in both hands and no card of the suit can be set up for a heart discard. On the other hand the heart suit offers the possibility of a discard for a club. If they are divided three-three in the opponent's hands and West holds a heart, and west holds the king, south will be enabled to throw one of his clubs on the last heart, and will find the taking of the club finesse absolutely unnecessary. Should the hearts not be divided as he had hoped, there still remains the club finesse, and whether he guesses it correctly or not, nothing will have been lost. Furthermore, there is always the possibility that one opponent may lead clubs, if declarer doesn't tackle the suit too early in the play. Naturally the lead of clubs by either opponent saves south a guess.

Clambake!

Twentieth anniversary of Flower City Post 180, American Legion will be celebrated on Sunday, September 17 with a giant clambake, to be held on the clubhouse grounds, 221 Dewey Ave.

The following committee chairmen have been appointed by Post Commander V. Thomas Izzo: Louis Mauro, general chairman; Steven Campagno, vice-chairman; Joseph DiPasquale, treasurer; Izzo, secretary; arrangements, Frank G. Maggior; tickets, Victor A. Gotash; music, I. James Pastore; drum corps, Orlando Falciano; refreshments, Orestes Metidli; reception, Anthony V. Cotroneo.

Miss Lou Dillman of Arnold Park has returned from Rockport, Mass. where she passed two weeks.

ROGERS SILVERPLATE

LESS THAN 1/2 REGULAR PRICE

Coupon redeemable at Rochester Sun Office, 419 Burke Building, or at the following Stations:

- HEL-AIR PHARMACY 1402 Monroe Ave.
- KEY DRUG STORES 92 Main St. East 419 N. Goodman
- MANDELL PHARMACY Portland cor Norton
- SILVER'S PHARMACY 415 Thurston Road
- RUDNER DRUG STORE 645 N. Clinton

KNIFE, FORK AND SPOON 54c \$1.25 Value

Here's your coupon for your ROGERS SILVER. Bring it to the SUN office, 419 Burke Bldg., or to any of the stations listed above.

Name Address

FOR THE LAST SALE DAYS

REAL BARGAINS

On Union Furniture



Super Special!

26-PIECE Breakfast Set

\$34.50

An entire kitchen set at the usual price of the breakfast set alone! Five-piece, metal breakfast set, kitchen rug and 20 piece set of dishes! A record value... even for Union, where big bargains are an every-day occurrence. This week-end only, so don't delay!



NEW WATERFALL MODERNISTIC

11-PIECE BEDROOM SUITE

\$79.00

Bed, chest and dresser in most fashionable waterfall design. Construction for which you usually pay many dollars more, and the same fine matched veneers you see in most expensive suites.

- ★ 3-Piece Bedroom Suite
- ★ Pair of Pillows
- ★ Heavy Duty Coil Spring
- ★ Famous Make Mattress
- ★ 3-Boudoir Lamps
- ★ Chenille Bedspread

Name Your Own Easy Terms

AT UNION

As Little As

\$1.00 Down Delivers

UNION

286 EAST AVENUE, corner UNION ST.

Open Every Evening 'Til 10 P. M.

Fairport Store 20 South Main Street East Rochester Store 114 West Commercial St.

LIVADAS BROS... Wine & Liquor

LABOR DAY VALUES

Rochester's Biggest Liquor Sale!



Our Famous Whiskey

LIVBRO RYE

90 Proof 51% 4 Year Old Whiskey

\$2.10

Full Quart

Compare \$2.95 Value

Straight whiskey in this product is 4-yr. old 51% straight whiskey, 49% neutral spirits, distilled from grain. Distilled, blended and bottled by the largest distillers in the world. A very spectacular purchase makes possible this low price... another example of Livadas Bros. policy, selling at the lowest possible price, consistent with this high quality.

PIEDMONT CLUB Straight BOURBON Whiskey

This whiskey is 2 1/2 years old. The rich body, full, flavor and fine aroma of this Bourbon whiskey are the results of extreme care in distillation and careful supervision of storage under ideal conditions in new white oak barrels.

Compare! \$1.85 Value!

\$1.29

 Full Quart

3 Quarts \$3.79

CASTANA Gold Label RUM

West Indies

An extraordinary fine quality rum for your cocktail arrangement.

GORDON'S 80 Proof Orange Flavored GIN

Compare! \$1.98 Value!

\$1.49

 FIFTH

GORDON'S 60 PROOF SLOE GIN

We again offer you this excellent product at an exceptionally low price.

POL CLEMENT CHAMPAGNE

Product of France 1928 Extra Dry

Imagine having an imported Vintage Champagne at this price.

Case of 12 \$21.55

GLENMORE—Kentucky Derby STRAIGHT BOURBON WHISKEY

90 Proof

A fine quality whiskey carefully distilled and matured naturally in charred oak barrels. A smooth, pleasant whiskey when used either straight or in mixed drinks.

Compare! \$2.25 Val.!



No Finer Quality

LIVBRO GIN

Compare \$1.98 Value

\$1.45

90 Proof Full Quart

100% Grain Neutral Spirits

A fine quality gin at a spectacularly low price! Smooth and mellow to suit the finest taste. Try this famous LIVBRO brand and you'll adopt the habit if you are a connoisseur. We claim there is no better gin at any price. Try it and you'll agree with us.

MEADVILLE 100 PROOF STRAIGHT RYE WHISKEY

BOTTLED IN BOND UNDER U.S. GOVERNMENT SUPERVISION

This famous brand of whiskey has been distilled by the Baltimore Pure Rye Dist. Co. Through our large buying power we give you this wonderful buy.

Compare! \$3.25 Value!

\$2.39

 Full Quart

3 Bottles \$7.00

KING CHARLES BLENDED SCOTCH WHISKEY

10 YEARS OLD 100% Scotch Whiskies

One of the best scotches Livadas Liquor Store has made in years. Blended and bottled in Scotland by Lawson, McDonald & Co., Glasgow, Scotland.

86 PROOF

\$2.69

 Fifth

Compare! \$3.75 Value

CALIFORNIA SWEET WINES ROSEBUD BRAND

Alcohol 19 to 21% By Volume

A real bargain in a fine quality wine, bottled at the winery.

Port - Tokay Sherry - Muscatel

\$1.25

 FULL GALLON

CALIFORNIA SWEET WINES ROSEBUD BRAND

19 to 21% by Volume

Port, Sherry, Tokay, Muscatel, White Port

3 Quarts For

\$1.00

DRY CALIFORNIA WINES

Our Famous LIVBRO BRAND

Barbera Zinfandel Cabernet Burgundy Chianti Reisling

Full Gallon

99c

IMPORTED FRENCH AND ITALIAN VERMOUTH

LARGE 30-OZ. BOTTLE

79c

Compare! \$1.35 Value!

LIVADAS BROS.

A Name You Can Trust 183 MONROE AVE. N. Y. S. LICENSE L-4229

FREE DELIVERY CALL STONE 5549 OPEN 'TIL MIDNIGHT

JamoShanier STOCK ALE
ROCHESTER'S FINEST
and Largest Selling STOCK ALE
DRAUGHT • BOTTLES • EVERYWHERE
More Hops • More Malt • More Age
AMERICAN BREWING CO. • Rochester, N. Y.

Authorized INSPECTION SERVICE
NEW YORK STATE

Have your car inspected FREE for the
State approval which you must have after
Sept. 1st. If service is needed, we make
repairs both efficiently and most econom-
ically.

BRAKES SPECIAL
ADJUSTED ALL CARS
PERMANENT OFFER **50c**

FREE GREASE JOB WITH EVERY OIL
CHANGE. YOUR FAVORITE BRAND.
IN SEALED CANS

CARWASH, 35c, With 5 Gallons Gasoline

SCHULTZ SERVICE GARAGE
100 EXCHANGE ST.

**DINE for a
DOLLAR**

...and You'll Find It
the Biggest Dollar
Dinner Bargain In
All Rochester!

- ★ ALWAYS GOOD MUSIC
- ★ ALWAYS A FLOOR SHOW
- ★ ALWAYS A GOOD TIME

At The
CHATEAU
MONROE AVE. at the 12 CORNERS

Mrs. James C. Hutchins, 113 Alliance Ave.

ACHTER'S
Coupon Specials
IN 3 STORES
81 Central Park
387 E. Main St.
428 State Street
All Stores Open Every Night Until 9 P. M. Including Sat.

COUPON
ENVELOPES 2c
Pkg. of 25

COUPON
PAPER
NAPKINS 3c
Pkg. of 80

COUPON
Men's Athletic
SHORTS 16c
With Double
Crotch

COUPON
Boy's
Four In Hand
TIES each 6c

COUPON
BRILLO 6c
pkg.

COUPON
SANITARY
BELTS each 6c

COUPON
Men's
Hdkfs. 2 for 3c

COUPON
Household
PAPER
TOWELS each 3c

Back To School Sale! Our Complete Line of
SCHOOL NEEDS AT LOWEST PRICES

RIGHT RESERVED TO LIMIT QUANTITIES!

Party Platforms....

(Continued from Page 1)
an honest effort to stick to party
pledges.

Rapp, in a letter to the Sun
this week, shows his attitude
regarding Republican accusa-
tions that City Manager Baker
and the Democratic Legislature
have stood in the way of pledge
fulfillment. According to Rapp,
those same political groups with
whom he saw eye-to-eye two
years ago, are now entirely
wrong. His insistence that he
was the one to introduce the
resolution abolishing the office
of mayor is quite correct, but
voters will still recall that he
resigned because he could not
get a raise in pay for holding
that same office. Insiders have
always maintained that the Re-
publican high command "put
one over" on Rapp when they
got him to introduce this abo-
lishing resolution. Their idea was
that he would have no come-
back afterwards.

As a candidate for public of-
fice and as the head of a third
party movement in Rochester,
we feel that Rapp's letter may
be of interest to the man in the
street and are therefore printing
his letter today.

Rapp's Letter

Editor, Rochester Sun:
As a city councilman I am naturally
interested in news articles published
in the various papers in reference to
city or political affairs. I was some-
what amazed by the article which ap-

peared in your issue of August 24th,
in reference to the unfulfilled
pledges made by the Republican party in their
1937 platform. The average reader
would gather from your article that
the Democratic party, City Manager
Baker, and myself, were solely respon-
sible for the non-fulfillment of their
campaign promises. Whereas the fault
lies solely with the Republican Council
who has sufficient votes in the council
to pass any legislation they want.
You state that I was responsible for
not abolishing the office of Mayor
whereas, the records will show that I
was the one who introduced the resolu-
tion to the council, asking that the
State Legislature abolish the job. The
fact that the State laws prohibited
the abolition of the office is no fault
of mine. But the Republican candi-
dates who sought office in 1927 should
be censured for pleading to abolish
the job when they knew that the State
law existed.

You then blamed Mr. Baker for non-
fulfillment of other pledges, yet Mr.
Baker is the executive head and has
nothing to do with legislative matters.
Mr. Baker is hired by the City Coun-
cil, and could be forced to accept any
proposal enacted by the Councilmen.
If they had a real desire to enact their
pledges into law.

BINGO
8:30 P. M. GLIDE HALL
EVERY THURSDAY AND SUNDAY
1203 JAY ST., cor. GLIDE ST.
24 GAMES for 25c
23 GAMES—25c

BINGO
West Avenue Manor
Corner West Ave. & Hancock St.
Every Mon., Wed., and Fri.
24 GAMES for 25c
8:15 P. M. Sharp

While it is true that the Democratic
State Legislature blocked legislation
that would have abolished the office
of Mayor and would have permitted
the consolidation of the three pur-
chasing agents, the Republican plat-
form calls for not only the consolida-
tion but coordination of the purchasing
departments, and this could be ac-
complished without any State Legisla-
tion if the Republican party desired
to do so. Furthermore, the official
records will show that I introduced
resolutions and ordinances that would
have fulfilled twelve of the platform
promises. All of them have been re-
ferred to the Law Committee, headed
by Mayor Dicker, and the Republican
Council have sufficient votes exclusive
of my own and of the two Democrats,
to enact them into law.

In view of the above facts, I believe
you will agree with me that the article
which appeared in your recent issue
places the blame for the non-fulfillment
of platform promises on the
wrong persons, and that the blame
should rest entirely with Republican
leaders.

LESTER B. RAPP, Councilman

BINGO
8:30 P. M. GLIDE HALL
EVERY THURSDAY AND SUNDAY
1203 JAY ST., cor. GLIDE ST.
24 GAMES for 25c
23 GAMES—25c

BINGO
West Avenue Manor
Corner West Ave. & Hancock St.
Every Mon., Wed., and Fri.
24 GAMES for 25c
8:15 P. M. Sharp

BINGO
8:30 P. M. GLIDE HALL
EVERY THURSDAY AND SUNDAY
1203 JAY ST., cor. GLIDE ST.
24 GAMES for 25c
23 GAMES—25c

At Our New Location

BINGO
Players
Have WON
\$22,000
AT OUR
GAMES
THE ARENA
87 STONE ST. NEAR
COURT
Every Monday Night, Admission 40c
PRIZE LIST
NEXT MONDAY **OVER \$600.00**
HIPPODROME

Everybody Plays
BINGO!
FREE ENTERTAINMENT
STARTS AT 8 P. M.
GAMES AT 8 SHARP
7 CHANCES
TO WIN
IN ONE GAME
The New Way to
Play BINGO
★ **FREE** AIRPLANE RIDES
★ Sightseeing Tour
of Rochester with
★ TED "BINGO" BROWN
★
ADMISSION
ONLY **25c**
MORE
Than Your
Money's
worth
of
FUN
THURS.-FRI. & SAT.
**HOLLYWOOD
BINGO HALL**
35 PULLMAN AVENUE
(Just A Step From Kodak Park)

**ROLLER
DROME
BINGO**
184 CLINTON
AVE. N.
GRAND OPENING
TONIGHT 8 P. M.
Under New
Management
BIG
CASH
PRIZES
Admission
184
CLINTON
AVE.
NO.
40c
More
Games!

**FOUR
LAST
DAYS**
THURSDAY, FRIDAY,
SATURDAY & MONDAY

SAVE MONEY ON
YOUR HOLIDAY
LIQUOR SUPPLY!

BERGHASH
Odd-Lot Sale

WINES & LIQUORS

12 Of
Rochester's
BEST
LIQUOR BUYS

Imported
12 YR. OLD
SCOTCH WHISKEY
Pinch
Bottle
Style
4/5 Quart
\$2.95
\$4.25 Value!

**SEAGRAM'S
SUPERIOR**
GIN \$1.39
94 Proof 4/5 Quart
Reg. \$1.74 Value!
3 for \$4.00

BOOTH'S High
London Dry and Dry
GIN \$1.35
90 Proof 4/5 Quart
A \$1.80 Value!
100% Neutral Spirits
Distilled From Grain

LONDON INN
90 Proof
GIN \$1.09
4/5 Quart
3 for \$3.11
\$12.00 for 12 Bottles

Lowest
Price
Ever!
Smooth
Medium
Light
Bodied
Imported Scotch
Reg. \$3.09 Value!
\$2.39
4/5 Quart
4 for \$9.00

Lowest Price Ever!
4 YEARS OLD 100 PROOF
BOTTLED IN BOND
ROGER WILLIAMS Bourbon
Regular \$2.65 Value
\$1.87
4/5 Quart
Limited Amount Only

Lowest Price Ever!
STRAIGHT RYE
WHISKEY
3
YEARS OLD
90 Proof
Regular \$2.34
\$1.89
Full
Quart
Only 23 Cases

**English Peer
COCKTAILS**
Regular \$1.95 Value!
\$1.39
4/5 Quart

Lowest Price Ever!
5 1/2
YEAR OLD
IMPORTED
VIRGIN
ISLAND
RUM
A \$2.10 Value
3 For \$4.25
\$1.49
4/5 Quart
A Refreshing Summer Drink
—Try It With Royal Crown.

MAIN 786 MAIL AND PHONE ORDERS MAIN 786
FILLED FOR \$1 OR MORE

AND AT NO EXTRA COST!
THIS FAMOUS
SMOOTH BLEND
Worth \$2.00
3 Quarts
for \$4.50
\$1.59
Full Quart
\$17.50
for 12

AT LOWEST PRICE EVER!
IMPORTED CHAMPAGNES
SAVINGS TO 40%

ONCE MORE AT THIS
LOW PRICE!
Our famous California wine.
We have sold thousands of
gallons at \$1.75!

SPECIAL!
CHOICE OF:
Port — Tokay — Sherry —
Muscatel — Burgundy — Mus-
catel — Claret — Madeira —
Angelica.

**PURE CALIFORNIA
WINE**
Half
Gallon
74c
Full
Gallon
\$1.15

BERGHASH
NEXT DOOR TO LOEW'S THEATRE
124 CLINTON AVE. SOUTH
FREE PARKING OPPOSITE OUR STORE

PAGE SIX

PAGE EIGHT

TRUTHFUL NEWS

THE ROCHESTER SUN, THURSDAY, AUGUST 24, 1939

TRUTHFUL ADVERTISING

The Rochester Sun

Published every Thursday by the Rochester Sun Corp., 5 St. Paul St., Rochester, N. Y. G. C. Oerling, Pres.; P. B. Kelly, Vice-Pres.; Wm. Pfaff, Sec.; Wm. G. Bromley, Treas.

G. Curtis Gerling, Publisher
Eugene Davis, Adv. Director

Orville H. Allen, Editor
Frank Muench, Comptroller

NATIONAL REPRESENTATIVES,
James A. Coveney Co.

New York Office
Chicago Office

444 Madison Ave.
39 South State St.

Printed Woolens

Sheer, printed woolens of whisper-weight (7 or 8 ounces) are predicted for Winter wear. Small brilliant patterns are expected to please Milady for day wear.

Book Shelf, Victrola

A new and very compact piece of furniture houses one's talking machine and yet has a place for books; or one could keep all of the latest and most used records in books upon the shelf.

Mrs. Fay C. Gray, 6 Brighton St.

BUY! SAVE!
SALE

SMASHING
LIQUOR PRICES!

Look at These Bargains!
GIN SILVER KING
Full 5th \$1.19 90 Proof Grain
DAYTON CLUB
2-YEAR-OLD
STR. RYE WHISKEY
Full Quart \$1.49
ENGLISH PEER COCKTAILS
Old Fashioned Manhattan Side-Car Dry-Martini
Full 5th \$1.39
IMPORTED 8-YEAR-OLD SCOTCH
Dennison's All 8-Years-Old Blended and Bottled in Scotland
Aged in Sherry Wood \$2.59

Imported 8 Years Old
Scotch Royal Crown
Bottled in U. S. \$2.25 Full 5th

BOTTLED IN BOND
4 YEARS OLD—100 PROOF
"BONDED STOCK"
\$1.95

1/2 Pt. Full Pt.
59c Quart \$1.09
Bottled At Distillery

PURE CALIFORNIA WINES DRY
Full Gal. 99c

NOTE! Because of the
Extent of Sale Reduc-
tions we cannot deliver at
these prices.

St. PAUL LIQUOR STORE

OPEN LABOR DAY 1286 ST. PAUL ST. Corner
RUBE NATAPOW, Ave. C.

LABOR DAY Reminders

CLARK'S have everything you
need for your outing...
Clams, Broilers, Salad
Fowl, Cooked Hams!

Fresh Dressed BROILERS 23c lb.
Milk-Fatted, Large ROASTING CHICKENS 25c lb.
Milk-Fatted FOWLS 17c lb.

SWIFT'S PREMIUM COOKED HAMS lb. 24c
Chicken Tender, Whole or Shank Half

CORN-FATTED SMALL SKINNED FRESH HAMS lb. 20c
Whole or Shank Half

CUT FROM U. S. INSPECTED STEER Beef Roasts lb. 15c
GENUINE SPRING TENDER

Leg Of Lamb lb. 21c

COUPON CHICKEN BREASTS With This Coupon 39c lb.

CHERRYSTONE CLAMS
Direct From The Bed 100 For \$1.00

FRESH CUT-UP CHICKENS!
Legs lb. 37c Wings lb. 23c
Breast lb. 43c Necks 2 lb. 25c
Livers lb. 35c Giblets lb. 19c

FREE Delivery On Orders Of \$1.00 or More!

CLARK'S MARKETS

906 NO. GOODMAN 824 PORTLAND AVE.
Near Bay, Culver 4870 Stone 471

LOOK AT DAW'S LOW PRICES!

TODAY THRU LABOR DAY... these deep-cut prices prevail in every DAW'S store! Stock-up... buy for now and for later... for when DAW'S cut prices to such and extent as this, it's time to take advantage of the values in every way you can!

Dr. WEST TOOTH PASTE 25c Size
2 for 29c
DAW'S

OLIVE OIL CASTILE SOAP 15c Size
8c
DAW'S

NOXZEMA CREAM 25c Jar
19c
DAW'S

PHILLIP'S MILK MAGNESIA TABS 50c Size
23c
DAW'S

ALARM CLOCKS \$1.25 Value
77c
DAW'S

UPJOHN'S CITROCARBONATE \$1.00 Size
57c
DAW'S

ABSORBINE Jr. Liniment \$1.25 Size
67c
DAW'S

BORAX 2c 1-Lb. Can
9c
DAW'S

10c GERBER'S BABY FOODS
5c

Wildroot HAIR TONIC 60c Size
29c
WITH THIS COUPON
RINSO LARGE BOX (Limit 1)
15c

CARTER'S LIVER PILLS 25c Size 19c
SPIRITS OF CAMPHOR 1 oz. bottle 11c
NAIL BRUSHES Reg. 10c 6c
SHOE POLISH All Colors, Giant 15c Size 8c
PALMOLIVE SHAMPOO Large Size 23c
WATER SOFTENER Perfumed 5th. Jar 49c
VAPEX INHALENT 7th. Jar 59c
BAY RUM 50c Pint Size 26c

WITH THIS COUPON
TOOTH BRUSHES 25c Value
8c (Limit 2)

HAIR CURLERS Card of 3 9c
BAYER'S ASPIRIN Bottle of 24 Tabs 19c
HAARLEM OIL CAPSULES 50c Size 16c
MUM DEODORANT 35c Size 29c
SCHOENFELD'S TEA 25c Size 16c
REVELATION TOOTH POWDER 50c Size 29c
HOUBIGANT TALC Pottery \$1.00 Size 59c
BABY BROWNIE EASTMAN Reg. \$1.00 59c

WITH THIS COUPON
WRIGLEY'S CHEWING GUM REG. 5c PACKS
• SPEARMINT • JUICY FRUIT • DOUBLE MINT
2c (Limit 3 Packs)

POLIDENT 30c Size
24c
PLATE CLEANSER

Pint Size RUBBING ALCOHOL
6c

5c CANDY BARS
• BABY RUTH • BUTTERFINGER
BOTH FOR **5c**

25c ZINC STEARATE POWDER
9c

15c TAR SOAP For Shampoo
7c

Card Of 25 BOBBIE PINS Bronze or Black
3c

100 POLISHED GOLF TEES
14c

25c ZINC OINTMENT
8c

4-Oz. BOTTLE CASTOR OIL
11c

40c Size CASTORIA Pitcher's 3-ozs.
9c

25c MEDICATED FLEA SOAP
14c

Box of 40 Square Polished CLOTHES PINS
8c

Bottle Of 100 HINKLE PILLS
3c

ANACIN TABLETS 39c
WITH THIS COUPON
CLEANSING TISSUES BOXES OF 200 SHEETS
2 for 11c (Limit 2 Boxes)

PEPTO-BISMOL 60c Size 47c
EPHEDRINE CAPS 3c Grain, Bott. of 40 66c
EPHEDRINE DROPS 1 oz. bottle 26c
ATWOOD'S BITTERS 35c Size 21c
KOROMEX JELLY Retail Tube 89c
BENZEDRINE INHALER 60c Size 49c
WINTERGREEN OIL 5 oz. For Rubbing 18c
HORLICK'S MALTED MILK 20c Size 37c

WITH THIS COUPON
POND'S CREAMS 35c Size
14c (Limit 1)

HUMPHREY'S PILLS 30c Size 18c
RINEX CAPS For Hay Fever, \$1.00 Size 63c
RAY-D-YEAST TABLETS Price of 200 89c
HYGEIA NIPPLES 15c Value 9c
ALCAROID POWDER 60c Size 36c
GEM BLADES Pack of 5 23c
SHOE LACES 27 Inch, All Colors, 3 pair 5c
ESPO TABS LAXATIVE 25c Size 19c

WITH THIS COUPON
CARBONA SHOE WHITE 25c SIZE TUBE OR LIQUID
7c (Limit 1)

CARNATION MALTED MILK 5lbs. \$1.69

LUX SOAP 3 for 14c

FLIT SPRAY 35c Pint Size
14c
DAW'S

BABY BOTTLES 8 Oz. Size
2c
DAW'S

PROBAK JR. BLADES 10c Pack Of 4
3c
DAW'S

TODDY 50c 1-Lb. Can
22c
DAW'S

SEIDLITZ POWDERS 25c Box of 12
8c
DAW'S

DOG FOOD POUND CANS
3 for 11c
DAW'S

OINTMENT CUTICURA 25c Size
16c
DAW'S

CASHMERE BOUQUET TALC—25c Size
2 for 29c
DAW'S

WITH THIS COUPON
WOODBURY Shampoos • COCOANUT OIL • TAR • CASTILE
LARGE 50c SIZE
18c (Limit 2 Bottles)

DAW'S Rochester's Original
Cut-Rate Drug Stores
56 Clinton Ave. So. 31 Main St. East 353 Main St. East 452 Ridge Road W. 880 Main St. West 475 Goodman St. North

WITH THIS COUPON
JERGEN'S FACE POWDER MADE BY THE MAKERS OF JERGEN'S LOTION
A smooth, finely-spun face powder in all the popular shades. This is the lowest price at which it has ever been offered!
Large 55c Box 18c (LIMIT 3 BOXES)

Right Reserved To Limit Quantities

ROCHESTER'S
WEEKLY
SHOPPING
GUIDE

VOL. II No. 45

The Rochester Sun

TRUTHFUL NEWS TRUTHFUL ADVERTISING

ROCHESTER, N. Y., THURSDAY, SEPTEMBER 7, 1939

DELIVERED
TO 74,700
ROCHESTER
HOMES

If You Do Not Receive PHONE STONE 6001
Your Copy Regularly

JIMMIE FIDLER In Hollywood

HOLLYWOOD. — The first result, in Hollywood, of the European war is a campaign to trim production costs to the bone. Hollywood has lost, for the time being, its foreign markets, which were counted upon for approximately forty percent of every big picture's total gross. Naturally, the studio heads are undergoing a severe case of the jitters.

But I'm wondering if their business future will not benefit in the long run by the enforced economy wave. For years, the shrewdest men in the industry have felt that they were riding a runaway train — that the whole industry was headed for the rocks as a result of its own

prodigal extravagance. Despite their convictions that pictures were costing too much to leave opportunity for dependable profit, they seemed unable to do anything about it. The money-squandering habit was so firmly established in every studio that only a great catastrophe could shake it. Well, the catastrophe has occurred.

I believe Hollywood will discover that good pictures can be made for half the money it has been spending on them. I think studios will find out that theatre-goers don't give a tinker's damn whether a picture cost \$2,000,000 or \$2,000 — so long as it offers real entertainment. And

(Continued on Page 11)

Zonta Club Makes Plans For Season

Plans for the coming year have been made by two committees of the Rochester Zonta Club at meetings held this week.

Members of the fellowship committee held an evening meeting at the home of the chairman, Miss Ethel Woodworth on Wednesday. Serving on the committee are Miss Helene Randall, Miss Florence Baker, Miss Jessamine Davis, Miss Bessie Feary, Miss Jessie Haskins, Dr. Edith Mann, Miss Helen Rekers, Miss Esther Toomey, and Miss Leah Woodruff.

A general program for its fall activities will be formulated by the International Relations committee when this group meets to-night at the home of the chairman, Miss Marion Peake, 168 Troup St. Assisting Miss Peake in the work of the committee are Miss Dora Neum, Mrs. Jane Brandt, Mrs. Florence Cooksley, Miss Jessamine Davis, Miss Bessie Feary, Miss Elizabeth Gledhill, Miss Isabelle Howard, Dr. Malvina Lemmie, and Mrs. Marie Wyder.

Among those serving on the letter committee for this month are Miss Melissa Bingham, Miss Ida Randle, Mrs. Martha Jeffreys, Miss Elva Fritz, Miss Bertina Nippert, Miss Louise Reidman, and Miss Clara Woodward.

Movie Quiz Winners

Below are the winners in the movie quiz for this week. If your name is on this list, call at the Rochester Sun office, 418 Bank Bldg., before Monday noon and receive your ticket to Loew's Theatre. Answer this week's quiz and you, too, may win free tickets — you'll find it on another page of this paper.

Caroline Snyder, 72 Magee Ave.
D. A. Moore, 753 South Ave.
Francis Bailey, 163 Mt. Vernon Ave.
Arlene Brownward, 412 Rockingham Street

Ann Hall, 122 Admire St.
Mrs. Albert Mitchell, 72 Frances St.
Mrs. William Hayes, 310 Front Ave.
Mrs. William Hunter, 418 Jefferson
Florence Troy, 86 Manchester St.
Harriet M. Dean, 141 Auburyn St.
John Miller, 21 Fulton Ave.
Mrs. Donald Ellis, 117 Saxeale Rd.
Nancy Farrell, 627 Woodbine Ave.
John Wierman, 341 Avenir Ave.
Jean Kitten, 69 Southern Pkwy.
Mary Oliver, 80 Carter St.
Joan Dunlin, 26 Vermont St.
Anita Harrington, 148 Rugby Ave.
Bila Orvick, 125 Oakland St.
Eleanor Palmer, 275 Park Ave.
Lois Helms, 685 Ridgeway Ave.
Mrs. John Bonn, 136 Lake Ave.
Patricia Chatterton, 23 S. Goodman
Marion Glaser, 121 Vicks Park A.

Church Society Meets Tuesday

Missionary guilds of the Asbury-First Church will hold a rally in the garden surrounding the home of Mrs. Maurice A. Bernard of Landing Road next Tuesday at 2 P. M.

According to Mrs. Walter M. Pease, who is in charge of arrangements, a program of special interest is in store for those attending.

Miss Dorothea L. Keeney, daughter of Bishop T. Keeney, who attended the United Conference in Kansas City last spring, will bring highlights from that meet. Also featured in the program will be Miss Theo Janet Surdam, who is leaving for missionary work in West China. Miss Surdam is a graduate of the U. of R.

Following the program will be a reception for the speakers and a shower for Miss Surdam. Besides Mrs. Pease, others on the Committee include: Mrs. Maurice A. Bernard, hostess; Mrs. Robert E. Heinzelman, Mrs. Walter M. Pease, Mrs. Cecil S. Martindell, Mrs. W. E. Johnston, Mrs. Leigh Pitch, Mrs. Robert E. Brown, Mrs. Weidon F. Crossland, Mrs. Lloyd V. Moffett, Mrs. Allen Whitaker, Mrs. E. C. Amburst, Mrs. Clarence Pusey, Mrs. James Petera, Mrs. Wm. C. Rugg, Mrs. John Roberts, Mrs. Jacob Christ, Mrs. Joseph Jones, Mrs. Raymond Clapper.

Democrat Clubs Join For Meet

A joint meeting of the Men's and Women's 23rd Ward Democratic Clubs are scheduled for next Wednesday evening in the club rooms on Lake Ave., at 8:30 P. M.

Candidates on the Democratic ticket will be introduced by Mrs. William Carey, chairman.

Flower City Post Plans Anniversary Clambake

Flower City Post, American Legion has completed plans for the celebration of the 20th Anniversary of that organization, according to an announcement of Louis Munro, general chairman. A mammoth Clambake will be given by the Post in its Club House located at No. 221 Dewey Avenue near Edgerton Park, on Sunday, September 17th.

The Flower City Post Squadron of the Sons of the American Legion Bugle and Drum Corps will take part in the activities. String music will be furnished by a well known orchestra. The

Post Club House and Grounds will be decorated for the occasion.

The Post will dedicate this day in honor of its Past Commanders who have guided its destinies since it was organized in 1919. Flower City Post is the only Post in the city of Rochester which owns its own home and a uniformed Bugle and Drum Corps of 35 pieces.

The number of reservations to be made is limited, and Post Commander V. Thomas Izzo urges that they be made early.

Political Opponents Snipe At Commerce Department Report

From all indications Rochester is going to hear a lot about its Department of Commerce, operated under the direction of Commissioner Harold S. W. McFarlin.

A report was recently issued by the department showing savings to the taxpayer of \$19,143.00. In addition to this saving over costs when various units of the department were separately operated, the report shows an increase in revenue from airport, public market, and other services.

Democrats, and particularly those who are candidates for election in November, dispute the findings of this report. According to Julius Hoestery, Democratic Campaign Committee head, the actual truth is that the department spent \$53,000 more than under the former system. It is predicted that facts and figures will be brought forward to prove this assertion.

Lester B. Rapp, heading the Good Government League, and candidate for re-election on his own ticket is centering his Republican administration attack on the Commerce division. He claims that he was misled by Republican leaders when he voted for the creation of this department under the assumption that it would save taxpayers' money.

Mr. Rapp says: "Mr. McFarlin promised that no new jobs would be created and no additional expense caused by this department. On that basis I voted for the creation of the Department of Commerce. Now, however, I find that job after job has been created and men were put into those jobs from outside the city service. I wonder what Mr. McFarlin will say when I ask him from what

department he took Harry Gaynor, John Burgin, his secretary Mr. Murphy and others. To my knowledge, these gentlemen were not connected with the city administration at the time they were appointed to their present positions in the Department of Commerce."

The only food product that Hungary doesn't produce is salt.



Ward Heeler Says:

Political rallies and picnics sure do help to maintain the waistline. Then too, they cut down the personal food budget. But I like Italian-American political picnics the best of 'em all. The food's good, they give you wine as well as the usual beer, and, what's best of all, you can't understand the speeches.

VAN DYK COFFEE SALE FRIDAY AND SATURDAY ONLY

DUCHESS 1 lb. 25¢ 2 lb. 49¢
The Coffee Supreme

VAN DYK COFFEE IS ALWAYS FRESH

VAN DYK
JAY VAN 1 lb. 17¢ 3 lb. 49¢
COFFEE

TURNER'S

Van Dyk Teas Downy Flake Doughnuts
385 MAIN ST. EAST.

First-Choice Fashions for our First Anniversary!

To Acquaint You With The Values
At Jay Nusbaum's

"Discover" Jay Nusbaum's! Here's a store where you'll find all those advance fashion dramatizations... at prices far below those usually charged for such apparel! We take this Anniversary opportunity to create values you can't afford to pass-up... simply to induce you to find out for yourself how much more in fashion, in quality, in fabric and in workmanship your apparel dollars can buy here in our low-overhead, low-rent location!

Rochester's Center of Fashion In
The Ridge Road Community

LAVISHLY FURRED WINTER COATS

\$29.50

Rich Trims of
MARMINK
PERSIAN
SQUIRREL
WOLF
CROSS FOX
SILVERED
FOX

Coats faithfully copied from most expensive Paris - inspired originals! Precious furs, used lavishly in the most approved manner for trim and warmth! See them... and at this special Anniversary price, you'll buy one on the spot!

Others \$15.95 to \$39.50

NEW FALL FAVORITES IN SPORTS COATS

\$10.95

Plush fabrics, tweeds and rough wools, fashioned into sports coats that will catch the eye at Fall football games! The price is obtainable only during this Anniversary event.

Others to \$19.95!

WITH THIS COUPON
New Fall Shades!
HOSIERY
59¢
A famous brand whose name we aren't permitted to mention in connection with any sale! Limit of 4 pairs per customer. This coupon good before September 15th.

2 for \$1.15

You'll Want
One Of
These!

**CAMEL'S
HAIR
COATS**
and 100% Wool
\$13.95

A coat that's a "must" in your Fall wardrobe! NEVA-WET processed, to withstand dampness. Smartly tailored in the height of Fall fashion!

PERSIAN

FABRICS IN COAT
STYLES WITH ALL
THE FASHION OF
PERSIAN LAMB.

\$15.95

A clever fabric simulation of genuine Persian L. a. m. b. that would take an expert to discover! In fashion that cost to \$375.00 in their originals! You can use a coat like this... with pride and profit.

A Small
Deposit Will
Hold the
Garment
You Want
For Later
Delivery

NEW FALL DRESSES

\$3.95 \$4.95 \$6.95

We've just unpacked them... these crisp, fresh new Fall Frocks for our Anniversary Sale. Whatever of the new fashions you like, you'll find them included... dainty corselet waists, the important fullness below the waist in back, and above the waist in front... and all the skilled attention to detail and trim which marks dresses costing many dollars more!

Mossy Crepes—Rayon Jersey—Creme and Satin
Velvets—Bengalines—Woolens—Silks

VICTORIAN BUSTLES — SHIRRED BODICES
PERT PEPLUMS — CORSELET WAISTS

Anniversary
Special!
★
NEW
FALL
HATS
\$1.00
WITH THIS COUPON

Three Great Groups Of

★ ★ ★
Ensemble Your
Own Outfit!

Sweaters \$1.00
Jackets \$3.95
Skirts... \$1.95

Sizes:
9 to 17
10 to 20
38 to 50

JAY NUSBAUM

Open 9:30 A. M.
To 9:30 P. M. Daily

485 RIDGE ROAD WEST

19th WARD RESIDENTS Attention!

You'll find these fashions conveniently located in your own neighborhood... at the

Har-Lee Dress Shop
541 THURSTON ROAD

Miss B
daughter o
ing Hutchi

HA

Avoid unn
car, phone
specimen.

COMPI

JOH

Gonesee

L

Open

All Day

Labo

Day

51%

Stral

in 4-

45%
from
bottl
in 13

Surci
price
layer
the
sister

STR

This

been

Rye I

ing p

buy.

CA

V

RO

A re

wine.

F

VI

LA

30

BO

Co

In China a common method of suicide is the taking of salt. To take four or five hundred grains at one time is usually fatal.

In the last stone age, the land around London was sixty to seventy feet higher than it is now and it is sinking at a rate of nine inches every century.

It's Hard To BELIEVE That You Can Buy So Much Style and Quality In A New FALL HAT For. . . .

\$1.98

You can at Vanity because we specialize in having the most . . . and best . . . at this popular price. Literally hundreds of hat hits to delight you.

Fall Features \$1.00 IN OUR THRIFT DEPT.

On sale immediately - Rochester's biggest selection of dollar hats. Fall colors. All materials and head-sizes.

Vanity MILLINERY

48 E. MAIN At Front St.

Mrs. Gwendolyn Miller, 104 Dean Rd.

OPEN EVERY EVENING UNTIL 9 P.M.

Rochester's Largest Stock of WORK CLOTHES

AT THOSE LOW JOBBING PRICES FOR WHICH THE ROCHESTER JOBBING HOUSE IS FAMOUS

Get acquainted with the Jobbing House's lower prices! Discover the reason why this store grew from one little wholesale retail establishment to the big 3 floors it occupies today . . . buying direct from leading manufacturers . . . selling them to the public at the same low prices at which ordinary retailers buy! A saving on every purchase at the Jobbing House . . . or your money back!

Lowest Prices On These Famous Makes

"Union Made" DOUBLEWEAVE Pants, Shop Coats, Overalls, etc.

"Union Made" CARHART'S New Blue Overalls and Jumpers!

"Union Made" HEADLIGHT Safety Vault Overalls!

BIG YANK Work Shirts - ENDICOTT JOHNSON Work Shoes!

Overalls - Dungarees - Shop Coats - Pants - Shirts - Gloves!

FOR DRIVERS, GARAGES & SERVICE ATTENDANTS, DELIVERY MEN, ETC.

"Big Yank"

UTILITY SUITS

Matching shirt and pants in fine, long-wearing fabric. Striped, solid, or checked. Tailored for smart, neat appearance. Extra well made for long wear!

\$2.35

UNION MADE, DOUBLEWEAVE OVERALLS

Tough, long-wearing 20-denier, triple-ribbed, double button fasteners. Sizes 36 to 46. Regular \$1.79

\$89c

Doubleweave Coveralls . . . \$1.98

Sizes up to 44

Doubleweave Dungarees . . . 89c

Sizes up to 42

Headlight Overalls . . . \$1.59

Sanitized, blue, size 16-36

Carhart Overalls . . . \$2.25

New brown shade, for linemen

Doubleweave Shopcoats . . . \$1.79

Sanitized, Sizes 16-44

Other Overalls Stocked in Sizes 36 to 54

Every Bowler Will Want a Pair of These Shoes!

\$3.00 VALUE!

BOWLING SHOES

COMPLETE WITH CARVING BAG

Shoes that can't help but improve your game! Fine, soft leather, vulcanized and made with steel shank. One shoe rubber-soled and the other composition. The biggest bowling shoe value Rochester has ever seen! Size 8 to 12.

\$1.79

ENJOY ROCHESTER JOBBING HOUSE LOW PRICES ON CONVENIENT TERMS

Open a Coupon Budget Account

OPEN EVERY EVENING 'TILL 9 UNRESTRICTED PARKING

Rochester Jobbing House

159-161 JOSEPH AVE. Cor. NASSAU ST.

Movie Guide

Pictures listed start Thursday, except as noted:

Friday only

Saturday only

ROCHESTER—"The Women," Rosalind Russell, Norma Shearer; "Easy to Get Out,"

PALACE—"The Old Maid," Betty Davis; "Frenzied March," Randolph Scott.

CENTURY—"Underup," Gloria Jean; "Adventures of Sherlock Holmes," Basil Rathbone.

CAPITOL—"Each Dawn I Die," James Cagney, George Raft; "Unspooled,"

REGENCY—"Baby Face," Gary Cooper, Ray Milland; "Nancy Drew, Trouble Shooter,"

TEMPLE—"Mad as the Black Hawk," Richard Arlen, Andy Devine; "Conspiracy," Allen Lane, Linda Hayes.

RIVIERA AND OXLEY—"On Borrowed Time," Lionel Barrymore, Una Merkel; "Colorado Sunset," Gene Autry.

STATE AND LIBERTY—"Man in the Iron Mask," Louis Hayward, Joan Bennett; "Mr. Moto Takes a Vacation," Peter Lorre.

CAMPUS—"Streets of New York," Jackie Cooper, Marjorie Reynolds; "Saint Strikes Back," George Sanders, Wendy Barrie.

GRAND—"Union Pacific," Barbara Stanwyck, Joel McCrea; "Tall Men Take," Melvyn Douglas, Louise Platt.

"LARK"—"Jazzes," Paul Muni, Betty Davis; "Jones Family in Hollywood,"

Ed Proctor, Spring Byington.

MAISON-MONROE—"Invitation to Happiness," Irene Dunne, Fred MacMurray; "Six Thousand Enemies,"

Walter Pidgeon, Rita Johnson.

WEST END—"Streets of New York," Jackie Cooper, Marjorie Reynolds; "Charlie Chan in Reno," Sidney Toler.

PHOTO—"East Rochester," "Ex-Champ," Victor McLaglen.

"HAWK"—"Victory House," Anne Shirley, James Ellison.

It is not only the human being that is affected by goiter, but also fish, birds and animals.

One of the oldest phases of medicine is plastic surgery. It originated in India more than 2500 years ago.

The Way To a Man's Heart

IRENE MUNZ

When housewives get together to discuss their baking problems, the one product that brings the most pride or the most despair seems to be pie. Tender, flaky, golden brown pastry can make a woman the envy of her neighbors while the inability to turn out a good pie has caused many a minor domestic tragedy.

Troubles in pie making seem to be pretty evenly divided between the mixing and the baking for pastry needs a light touch and a hot oven.

Modern ranges with their oven heat controls have eliminated many of the terrors of baking while modern recipes with their exact measurements and simplified directions take the guesswork out of the proportions of ingredients to be used. Today's recipe is for a basic mixture made up in quantities and stored in the refrigerator to be measured out and used as the demands for pie come in. And it invariably turns out the lightest, most delicious pie crust the most critical judge could desire.

Pie making in warm weather need not be a hot job for the new ranges heat up so quickly and are so well insulated that they hold the heat right in the oven where it bakes the pie in a jiffy and does not cause the cook to look as though she had been sitting in the oven along with the pie. Lastly, they bake so economically since the efficiency of gas ranges has been improved greatly in the last few years, that we may turn out all the pies our family demands without a worry about the fuel cost.

PASTRY MIX

1 c all-purpose flour (vegetable or lard)

Mix and sift the flour and salt, add half of the shortening and cut in until the mixture is as fine as meal. Add rest of shortening and cut in until particles are the size of peas. Put the pastry mix in a covered container and store in an automatic refrigerator to use as needed. For a one crust pie, use 1 1/4 c pastry mix and 3 T water and for a two crust pie, use 2 1/2 c pastry mix and 5 T water. Mix just enough to dampen flour, turn out on a floured board and roll 1/8 inch thick.

CRUST FOR PIES

Temperature 450 degrees F. Time 12 to 15 minutes. Fit dough into pie tin, being

careful not to stretch. Flute edge and pick with a fork. Chill in an automatic refrigerator before baking, if possible. Bake in a preheated oven.

With this recipe always on hand, well chilled in the refrigerator to preserve its flakiness you need never be at a loss to turn out a quick, delicious dessert. The nicest part of it is that even the proportion of water to be added may be measured. Since too much water causes toughness in pastry and too little results in a crumbly product, this is extremely important.

Perhaps you use one of the packaged puddings on the market for your cream filling. If you prefer to make your own, here is a tender yet upstanding cream filling you'll find delicious. We're suggesting cantaloupe tucked between crust and filling. Peaches, bananas or pineapple would be equally delicious.

CANTALOUPE CREAM PIE

2 c milk 1/2 salt

1/2 T flour 1/2 T butter

2 T cornstarch 1/4 vanilla

2 egg yolks 1 cantaloupe

1/2 sugar

Scald 2 2/3 c milk in top of double boiler. Mix flour and cornstarch; slowly add 1 1/2 c cold milk, blending to make a smooth paste. Beat egg yolks, add sugar and salt. Add a little hot milk to flour mixture, stirring constantly. Cook until thickened; add butter and vanilla. Line a baked and cooled pie shell with well drained diced cantaloupe. Pour partially cooled filling over it, top with meringue and bake.

On The Screen

Lucas—"The Women"—One of the year's biggest hits!

Palace—"The Old Maid"—Sobbing stuff with problems. Betty Davis and Miriam Hopkins shine in the leading roles. Plus "Frenzied March" with handsome Randolph Scott doing his best with a B picture.

Regent—"Easy Street"—Heat, sand and Foreign Legion with three handsome leading men to mill at the heart strings. Worth seeing in spite of "Trouble Shooter," second feature.

Capitol—"For those who like the tough boys, Cagney and Raft, we suggest 'Each Dawn I Die.' 'Unspooled' is a Father's Day feature. It is many, unexpectedly amusing. Temples—"Mad as the Black Hawk."

Century—"Another Kidnapper" stars opera singer, Gloria Jean, called "The Underup." On the same bill the debonair Basil Rathbone sleuths his way thru five reels in "The Adventures of Sherlock Holmes."

From the years 1850 to 1902 Panama had fifty-three revolutions in fifty-two years.

VENETIAN BLINDS

by AIRO-LITE Now \$1.95 up

Give your windows a chance to look their best with AIRO-LITE VENETIAN BLINDS. Choice of colors. Narrow slats. Custom made to fit your windows.

AIROLITE VENETIAN BLIND CO. 1473-1479 NORTON ST. Stone 4622

Here's GOOD NEWS

If You Want A Low Cost Personal LOAN

If your position is steady you'll have no trouble obtaining READY CASH here. No collateral or co-maker necessary.

If you can't call, phone or write for an application form.

Member of F. D. I. C.

GENESEE VALLEY TRUST COMPANY

Exchange and Broad

THE BANK OF PERSONAL SERVICE

BURKE'S REMOVAL SALE

FINAL DRASTIC REDUCTIONS on WOMEN'S Summer Shoes

\$1.00 AND \$1.95

FORMERLY UP TO \$6.50

ALL SIZES INCLUDED BUT NO IN EVERY STYLE

All Sales Cash and Final—No Credits or Exchanges

BURKE'S

17 Clinton Ave. North

Directly Opposite Sibley's

Wegman Quality

PRIME STEER TENDER GRAIN-FED

SHOULDER ROAST

BEEF

18c

How long since you've enjoyed a tender, tasty roast of beef? You'll find it's really economical to select one from the dozens on sale in the big Wegman stores this week-end.

WEGMAN'S FAVORITE—TENDER LEAN

SMOKED HAMS

lb. **22c**

You Can't Bake at Home For Anywhere Near the Low Price of These Delicious

LAYER CAKES

25c

Six taste-tempting varieties at one low price!

TUITION FRUIT MARSHMALLOW

Gold cake, marshmallow and topped with toasted coconut and glacé fruit.

COCOANUT MARSHMALLOW

Gold cake, covered with marshmallow and plentifully sprinkled with fresh coconut.

SHADOW LAYER CAKES

Chocolate cake, white marshmallow and topped in sweet chocolate.

MALTED MILK SILVER

Silver cake, covered with Kraft's famous malted milk icing. It's delicious!

CHOCOLATE DATE LAYERS

Build chocolate layers, chocolate fudge covered and topped with fruited dates.

MARBLE CHOCOLATE & SILVER

A layer of chocolate and a layer of silver, chocolate and white fudge icing.

Week End Grocery Features

WEGMAN'S FAVORITE FRESH

COFFEE 2 lbs. 25c

ASSORTED FLAVORS, FRESH

JELL-O 4 pkgs. 19c

14-OZ. CERTIFIED FANCY

CATSUP hot. 10c

POPULAR BRANDS EVAP.

MILK 4 cans 25c

NO. 2 SIZES CAN CLARK

SPINACH each 10c

HIGHEST GRADE BUTTER

HERE'S YOUR GUARANTEE!

U. S. CERTIFICATE OF QUALITY IN EVERY PACKAGE

It's 93 years . . . the top name in butter! That's why you can select only the difference, and the difference, taste the difference! Land O' Lakes is made from sweet (not sour) cream. Unquestionably America's best butter for table and cooking.

LAND O' LAKES

Sweet Cream

BUTTER

Now!

No matter what price you have been accustomed to pay for butter, you can't buy better, fresher butter Land O' Lakes.

Try a pound this week-end!

Wegmans

HOME OWNED FOOD MARKETS

FREE PARKING FOR CUSTOMERS

BUY THE BEST

And Save On Everything You Buy at

WEGMANS

No need to be satisfied with lesser qualities, when the same amount of money can buy the best of fine foods in these big home-owned markets.

Friday And Saturday

MOST VARIETIES

HEINZ SOUPS

2 cans for **25c**

PHILLIPS NO. 2 CUT

GREEN BEANS

3 cans for **25c**

Silver Skillet Corned

BEEF HASH

2 cans for **25c**

QUAKER BRAND

PUFFED WHEAT

2 pkgs. for **15c**

BIG ECONOMICAL

KRAFT VELVEETA

2 lb. loaf **39c**

FRIDAY ONLY

FRESH ICED SWEET BUNS

Cinnamon, Raisin, Currant or Date

12c doz.

SOUND SLEEP IS AS IMPORTANT TO YOUR HEALTH AS VITAMINS

So Lauer's Say You Owe It To Yourself To Buy The Finest Sleep Equipment



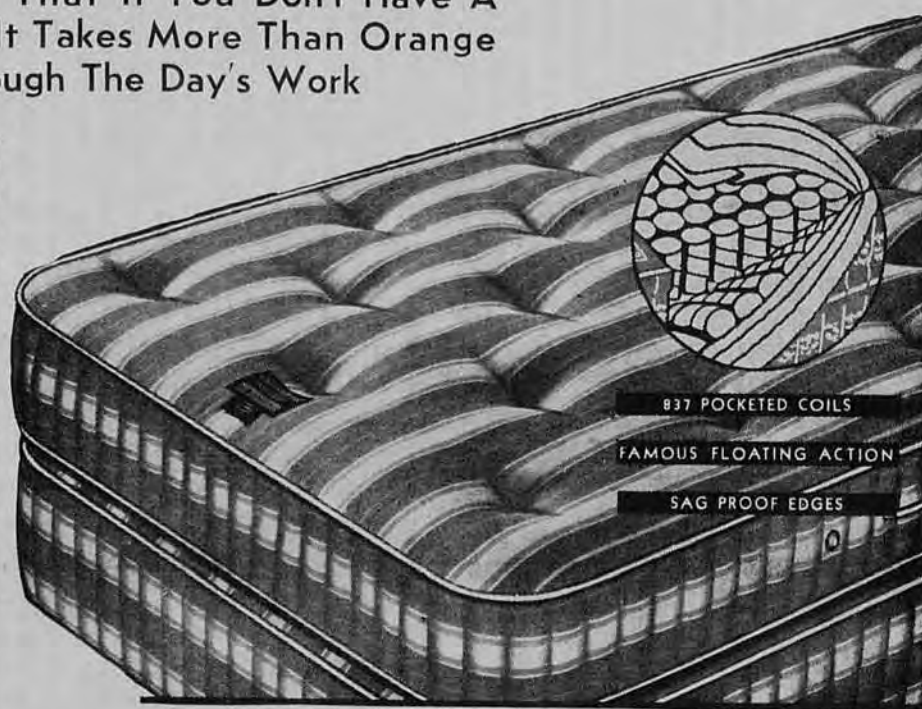
We Do Not Doubt That There Is Something To Orange Juice Every Morning For Breakfast, But We Are Sure Of This . . . That If You Don't Have A Good Night's Sleep, It Takes More Than Orange Juice To Pull You Through The Day's Work

*You Spend More Than
5c A Day For Vitamins*

**But You Can Buy The
World's Best Sleep**

FOR ONLY

**5^c
A DAY**



SIMMONS BEAUTYREST MATTRESS

LET LAUER'S SHOW YOU HOW IT CAN BE DONE!

**Here Is Your Sleep Ticket . . . Clip It Out and Mail
Or You May Phone Your Order Main 3268**

It has been proven that the Simmons Beautyrest Mattress with its 837 small vibrant coils gives more sleep and sounder sleep per hour than any other mattress tested by the Mellon Institute at Pittsburgh. That is why Lauer's say, and that is why Lauer's are willing to prove to your satisfaction that you can get sounder sleep and better health on a Beautyrest Mattress. Now, here is our plan. Call on the telephone, Main 3268, or send this coupon to Lauer's store . . .

"Send me a Beautyrest mattress (please measure size) today. I will pay your driver one dollar upon delivery of this mattress and will pay for the balance at the rate of five cents a day (35c a week) until this mattress is paid for. I understand that Lauer's guarantee this to be the genuine new, improved, deeper, more resilient Beautyrest Mattress."

Lauer's have sold thousands of Beauty Rest Mattresses on the famous 5-cent a day plan. Naturally, if you want to pay more than five cents a day and get your mattress paid for more quickly, you may do so.

SIGNED
NAME

ADDRESS

**Buy Your BEAUTYREST Mattress Now!
Pay Lauer's 5c a Day ... All Colors In Stock**

Lauer's
50 STATE STREET

★ ★ ★
*Open Friday
Night Till 9 O'Clock*

SIMMONS IMPERIAL BEAUTYREST STUDIO

10^c A Day



On Sale at Lauer's
Finest Simmons Bedding
Mattresses \$19.75 to \$39.50
Studio Couches \$39.95 to \$79.50

**BUY A FAMOUS SIMMONS BEAUTYREST STUDIO COUCH
Made With SIMMONS BEAUTYREST MATTRESSES Construction.
SEE THE DIFFERENCE---PAY LAUER'S 10c PER DAY**

QUALITY-INTEGRITY

For Over 15 Years We Have
Backed Every Typewriter
Sold By This Store



A complete new line of 1940 typewriters, including Corona, Remington, Royal, Woodstock, L. C. Smith, and Underwood. We guarantee every machine. Budget terms as low as \$1.00 a week may be arranged.

TYPEWRITER STORE

77 NO. CLINTON AVE., next to RKO Palace

Mrs. May Morgan, 44 Redwood St.

ADVICE

If you're in doubt about where to buy your MEATS and GROCERIES—here's some fine advice—Come to CLARK'S and see how much you can save.

Milk-Fatted **FOWLS 17c** lb.
For Fricassee or Salads

Cut from lean young corn fed porkers **FRESH HAMS 20c** lb.
Skinned—Whole or Shank Half

CUT FROM U.S. INSPECTED STEERS **BEEF ROAST 15c** lb.

Fresh Dressed BROILERS 23c lb.

Thuringer Summer SAUSAGE 21c lb.

Zweigle's Coney Island HOTS Parboiled 25c lb.

Arpeko Sliced—Rindles BACON 23c lb.

FRESH CUT-UP CHICKENS!
Legs . lb. 37c Wings . lb. 19c
Breast . lb. 43c Necks . lb. 10c
Livers . lb. 35c Giblets . lb. 17c

FREE Delivery On Orders of \$1.00 or More!

CLARK'S MARKETS

906 NO. GOODMAN
Near Bay, Culver 4870

824 PORTLAND AVE.
Stone 471

Rotary Women To Meet At Sunshine Camp

Women of the Rotary will hold their first fall meeting on Saturday, September 18, at the Sunshine Camp, at Lake Ontario. Preceding the meeting will be a luncheon at 12:30 P. M. Also listed on the program is an inspection tour of the camp.

The Post Office Department in Washington recently set the rate for Trans-Atlantic airmail at 30 cents per ounce.

Travel Talks

(By the Ramblers)

There is little doubt that song-writers frequently dash off ditties about places of which they know little. The result may very often be a tuneless melody even if the geography and languages becomes a little confused. Whoever wrote "Al-de-al" (spelling not guaranteed) and called it the Cuban money divers song is no doubt strictly an arm chair traveler. We've been to Cuba many times and we have watched the dusky cuban lads swim out to the incoming cruise boats. They cry out not "al-de-al", but "oye Carle" (pronounced ol-yea Car-lay). Oye is the imperative form of the verb, to hear or listen, and Carle is intimate form of Carlos, or Charles. Hence, when calling for coins to be tossed over to them, they are saying "Hey there Charlie".

If you have what it takes to do it, Honolulu is the romantic spot for honeymooners. The beauties of Niagara Falls notwithstanding.

The railroads will be coming up with a dozen deals on the big football games this fall, ditto to world series.

In spite of his name, Vilhjalmur Stefansson the explorer is an American. He was born in Manitoba and at the tender age of two moved to Dakota. His interest in the cold places comes naturally, his parents were Icelanders.

Shuttleboard, one of the most popular games aboard ships has found its way into many homes via the amusement room.

Sun Valley Idaho, will be more popular than ever this winter.

SEE THEM!

at only 1.25



AS SKETCHED, 1.25

Mail Orders Filled

Plus Postage

THOUSANDS OF NEW

Fall Hats

TO CHOOSE FROM

All One Price

1.25

NONE HIGHER

ALL HEADSIZES

Jo Belle

Hats

113 MAIN ST. E.

Between 50 Ave. & Water St. E.

YOUR TRAVEL REPRESENTATIVE

To Whom You Are Referred In Travel Advertisements

MAIN 3999

CENTRAL Travel Bureau

Victor De Prez Francis De Prez

18 STATE ST. Powers Bldg.

—Personals—

Mr. and Mrs. Frederick Baker of Genesee Street are spending the week in New York City.

Mr. and Mrs. Hamilton B. Allen of Genesee Street have returned from a motor trip to Bar Harbor, Maine and New Hampshire.

Mr. and Mrs. William Campbell of Brooks Avenue returned Sunday from a motor trip to New York City and Boston.

Mr. Douglas Phillips has returned to New York City after passing his vacation with his mother, Mrs. Fred Phillips, of Fairview Avenue.

Dr. and Mrs. Paul C. Johnston of Winton Road South returned from a two months' trip to Colorado. Members of the Third Presbyterian Church tendered an informal reception on Tuesday evening in their honor.

Miss Rachel Brewster of South Goodman Street and Miss Caroline Gutleph of Vick Park A left by motor on Friday for a short motor trip through New England.

Mr. and Mrs. Charles F. Wickes of Hotel Seneca left Friday for Lake Redwood, Canada, where they passed the Labor Day weekend.

Hubbell Cobb of New York was the guest of his mother, Mrs. Amos H. Cobb, of Penfield Road.

Mrs. Carrie Wilson of Brunswick Street returned from a several weeks' stay in New Hampshire and Vermont.

Mrs. Frank Leavenworth and her daughter of Detroit were week-end guests of Mrs. Maraden B. Fox of Seneca Parkway.

Mr. and Mrs. William H. Strain of Suberbs Avenue returned by motor Sunday from Quebec and Montreal. Mrs. Strain's father, Mr. David McGregor, of Merchants Road, landed at Montreal from Scotland and returned with them.

Mrs. Burdon H. Dary of Alexander Street entertained at luncheon and bridge on Monday at the Century Club.

Mrs. Harry A. Joiner of Buckingham Street left today with her daughter, Mrs. Hugh M. McKay, and son, Douglas, and daughter, Helen, for their home at New Rochelle. Mrs. Joiner will remain several weeks before returning to Rochester.

Mr. and Mrs. Robert Clifford of the Fairway, Pittsford, returned Wednesday from New York where they spent some time at the Waldorf-Astoria.

The Sun welcomes news and notes from its readers. If you have personal items about your friends and neighbors, phone Stone 6001 or write to the Sun at 419 St. Paul St. We will be glad to print items at no charge.

Deafened Invited to Try New Acousticon Before Buying

All persons who contemplate the purchase of any type of electrical hearing aid, are invited to first try the new Gold Medal Acousticon, at E. E. Bausch & Son Co., 61 East Avenue.

You are invited by Bausch's to visit their 61 East Avenue store this week and try both the Acousticon which fits within the ear itself (air conduction), and the Acousticon which snug-gles out of sight behind the ear (bone conduction). These demonstrations are made without charge or obligation, and if you wish to buy, Bausch's will be glad to arrange convenient terms of payment.—Adv.

Our 10th Annual BABY PHOTO SPECIAL



39c

Take advantage of our Annual Baby Photo Special. You will be pleased at the quality workmanship done in our usual splendid manner.

10 Days Only

Neisner's
5c to 10c Stores

Size 5x7 — REG. \$1.00
CHILDREN TO 6 YEARS

No Appointment Needed
STUDIO—MAIN FLOOR

200 Main St. East

ACHTER'S SPECIALS IN 3 STORES

81
CENTRAL
PARK
corner Scio St.

Bargain Arcade
387
E. MAIN ST.
Free Parking
at the Gibbs St. Sta.

428
STATE
STREET
Near Brown St.

All Stores Open Every Night Until 9 P.M. Including Sat.

ALL COUPONS GOOD THURS. SEPT. 7TH THRU WED. SEPT. 13TH

COUPON
JAR RUBBERS 2 for 5c
Box of 12

COUPON
TOILET TISSUE 2 1/2c
1,000 Sheet Roll

COUPON
Boxed Stationery 5c
box

COUPON
Snow Eoy Washing POWDER 1 1/2c
box

COUPON
Mathematic TABLETS 3c

COUPON
Men's Work HDKFS. 3 1/2c
50 Value

COUPON
Ladies' COTTON HOSE 8c
pr.

COUPON
Men's Brown JERSEY GLOVES 8c
pr.

Values in Sensational SCHOOL NEEDS

Girls' School DRESSES
Plenty of styles and colors to choose from.
Sizes 1 to 14
Reg. 69c Value
45c

Boys' KNICKERS & LONGIES
Made of fine quality—long wearing materials.
Sizes 8 to 16.
Reg. 87c Value
87c

Fitted SCHOOL BAGS
Genuine leather.
Complete with a table and a pencil box.
Reg. \$1.29 Value.
95c

Fabricoid SCHOOL BAGS
With a side pocket, shoulder strap and handle.
25c value.
19c

BIG 5 PENCIL TABLETS 4c

LEAD PENCILS 6 for 5c

50 SHEETS NOTE BOOK FILLER PAPER 4c

Right Reserved To Limit Quantities

LOEW'S



Would you like to WIN MOVIE TICKETS to see "Winter Carnival". Here is an easy way to do it. The first 25 persons to send in the correct answers will receive 2 guest tickets. All answers will be judged on neatness and accuracy.

1. Who is known as the Oomph girl in this picture?
2. Name 2 persons who co-star in picture?
3. Who is the producer?
4. By what film Co. is it released?
5. The picture concerns college life. True or False?

Dartmouth's Dizzy . . . the campus is crazy . . . the whole world's a topsy turvy mad-house, as youth rides the crest of romance in the season's gayest picture. Starring Ann Sheridan, Richard Carlson, Robert Armstrong and a host of other stars.

OPENS AT LOEW'S WEDNESDAY, SEPTEMBER 13, 1939

LOEW'S

HURRY! ADDRESS ALL REPLIES TO CONTEST EDITOR ROCHESTER SUN

TWO SIMMONS BED OUTFITS SENSATIONAL VALUE!



TWO SIMMONS SOLID PANEL STEEL BEDS
TWO SIMMONS INNERSPRING MATTRESSES
TWO SIMMONS COIL SPRINGS

ALL SIX PIECES

\$34.90

\$69.80 VALUE!

Every One Of The Six Pieces Is of Simmons Quality . . . To Give You A Smashing Bedding Value That Should Sell Out Quickly At This Amazing Low Price! The Two Beds Are Of Heavy Steel In Walnut Grained Enamel Finish . . . The Coil Springs Are Carefully Enamelled To Resist Rusting! The Luxu-ous Inneryspring Mattresses Are Of Finer Construction All The Way Through! Don't Miss This Spectacular Opportunity.

ONE BED OUTFIT \$17.45

PAY AS LITTLE AS 90c DOWN---50c A WEEK

THE RELIABLE FURNITURE COMPANY

80-84 STATE ST. • ROCHESTER

Follow the crowds to LINCOLN'S SEPTEMBER SALES

Ready Friday Morning...



DAISY FLOCKED
PICOT VOILE
COTTAGE SETS

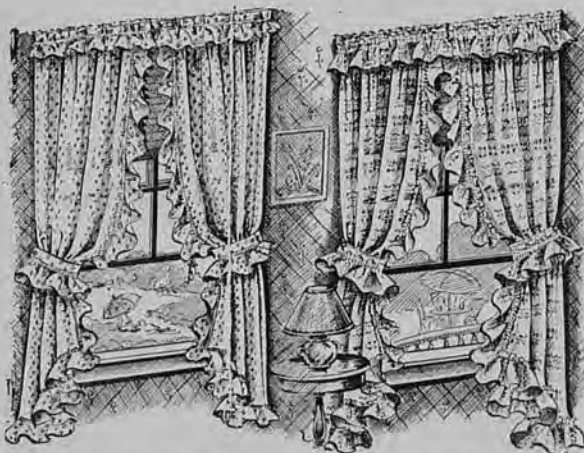
69c
value **49c**

Crisp, lovely voiles exquisitely
flocked in colorful daisy pat-
terns. Red, green, blue and
black.

Flocked Tailored
MARQUISETTES

69c
value **49c**

Sheer, tailored marquisettes
flocked in all-over lacy dot de-
signs. Hemmed and headed,
ready to hang. Soft beige
shade.



Two BIG VALUES for a DOLLAR BILL!
82" novelty figured
94" ruffled dotted **MARQUISETTES**

THE NOVELTY FIGURED

Exceptionally lovely and dainty for bedrooms are these
soft, billowy marquisettes with the extra deep, wide ruf-
fles. White, ivory and ecru.

THE RUFFLED DOTTED

Only because they're made right in our own factory are
we able to sell them at this low price. 94 inch marqui-
settes showered with thousands of big puffy dots and
edged with deep ruffles. White, ivory or ecru.

\$1

Regular 39c Washable Oil Treated, Non-Crack
WINDOW SHADES 27c

A TREMENDOUS SALE NEW FALL CURTAINS

of Regular **\$1.00**

• Adaptable for any room

• Now at one quick selling price

"CELENTA RAYON"
RIBBON STRIPED
TAILORED CURTAINS

Usually \$1 or more

New attractive, Fall curtains adaptable to
any room in the home. Sheer, delustred
rayons beautifully tailored with deep three
inch hems. Eggshell and beige.

94" Pin dot Ruffled
MARQUISETTES

Exceptionally fine qual-
ity marquisettes just cov-
ered with tiny pin dots
and edged with yards of
deep ruffling. Choose in
white, ivory and ecru.

69c

Sheertex all Rayon
MARQUISETTES

Sheer, lustrous rayon
marquisettes hemmed and
headed, ready to hang.
Smartly tailored in ex-
quisite shades of egg-
shell and beige. Three
inch hems at sides and
bottom.

69c
Usually \$1



HIGH in VALUE — LOW in PRICE

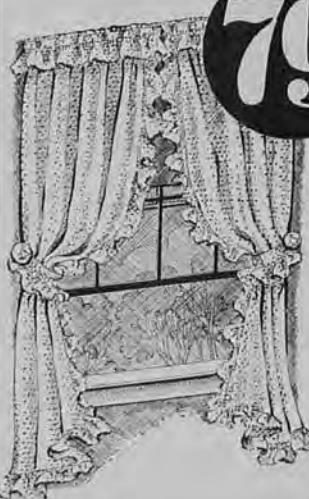
New fall designs
in the 3 length

ADJUSTA TOP

NETS

\$1.19
value **79c**

New Fall, beige curtains with
beautiful lace mesh centers and
cleverly executed floral patterned
borders. Beige color.



JUMBO PIN DOT
PICOT RUFFLED
MARQUISSETTE
CURTAINS

\$1.19
value **79c**

Double-fullness marquisettes cov-
ered with tiny pin dots and edged
with two inch picot ruffles.
White, ivory and ecru.

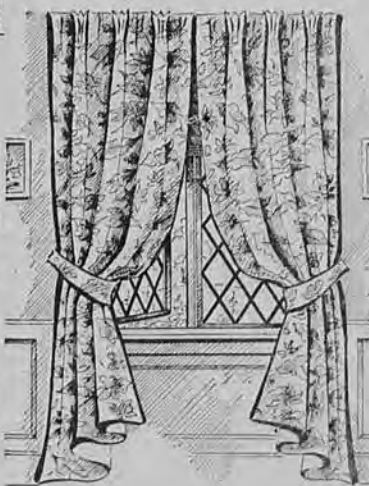
A VERY SPECIAL VALUE

Floral poplin

**DAMASK
DRAPERIES**

Usually **1.69**
\$2.49 **PAIR**

Heavy lustrous floral Dam-
ask drapes fully lined with
quality cambric. Smart
pinch pleated tops and
matching tie backs. Each
side 25 inches wide and 2 1/2
yards long. Choose in red,
rust, blue, gold and wood-
rose.



EVERY IMPORTANT FALL STYLE IN THESE WOMEN'S AND GROWING GIRLS' FALL SPORT SHOES



\$1.44

REGULARLY \$2 to \$2.50

- Tan Dutchies
- Trouser Creases
- Perforated Oxfords

Soft, supple leathers... the new Boot-maker finish... shoes worth from \$2 to \$2.50 but because of a huge chain-wide purchase we were offered special price concessions. Dutchie saddle oxfords, raglan bluchers, kitten tongues in rich brown elk, black suede and calf leathers.

- All First Quality
- All Sizes 4 to 8
- "C" Width

Better for school - children's CREPE SOLED ELK TOP OXFORDS



88c

Scuff - proof uppers of sturdy brown elk and durable, thick crepe soles. Sizes 8 1/2 to 12.

Women's perfect quality regular 59c PRINTED SLIPPERS

59c value **38c**

New floral print slippers with Cuban heels and padded innersole. Blue and wine in sizes 4 to 8.



2000 Regular 79c and \$1.00

Men's SHIRTS

59c

- Non-Wilt Collars
- New Patterns
- First Quality



Come in and examine the way they're cut, the tremendous variety of new patterns and the expensive tailoring. Everyone with smart non-wilt collar. All sizes and sleeve lengths.

Men's Heavy Quality Cottonade

**WORK
PANTS
88c**

Worth \$1.39



Buy several pairs at this new low price, because they'll be higher after the sale. Durable, tailored to wear long and well.

Genuine \$1.00 Broadcloth Men's PAJAMAS



Full cut, roomy pajamas in blazer stripes, dark grounds and light grounds. Sizes A to D.

78c

REG. \$1.39 MEN'S COAT
SWEATERS \$1.00
REG. 59c MEN'S
WORK SHIRTS 39c

ARMSTRONG-CONGOLEUM
9x12 HEAVY FELT BASE

RUGS

4.45

Value!
\$6.38

"NEWPORT" FRINGED
High Pile RUGS **1.27**

Hooked and Colonial patterns suitable for living rooms. Heavy, thick Newport rugs with deep all around fringe. Large 24x36 size.

Value!
\$2

FAMOUS CLASSIC 20x34 high pile

FRINGED RUGS
and 24x40 Nankin
CHINESE RUGS

88c

each



\$1.29 value



\$1.00 value

LINCOLN'S SEPTEMBER

HALF PRICE SALE & \$2 NATIONALLY ADVERTISED FIRST QUALITY

The biggest name in the textile industry—Nationally Advertised



HALF PRICE SALE

80 Square FALL
PERCALES

- Regularly 29c Yard
- New Florals-Checks
- For Dresses - Drapes
- Big Assortments

Colorfast, washable, genuine 80 square percales excellent for school dresses, aprons and hundreds of other uses.

15c yd.

39 inch RAYON CHALLIS



Usually 39c yd. **19c** yd.

Scores of smart new Fall colors in floral, monotone and stripe prints.

PRINTED PLISSE CLOTHS

Usually 19c yd. **12 1/2c** yd.

Florals and juvenile patterns excellent for sleeping garments.



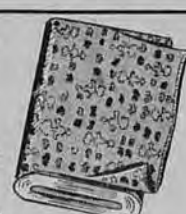
27 inch WHITE OUTING FLANNEL yd. **7c**
19c Floral or Nautical CRETONNES yd. **15c**
29c Tailored NET CURTAIN GOODS yd. **15c**
80 square UNBLEACHED COTTON yd. **8c**



SLUB BROADCLOTHS - POPLINS
and PRINTED BROADCLOTHS

- Florals, checks, plaids and novelty prints
- For dresses, aprons and ship covers
- Fast color, washable, preshrunk

15c yd.



15c BROADCLOTH and CRETONNES yd. **9c**
46" TABLE OIL CLOTH or CHAIR PADS **15c**
Fine count new fall DRESS PERCALES yd. **11c**

Spun Rayon and Acetate
DRESS PRINTS

Usually 39c

Lovely Fall prints in hundreds of new patterns and colors. Rayon and acetate easy to sew and launder.

29c yd.

48" CURTAIN MARQUETTE
(PIN or CHENILLE DOTS)

- Regularly 15c

Crisp, sheer marquettes stocked in tiny pin dots and designed in the new madras patterns. White, cream and ecru.

10c yd.

All first

ALL SIZE

1 x 99

E 63x99...59

EXTRA BIG S

making sheet values

at the lowest price

mona makes, you'd

make this price for. Co

meetings, the snowy v

... you'll want at

ST QUAI

ou think yo

... because

2 WOOL S

ST QUAI

LAN

Best fluff nap that g

on cold, wintry nig

ool construction. Rich

each rayon binding. Li

... all first quality.

FAMO

BL

UE

Y

SE

ARCHID

ARON

TOWN

these impo

Size

24x36 size to allow

easy of extra tuck-in

under on cold, wintry

They'll double under

body and 'stay put'

the night.

NEW LOW

amous De

SHEE

63 x 99

SEPTEMBER SALES

E & \$25,000 WORTH 4 YEAR SHEETS

All first quality... all guaranteed 4 years

Full Size
63x99... 69¢

Size 72x99... 65¢
Extra Big Size 81x108... 75¢



Blanket sheet values... over \$25,000 worth from nationally famous makes, you'd realize what a value this is. Sheets you've seen this price for! Come in and examine them... see the fine sheetings, the snowy whiteness of the materials and the close weave... you'll want at least a half dozen.

BEST QUALITY PERCALE PILLOW CASES SIZE 42x36 16¢

You think you've seen blanket values before... open your eyes to... because of extremely low prices quantities not guaranteed

2 WOOL SOLID COLOR
BEST QUALITY Reg. \$2.
BLANKETS



FAMOUS BEACON KISMET PLAID

BLANKETS

\$1.59

They weigh 2 3/4 pounds

SLIGHT SECONDS

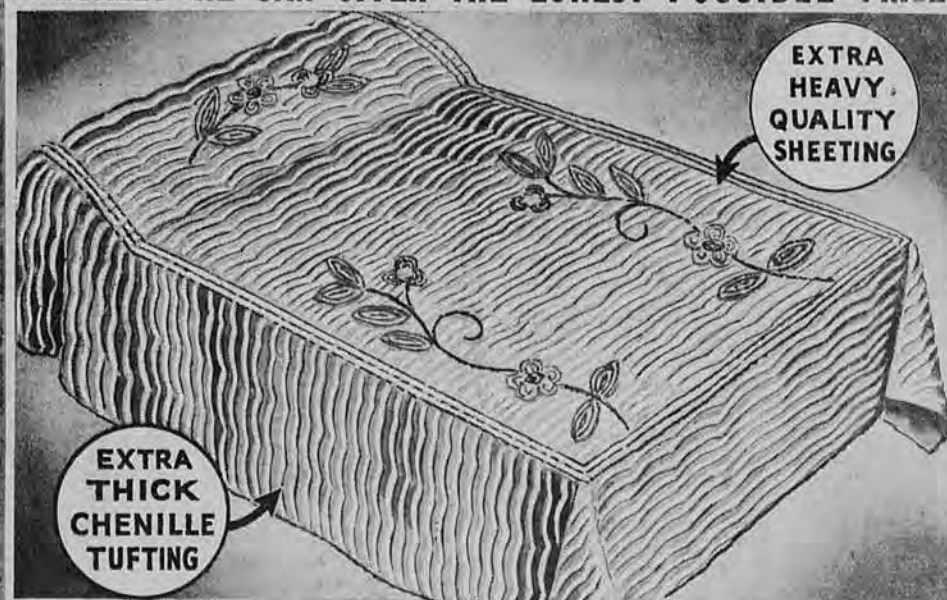
These important specifications that make these blankets outstanding

Size	The Weight	The Construction	The Patterns
70x90 size to allow for extra tuck-in on cold, wintry nights. They'll double under and 'stay put' all night.	Full 2 3/4 pounds in weight... just heavy enough to be comfortable and shut out cold drafts and the chilly night air. They fall snugly and soft around you.	China cottons famous for their excellent wearing qualities and genuine warmth. Cotton especially grown and woven into thick, fluffy blankets.	Rich colorful Beacon plaids in beautiful new color combinations... your choice of exquisitely blended deep tones or soft pastel shades. Bound with lustrous tassels.

NEW LOW PRICES for Our September Sale On
Famous Delmar 5 Year Guarantee

SHEETS 79¢
63 x 99 72 x 99 81 x 99 — 98¢ 81 x 108 — \$1.00

BECAUSE WE CONTRACT FOR THOUSANDS OF SPREADS
ANNUALLY WE CAN OFFER THE LOWEST POSSIBLE PRICES



A real \$6 spread for \$3.98... Tri-colored - 12 strand

CHENILLE SPREADS

\$3.98

- Rose
- Blue
- Green
- Helio
- Peach
- Gold

Spreads you've admired at much higher prices! Row on row of thick, wavy, high piled chenille on preshrunk sheetings. Solidly worked horizontal borders and dramatized with beautiful multicolor floral patterns. Single or full bed size.

Guaranteed electric or 8 day
KITCHEN CLOCKS



\$1.66

\$2 Value

Genuine Lenox, electric or 8 day clocks finished in red, white, green or ivory.

18 Pc. Blue Willow Pattern
DINNER SETS

Regularly \$1.69

- 4 Dinner Plates
- 4 Saucers
- 4 Cups
- 1 Sugar
- 1 Creamer
- 4 Butter Plates

\$1



3 pc. Mix
BOWL SETS
25¢



Earthenware
TEA POTS
19¢



Dust or
WALL MOPS
39¢



2 qt. Covered
SAUCE PANS
14¢



Glass Bake Vac.
Coffee Maker
88¢



16 qt. Waste
BASKETS
29¢

FAMOUS MAKE 20x40 STRIPED
HEAVY TURKISH TOWELS

22¢

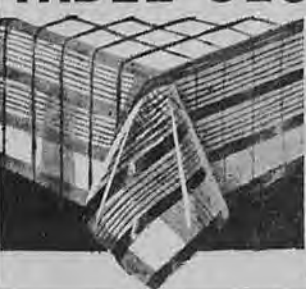
Thick, heavy, absorbent Turkish towels with floral designed borders in red, green, gold.



FAMOUS STEVEN'S R. O. M.
LINEN DISH TOWELS

16¢

50x50 Washable rayon plaid
TABLE CLOTHS



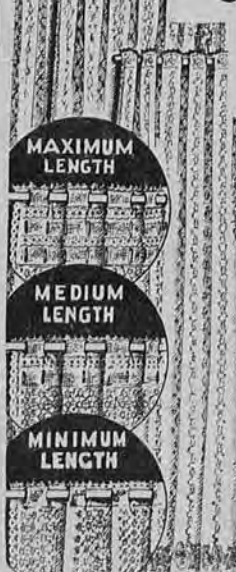
29¢

Worth 49¢
Rayon luncheon cloths in gay combinations of green, red, blue or gold.

ADJUSTA-NET Ripple Top
CURTAINS

NO Sewing — NO Hemming — NO Pinning — NO Measuring

SELF PLEATING



ROWS of eyelets allow "3" different lengths
ROWS of eyelets allow for shrinkage
ROWS of eyelets allow Top Decoration

\$1.69
PAIR

Hangs in decorative, uniform pleats and produces free Rod Action

The only Curtain which can be hung in 3 lengths, each length forming an attractive ornamental top. Adjusta-Net Curtains have "3" rows of eyelets at the top through which, the Rod slides easily.

For Perfect Adjustability Insist on 3 Rows of Eyelets in Nets.

LINCOLN'S SEPTEMBER SALES



NEWER THAN NEW

Long sleeve Roman striped acetate rayon

BLOUSES \$1

Sporty tucked-in and fitted bodice bottom tailored and embroidered blouse. White, rose, blue, wine, teal and royal in sizes 12 to 40.

Mohair, nophys and shetland blend

SWEATERS \$1

Chunky mohair, soft nophys and shetlands in cardigan and slip-on styles. Pastels and deep tones in sizes 12 to 40.

All wool flannel or crepe

SKIRTS \$1.98

Pin checks and tweed mixtures. Swing or tailored. Black, teal, wine, green, brown, navy.



LITTLE ONES... BIG ONES

TAILORED or DRESSY

• ZIPPERS

In a marvelous group of

BAGS \$1

- Black
- Brown
- Pig grain
- Patent
- Navy

A bag scoop... huge bags, small ones, tailored and dressy styles... zippers, double change purses and loads of compartments. Simulated calf, pig grain and patent in black, brown, navy and wine.

Lincoln's are out to take top honors in coat values

WE OFFER COAT VALUES IN OUR SEPT. SALE THAT FEW STORES WOULD DARE TO

stunning new fall

COATS 995

- ALL WOOL PLAID BACKS
- CHINCHILLA REEFERS
- ALL WOOL TWEEDS
- IMITATION PERSIANS

Reefers, full box coats, wide flared skirts... a grand selection of the season's smartest in cloth and simulated furs. All sizes.



ADVANCE SALE OF EARLY FALL DRESSY and SEMI-TAILORED

Hand selected better

DRESSES \$3.98

- Bustle Backs
- Sugar 'n Spice
- Flared Skirts

Slim fitted waistlines, port bustle backs and wide swirling skirts... say new wool plaids, Sugar 'n Spice prints and matalanes. Sizes 11 to 17, 12 to 20, 18 1/2 to 24 1/2 and 25 to 32... so no matter what your size, you'll find your RIGHT SIZE at Lincoln's.

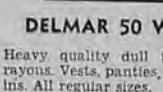
- ✓ Fine Alpaca
- ✓ Magichow Cropes
- ✓ Wool Plaids
- ✓ Ribbed Matalanes



Rayon Taffeta

SLIPS 50c

A genuine 79c value with frilled hems, ribboned and embroidered tops, lace trimmed bodices. Sizes 32 to 42.



DELMAR 50 WASH UNDIES

Heavy quality dull finish rayons. Vests, panties, step-ins. All regular sizes.

Reg. 25c
APRONS 14c

Fine count percale in coverall and bib style.

Full Fashioned Ringless Silk

HOSE 48c

Ringless, shadowless and crystal clear! Chiffons and service. All new fall shades included.



SLIGHT IRREGULARS OF 79c FULL FASHIONED SILK HOSE 38c

- Men's Blazer Hose
- Boys' Blazer Hose
- Children's 3/8 Hose
- Boys' Golf Hose

"Fashion Hits"

IN A FORTUNATE SALE of HATS

- Casuals
- Snoods
- Bustles
- Postillions
- Velvets
- Feathers
- Felts
- Turbans
- Pill boxes

Millinery creations we've had copied from Hollywood, Paris and New York... Long swooping feathers, the new 'Snood' perky bustle hats, velvet turbans and the tiniest pill boxes. So many new Fall styles, we haven't space to list them all. All sizes, all colors.



EXCLUSIVE STYLING

Fall smartness in the famous "FOWNES"

V SUEDE CLOTH
V LEATHER BACKED
V SCALLOPED TRIMMED

GLOVES \$1

Made of high quality leathers to fit the hands with sleek perfection.

Leather back and cloth palms... all suede cloth with leather scalloped trim. Black, port brown, redwine and red henna in sizes 6 to 7 1/2.



LINCOLN'S TEEN SHOP for BACK-TO-SCHOOLERS

Girls' 7 to 16 Fall Sport

COATS \$5.98

Flared effects, luxurious fur trims, coats in new Fall shades of teal, wine, grape and novelty tweeds.

Girls' 7 to 16, fine acetates spun rayon or better cotton

School or Party DRESSES \$1.00

Famous make, plenty of plaids, checks, boleros. 80 Square Percales and rayons.

flub broadcloth or poplin Girls' Blouses 59c

2 to 16 novelty cut-outs and shirt-waist styles in broadcloth, poplin and percale.

Girls' Wool Flannel Swing SKIRTS \$1

Swing skirts, plenty of plaids - checks. Sizes 8 to 14.

1 to 16 80 square Percale DRESSES 59c

Colorfast, 80 square percales in florals, stripes and plaids. Dozens of styles.



KE
BY SH
Stro

No.
430-H

Nine Tubes, in and Bi-foal Inc. Stromberg-Carl Slide Rule Di focal Tuning short wave tuni tric Flash Tun standard bro tuning. An auti tic Chippend design.

TERMI
\$1
WEEK

GET NEW
12-14
REA

News Broad

Time
8:00 A. M.
12:00 A. M.
2:00 P. M.
5:15 P. M.
6:45 P. M.
8:30 P. M.
8:40 P. M.
9:15 P. M.
9:30 P. M.
11:30 P. M.
11:50 P. M.
12:00 MID.

(Eas

To be sure o

HI
COR. MA

THERE IS NO

SU

SU

SU

SU

SU

SU

SU

SU

SU

SU

SU

SU

SU

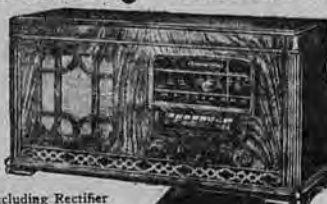
SU

SU

SU

SU

KEEP POSTED BY SHORT WAVE WITH A Stromberg-Carlson



No.
430-H

Nine Tubes, including Rectifier and Bi-focal Indicator, 10 Inch Stromberg-Carlson Speaker, Slide Rule Dial and Bi-focal Tuning Eye for short wave tuning, Electric Flash Tuning for standard broadcast tuning. An authentic Chippendale design.

TERMS
\$1
WEEK

GET NEWS AS IT HAPPENS
12-15 HOURS BEFORE YOU
READ YOUR BREAKFAST PAPER

Get
EUROPEAN
WAR NEWS
direct from Europe

News Broadcasts IN ENGLISH Direct from Europe's Capitals

Time	Place	MC	Meier Band
8:00 A. M.	PARIS	15:34	19
12:00 A. M.	LONDON	15:14-11:75	19:15
2:00 P. M.	LONDON	17:29	16
6:15 P. M.	LONDON	15:18-9:51	19-31
6:45 P. M.	BERLIN	11:55	25
8:30 P. M.	ROME	11:81	25 (Not Sunday)
8:40 P. M.	LONDON	15:31-11:75	19-25
9:15 P. M.	BERLIN	11:55	25
9:30 P. M.	MADRID	9:56	31
11:30 P. M.	LONDON	11:75-9:51-8:53	25-31-31
11:30 P. M.	BERLIN	15:24-11:75-6:07	19-25-49
12:00 MID.	PARIS	11:72	25

(Eastern Daylight Saving Time Shown Here)

To be sure of "Hickson Service," be sure to buy your radio

at
HICKSON'S
COR. MAIN AND FRANKLIN — OFF. EAST AVE.

THERE IS NOTHING FINER THAN A STROMBERG-CARLSON

Mrs. Helen E. Fraser, 353 Ravine Ave.

DOLAN'S

MEATS — GROCERIES — VEGETABLES
600 JEFFERSON AVE.
We Deliver Phone Genesee 1417

BOSTON
PORK
ROASTS
21c

SMOKED
Shankless
CALLIES
16c

TENDER LEAN
BEEF
ROASTS
15c

MILK FATTED
FOWL lb. 17c

Home Dressed
Broilers lb. 25c

COUPON

Cherry Stone
CLAMS
75c

Buy The One
You Like

Regular \$1.50 Value
With Coupon

Brighton Bossy says

Yes, we are First again!

BRIGHTON
MILK

is Homogenized!

It means cream in every
drop—from top to
bottom!



This new and completely scientific idea known as homogenizing insures the distribution of cream throughout each quart of milk.

No more old fashioned bottle shaking. The homogenizing process breaks up the fat globules in the creamy part of the milk. So now Brighton Place Dairy customers can have a rich creamy glass of milk off the top, or off the bottom, of the bottle.

It's the modern way and it's another Brighton First!

* Brighton Homogenized Milk Sales Lead Rochester

Phone Glenwood 144 and try this new milk!

BRIGHTON PLACE DAIRY

CHAMPIONS ANNUAL MILL SALE OF SWEATERS

For Men And Young Men



ZIPPER
COAT 99c
SWEATER

Sizes 36-44, All Colors

Largest assortment of men's and young men's slacks in the city \$2.95-\$3.95

Champion
KNITWEAR CO. 71 ST. PAUL ST.

30 Minutes Free Parking at 3 Stations: Hill's, Strand and Spark

TamoShanter STOCK ALE

ROCHESTER'S FINEST
and Largest Selling STOCK ALE

DRAUGHT • BOTTLES • EVERYWHERE

More Hops • More Malt • More Age

AMERICAN BREWING CO. • Rochester, N. Y.

RY ON ORDERS OF \$3.00 OR MORE

iracle
FOOD MARKET

4 LAKE AVENUE

VALUES Like these are bringing more
and more women

Miracle Market

les stars and Bars
ineapple No. 14 1/2c

Crushed Pineapple No. 2 12 1/2c

10c

Sweet Snider Peas No. 2 Can

12 1/2c

el Monte Packers of

Mission Peaches No. 2 1/2 Can

9c

ar Rubbers 3 boxes 10c

Paraffine Wax

10 for 54c ea. 5 1/2c

vaporated Milk Tall Can

3 25c

ellogg's Corn Flakes 3 7c

Waterman's

ink School Tablets 10c Size

21c

hase & Sanborn Coffee 3 lbs. 39c

MORNING GLORY COFFEE 3c

bird's Eye Matches 16 1/2c

3 10c 45c RINSO

15c

beer or Ale

We Redeem Orange and Blue
Surplus Stamps

New Cooking

Onions 10-lb. Sack 15c

Wax or Green

Beans, lb. 5c

Sweet

Corn, doz. 10c

Washed New

Carrots 3 lbs. 10c

Pats Dairy Print Creamery

Butter, lb. 26c

Fresh Large White

Grade "A" Eggs, doz. 31c

Wisconsin Sharp

Cheese, lb. 25c

Danish Blue

Cheese, lb. 35c

IE RIGHT TO LIMIT QUANTITIES

COUPON

CHICKEN

LOAF

21c lb.

Reg. 25c Value

With Coupon

Young Steers

lb. 15c

lb. 23c

or Salad

lb. 17c

Large—Casing Ham

LOGNA lb. 15c

Sliced or in the piece.

CKS lb. 10c

JTS

CKS 2 lbs. 25c

NGS lb. 23c

LETS lb. 19c

EVERYBODY IS BUY & SAVE
SAYING — AT —
BERGHASH

VALUE - MINDED PEOPLE WILL AGREE
THAT THESE ARE STAR VALUES



100 Proof
BOTTLED
IN BOND
STRAIGHT
RYE
\$2.29
FULL
QUART

2 1/2
Years
Old

OLD MILL
APPLE BRANDY
2 1/2 YEARS OLD
\$1.75
FULL
QUART

GOLD CROSS
SLO GIN
\$1.49
4 1/2 QUART

5 1/2 YEAR OLD VIRGIN ISLAND
RUM \$1.69
4 1/2 QUART

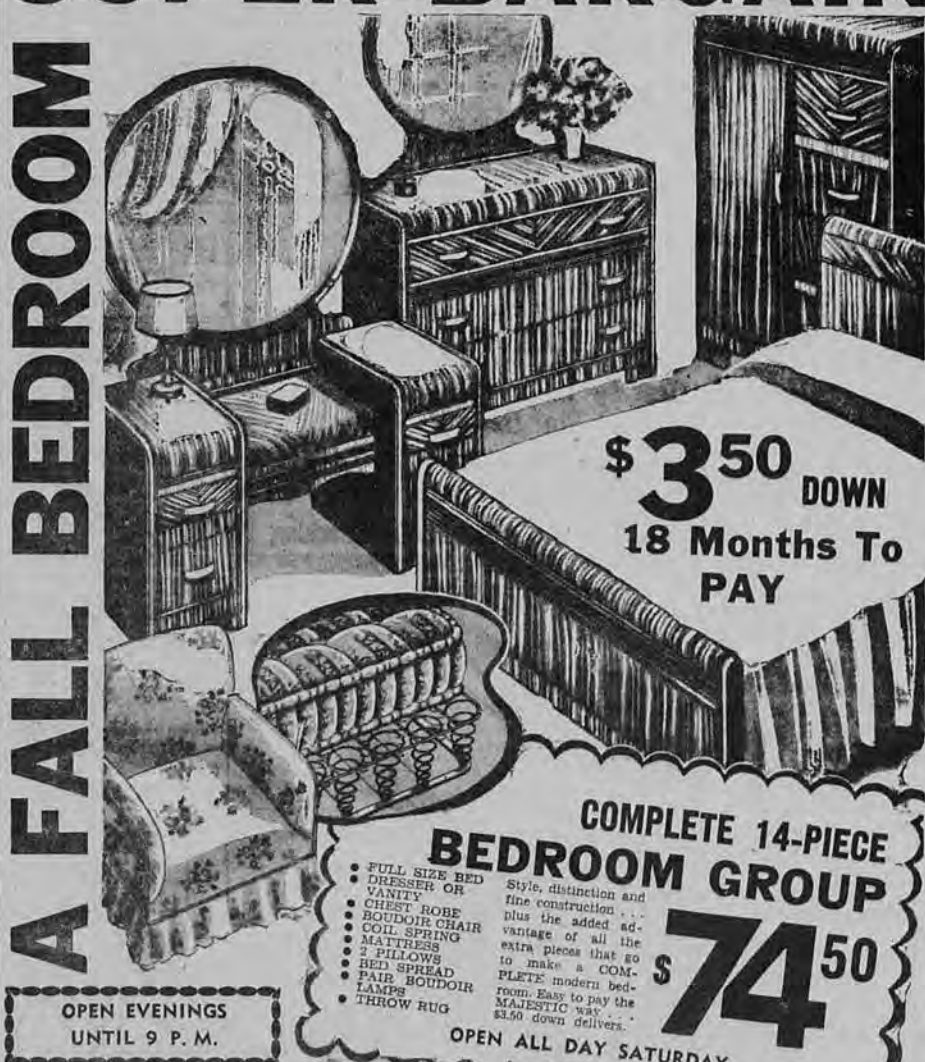
100
PROOF
BOTTLED IN
BOND
BOURBON WHISKEY
4 YEARS OLD
\$2.29
FULL
QUART

LONDON AND DRY GIN \$1.09
QUEEN VICTORIA Imported Scotch \$2.39
SILVER ROSE Distilled DRY GIN \$1.39
RENAULT WINES Reg. 75c Special 59c

CHATEAU BRISAC
100% PURE
CALIFORNIA WINES
CHOICE:
PORT SHERRY WHITE PORT
TOKAY CHIANTI
MUSCATEL RHINE WINE
BURGUNDY MADEIRA
MARSALA CLARET
ANGELICA

Next Door To Loew's Theatre
124 CLINTON AVE. S.
FREE Parking Opposite Our Store

SUPER-BARGAIN



COMPLETE 14-PIECE
BEDROOM GROUP
\$74.50

OPEN EVENINGS
UNTIL 9 P. M.

MAJESTIC FURNITURE COMPANY 204 COURT ST.

LINCOLN'S SEP



NEWER THAN NEW

Long sleeve Roman striped
acetate rayon

BLOUSES

Sporty tucked and fitted
band bottom tailored and
embroidered blouses.
White, rose, blue, wine,
teal and royal in sizes
32 to 40.

\$1

Mohair, sephyr and
shetland blend

SWEATERS

Chubby mohair, soft
sephyr and shetland in
cardigan and slip-on
styles. Pastels and de-
signs in sizes 32 to 40.

\$1

All wool flannel or crepe

SKIRTS

Pin checks and
tweed mixtures.
Swing or tailored.
Black, teal, wine,
green, brown, navy.

\$1.98

LITTLE ONES . . BIG ONES
TAILORED or DRESSY

• ZIPPERS

In a marvelous group of

BAGS

• Black
• Brown
• Pig grain
• Patent
• Navy

\$1

A bag scoop . . huge bags, small
ones, tailored and dressy styles
slippers, double change purses
and loads of compartments. Sim-
ulated calf, pig grain and patent
in black, brown, navy and wine.

Lincoln's are out to ta

WE OFFER COAT VALUES
SALE THAT FEW STORES V

stunning new fall

COATS

995

- ALL WOOL
PLAID BACKS
- CHINCHILLA
REEFERS
- ALL WOOL
TWEEDS
- IMITATION
PERSIANS

Reefers, full box coats,
wide flared skirts . . a
grand selection of the
season's smartest in cloth
and simulated furs. All
sizes.



Slim fitted
backs and
gay new
prints and
17, 13 to 21
to 52 . . a
size, you'll
at Lincoln's.

Rayon Taffeta

SLIPS

50c

A genuine 79c val
with frilled hem
ribboned and e-
brodered tops, la
trimmed bodie.
Sizes 32 to 42.

DELMAR 50 WASH UNDIES

Heavy quality dull finish
rayons. Vests, panties, step-
ins. All regular sizes.

18

Reg. 25c

APRONS

14c

Fine count percale in
coverall and bib style.



BACK to SCHOOL VALUES for BOYS

Boys' Delmar Shirts
with stand up collars

Yat dyed colors . . all
sun and laundry proof.
Plenty of white broad-
cloths in sizes 8 to
14 1/2.

59c

Str Richard, Jr. Boys'
Sanforized SHIRTS

Insured to wear for 1
year or a new shirt
PRIZE. 80 square fan-
ey shirtings and san-
forized broadcloths.

79c

Boys' part wool lined
KNICKERS

Part wool suitings,
sprinkled partridge or
fine wale corduroy
knickers. Sizes 8 to
14.

\$1.59

Boys' LONG SLEEVE
Wash SUITS

Solid tan, blue or white
broadcloth shirts with well
made, generously cut flau-
nel or corduroy pants.
Plenty of pockets. Sizes 8
to 14.

\$1

Boys' long sleeve basque
POLO SHIRTS

• Basque striped
2. Button collar style
solid color collars
and cuffs, fine combed
cotton. Small, medium
and large.

50c

In Holland it is a common
thing for a person to wear the
same pair of wooden shoes for
forty or fifty years.

It takes three times as much
light to read a newspaper with
ease than it does to read a well
printed book.

In Panama, the killer of either
a cat or a dog is fined \$25.

OPENING DATE FRIDAY-SEPT. 22nd

Slager Band Post
**AMERICAN
LEGION
BINGO**

at the
Sherwood Shoe Factory
CLINTON AVE. SO. at GOODMAN
Every Friday Night—Starting September 22nd

BINGO

Grand Opening Saturday Sept. 16th 8:30 P. M. 25c

HIPPODROME

AT THE
ARENA

BINGO

EVERY MONDAY
ADMISSION NIGHT

40c

PLAYERS \$22,500 AT OUR
GAMES

87

STONE ST. Near Court
PRIZE LIST NEXT WEEK
OVER \$600.00

Opening Nite — Friday, Sept. 8th 8:30 P. M.

BINGO CENTER

\$1000. IN CASH PRIZES!

GRAND PRIZE — CHOICE OF

1940 PLYMOUTH SEDAN
1940 CHEVROLET SEDAN

or CASH \$500.

\$500. in CASH PRIZES \$10. to \$50.

Bingo at Its Best by Your Old Friends
Who Treat You Best.

WALLACE BLDG. 453 WEST MAIN ST.

Admission \$1.00 — No Extras — Ample Free Parking

Hollywood BINGO

Admission **25c**

Thurs., Fri. and Sat.
35 Pullman Ave.
Just a Step From Kodak

7
Chances
To Win
In One
Game!
The New
Way to
Play Bingo



**FREE
ENTERTAINMENT
STARTS AT 7:15**

GAMES Start At 8 Sharp

BINGO

Public Address Systems
Sales & Rentals

White

Radio & Sound Service

873 South Clinton Ave.
Phone Monroe 8342

RIDGEWOOD

RIDING STABLES

"Ride for Health"

Courteous instructors
Corbett's Glen Rd. Mon. 5320

BIG BINGO NEW

Auspices of
Clayton L. Warner Post
American Legion

Every Tuesday Night
Starting September 12th

Cash Prizes! — Door Prizes!

Grand Prize!

Special Cash Prize For
"EARLY BIRD SPECIAL"

8:15 P. M.

Masonic Temple

St. Paul Blvd. Cor. Titus Ave.

23 GAMES — Admission 35c

GRAND SWEEPSTAKES

EVERY
WEDNESDAY
NITE

AT 8 P. M.

BINGO

ADMISSION
40c

MORE GAMES

DROME

184 NORTH CLINTON

BIG

CASH PRIZES!

In the tenth century, it was
good luck and a high honor to
own a black cat.

Empire Textile Weaving Co.

IRENE HENEBURY

Weavers & Menders

Tears, Moth Holes

Burns removed and made invisible

in garments, sweaters, and linens

409 Burke Bldg. 8 St. Paul St.

Est. 1909 STONE 3182

BINGO

GLIDE HALL

EVERY THURSDAY AND SUNDAY

1205 JAY ST. cor. CLINTON ST.

Mt. Read via Jay St. Bus

23 GAMES—25c

FURNITURE

RECONDITIONED

Re-upholstering, Refinishing 3-pc.

Suites re-covered in frieze cloth

\$29.50. Occasional Chairs, \$2.00;

Copied Chairs, \$7.50

Textile Upholstering Co.

MAIN 4613

BINGO

2011 E. MAIN ST.

Tues. and Sat. 8:15 P. M.

23 GAMES 25c

BINGO

West Avenue Manor

Corner West Ave. & Hancock St.

Every Mon., Wed., and Fri.

23 GAMES for 25c

8:15 P. M. Sharp

ROGERS SILVERPLATE

LESS THAN **1/2** REGULAR PRICE

Coupon redeemable at Roches-
ter Sun Office, 419 Burke Build-
ing, or at the following Stations:

REL-AIR PHARMACY

1462 Monroe Ave.

KEY DRUG STORES

92 Main St. East

478 N. Goodman

MANDELL PHARMACY

Portland cor Norton

SILLER'S PHARMACY

615 Thurston Road

RUDNER DRUG STORE

669 N. Clinton

KNIFE, FORK AND
TEASPOON **54c** \$1.25 Value

Here's your coupon for your
ROGERS SILVER. Bring it to the
SUN Office, 419 Burke Bldg., or to
any of the stations listed above.

Name
Address

BINGO

Public Address Systems
Sales & Rentals

White

Radio & Sound Service

873 South Clinton Ave.
Phone Monroe 8342

RIDGEWOOD

RIDING STABLES

"Ride for Health"

Courteous instructors
Corbett's Glen Rd. Mon. 5320

GRAND SWEEPSTAKES

EVERY
WEDNESDAY
NITE

AT 8 P. M.

BINGO

ADMISSION
40c

MORE GAMES

DROME

184 NORTH CLINTON

BIG

CASH PRIZES!

In the tenth century, it was
good luck and a high honor to
own a black cat.

Empire Textile Weaving Co.

IRENE HENEBURY

Weavers & Menders

Tears, Moth Holes

Burns removed and made invisible

in garments, sweaters, and linens

409 Burke Bldg. 8 St. Paul St.

Est. 1909 STONE 3182

BINGO

GLIDE HALL

EVERY THURSDAY AND SUNDAY

1205 JAY ST. cor. CLINTON ST.

Mt. Read via Jay St. Bus

23 GAMES—25c

FURNITURE

RECONDITIONED

Re-upholstering, Refinishing 3-pc.

Suites re-covered in frieze cloth

\$29.50. Occasional Chairs, \$2.00;

Copied Chairs, \$7.50

Textile Upholstering Co.

MAIN 4613

BINGO

2011 E. MAIN ST.

Tues. and Sat. 8:15 P. M.

23 GAMES 25c

BINGO

West Avenue Manor

Corner West Ave. & Hancock St.

Every Mon., Wed., and Fri.

23 GAMES for 25c

8:15 P. M. Sharp

ROGERS SILVERPLATE

LESS THAN **1/2** REGULAR PRICE

Coupon redeemable at Roches-
ter Sun Office, 419 Burke Build-
ing, or at the following Stations:

REL-AIR PHARMACY

1462 Monroe Ave.

KEY DRUG STORES

92 Main St. East

478 N. Goodman

MANDELL PHARMACY

Portland cor Norton

SILLER'S PHARMACY

615 Thurston Road

RUDNER DRUG STORE

669 N. Clinton

KNIFE, FORK AND
TEASPOON **54c** \$1.25 Value

Here's your coupon for your
ROGERS SILVER. Bring it to the
SUN Office, 419 Burke Bldg., or to
any of the stations listed above.

Name
Address

The R

Published every Thursday

N. T. G. C. Gerling, P.

Bromley, 7784.

G. Curtis Gerling, Adv.

Eugene Davis, Adv.

NA

New York Office

Chicago Office



New Accounts
OPENED IN 5 MINUTES
AND YOU CAN BUY

TIRES

AS LOW AS
43¢
A WEEK

UNIT PARTS Corp.
1185-1223 MAIN ST. E.
CULVER 250

Friendship Nursery To Meet Tuesday
Directors of the Friendship Nursery will meet at the Hotel Seneca next Tuesday night to discuss methods of raising funds to complete at least one floor of the Nursery home in Fernwood Ave., according to an announcement made by Mrs. Fredrick Brizee.

Mr. and Mrs. John Murphy of Jackson Street returned Monday from Boston, Mass., where they passed two weeks.

WE DON'T GUESS!

We are equipped and authorized to inspect your car and place the Seal of Approval on the windshield in accordance with the New Safety Law. NO CHARGE is made for this inspection.

Our Equipment is the Finest, Newest and Best

- HEADLIGHTS
- BRAKES
- STEERING
- Windshield Wiper and Horn
- BATTERIES
- ARMSTRONG TIRES
- EY'S**
- Automotive Service
- 262 CHAMPLAIN ST.
- Phone: Gen. 1766

Mrs. Theresa Nagel, 123 Ravine Ave.

RENEW Your Living Room!
DAVENPORTS CLEANED
TO LOOK LIKE NEW!
\$6.00
Call Main 1030-7021
BLANCHARD COMPANY
FURNITURE CLEANING DIVISION

SPECIAL KITCHEN CLINIC

ALL THIS WEEK AT OUR
89 EAST AVE. SHOWROOM

See our new kitchen measuring charts. Come in and let us measure you to your kitchen. Learn how you can modernize your kitchen step by step.

\$10 to \$20

For Your Old Stove
During Old Stove
Round-Up

Special prices on Universal, Glenwood, Magic Chef, Quality C. P. Gas Ranges

ROCHESTER GAS & ELECTRIC CORP.

89 EAST AVE. MAIN 7070

The Rochester Sun

Published every Thursday by The Rochester Sun Corp., 5 St. Paul St., Rochester, N. Y. O. G. Gerling, Pres.; F. B. Kelly, Vice-Pres.; Wm. Pfaff, Sec.; Wm. G. Curtis, Gerling, Publisher; Eugene Davis, Adv. Director; Frank Muench, Comptroller; NATIONAL REPRESENTATIVES, James A. Coveney Co.

New York Office Chicago Office

CURT Comments

Rochester has first class police department. There are no big time gangsters and no serious racketeers. All local racketeering is small time, amusing, rather than criminal. Take for instance that svelte and charming young miss who makes the rounds from Clinton St. to East Ave. and Alexander St., one month and the westerly territory the second. She has an engaging smile and her technique call for the male approach only. She always enters a store and makes the request of the proprietor or one of the salesmen. It works 100 per cent. In fact this young lady can't remember being refused. Average "earnings" \$18 per week.

Then there is the gentleman who really thought one out. He buys two street car passes each week. He works along the bus and street car stops. He inquires, "Have you a car pass?" If the answer is "No," he suggests that you give him the ten cents and use one that he has — he's hard up etc. Fifty per cent acquiescence. He pockets the dime and boards the bus with them. After passing the conductor, the party he rented the pass to returns it. He then gets off at the next stop. Its much better than relief, keeps you out in the air with average earnings for a five hour day, \$30 per week.

THIS AND THAT: Frank Howard — the Clark Gable of Rochester's third-stalkers, says that from the way returning World's Fair visitors limp into the Eggleston, the big show must be everybody's "arch" enemy. Harry Essex, the only man in show business who has never been out of work, and formerly associated with Cukor and Konold at the old Lyceum, will join the benedicts shortly, if N. Y. reports are to be credited. Harry will wed Augusta Roland, protégée of Helen Hayes. Incidentally the prospective groom, to give it an all Hayes' angle, is Miss Hayes' manager.

Bill Bromley, treasurer of two or three local concerns, and director of several others, including the Sun, has never made but one personal request since his incumbency. He would like to have us ask one of our advertisers to stop advertising "Old Bromley" Gin. It seems that Bill's mother thinks that there can't be any such product and that the boys on the paper are just kidding him. Larry Berghash please note.

Harry Benedict, the jewel double man is back from two weeks fishing with lots of tan and health but no fish. Bob Fatsco Granville, also fresh from vacation, astounded his onfreres and established a new sitting record in the Barry-Curran soft ball frays. Galloping Granville belted out eight for eight last Tuesday night and not a scratch among 'em.

Among the near-future bassette buyers are the Frank Doretys of the Fairways and the Fairways and the Sidney Gottfrieds of Avenue Co. During war times in the part the latest news could be obtained by calling one's stockbroker now even the stockbroker, calls his wife at home who is listening to the radio, and beats his own ticker reports by ten minutes. Joe Connor just claps his hands over his ears and hurries off when asked "What happened to the Red Wings?" Charlie Kennedy from the land of the maple leaf and currently operating a lift in the Burke Building argues that the Canadian clubs are in the cellar only because there are no Canadians on the teams.

RUGS
CLEANED AND STEAMED \$1.00
Rugs, Stained, Cleaned, Washed, Stained, Moth, Damp and Germ Proofed \$3.00
ELTER CO. EST. 1872
Glenwood 3466-44 Arthur St.



BUCK HUNTERS ATTENTION!

Each week the Sun prints the names and addresses of five people, picked at random from the City Directory. Each of these five people receive one dollar. You may win today.

Look Between the Ads—Your Name May Be There

FIDLER—

(Continued from Page 1)
once that discovery is digested, the public will benefit. Hollywood has the ability to make grand pictures — and it will do so once it gets wise to the fact that only Hollywood has been impressed by "big money" publicity.

Incidentally, here's the producers' chance to start slashing salaries — and watch them make the most of it.

No man in Hollywood faces a stranger situation than William Ford, who has been ordered by the British consulate to register for possible call to the colors. Wally knew neither the identity nor the nationality of his parents until a few years ago. Then after years in the United States (he was in the U. S. Navy during the World War), he discovered his family — and the fact that he is a British citizen.

Credit Ernest Schoedsack, currently directing "Dr. Cyclops," with the most novel system on record for reprimanding players who miff their scenes. Schoedsack made a collection of eggs — ranging in size from a robin's egg to an ostrich egg. For each blunder, he solemnly presents the guilty actor with an egg of just the right size to fit the offense.

The McNaught Syndicate, Inc.

CHAMPIONS ANNUAL MILL SALE OF SWEATERS

For Men And Young Men
ZIPPER COAT 99¢ SWEATER
Sizes 36-44, All Colors
Largest assortment of men's and young men's slacks in the city \$2.95-\$3.95
Champion
KNITWEAR CO. 71 ST. PAUL ST.
30 Minutes Free Parking at 3 Stations: Bill's, Strand and Spark

TamoShanter STOCK ALE
ROCHESTER'S FINEST
and Largest Selling STOCK ALE
DRAUGHT • BOTTLES • EVERYWHERE
More Hops • More Malt • More Age
AMERICAN BREWING CO. • Rochester, N. Y.

FREE DELIVERY ON ORDERS OF \$3.00 OR MORE
Miracle FOOD MARKET
694 LAKE AVENUE
Open Evenings Thursday, Friday and Saturday

Like these are bringing more values to Miracle Market

Hormel's SPAM 25¢ Stock Up Now	Doles Sliced Pineapple 14 1/2¢	Crossed Pineapple 10¢
Chicken O' Sea White Meat Tuna Fish 13 1/2¢	Sweet Snider Peas 12 1/2¢	Del Monte Packets of Mission Peaches 9¢
Campbell's SOUPS 3 for 25¢	Jar Rubbers 3 boxes 10¢	Parafine Wax 5 1/2¢
	Evaporated Milk 10 for 54¢	ea. 5 1/2¢
	Kellogg's Corn Flakes 3 Giant Boxes for 25¢	
	Ink School Tablets 7¢	
	Chase & Sanborn Coffee 21¢	
	MORNING GLORY COFFEE 3 lbs. 39¢	
	Bird's Eye Matches 3¢	
	CRISCO 3 lbs. 45¢	RINSO 16 1/2¢
	Beer or Ale 15¢	

We Redeem Orange and Blue Surplus Stamps

New Cooking Onions 10-lb. Sack 15¢

Wax or Green Beans, lb. 5¢

Sweet Corn, doz. 10¢

Washed New Carrots 3 lbs. 10¢

Pats Dairy Print Creamery Butter, lb. 26¢

Fresh Large White Grade "A" Eggs, doz. 31¢

Wisconsin Sharp Cheese, lb. 25¢

Danish Blue Cheese, lb. 35¢

COUPON CHICKEN LOAF 21¢ lb.
Reg. 29¢ Value with Coupon

Milk Fatted—Young Roasting Chickens lb. 25¢

Genuine Spring LEGS O' LAMB lb. 21¢

Cut from U. S. Inspected Young Steers **BEEF ROAST** lb. 15¢

Arpeko Sliced—Rindless **BACON** lb. 23¢

Milk Fatted—For Fricassee or Salad **FOWL** lb. 17¢

Mild Sugar Cured—Lean **BACON** lb. 17¢

Large—Casing Ham **BALOGNA** lb. 15¢

Sliced or in the piece.

FRESH PIG HOCKS lb. 10¢

CHICKEN CUTS
LEGS lb. 37¢ NECKS 2 lbs. 25¢
BREASTS lb. 43¢ WINGS lb. 23¢
LIVERS lb. 45¢ GIBLETS lb. 19¢

WE RESERVE THE RIGHT TO LIMIT QUANTITIES

EVERYBODY IS SAYING BUY & SAVE — AT — BERGHASH

VALUE-MINDED PEOPLE WILL AGREE THAT THESE ARE STAR VALUES

100 Proof BOTTLED IN BOND STRAIGHT RYE \$2.29 FULL QUART

YEAS OLD MARYLAND RYE \$1.95 FULL QUART

Cream of Grain STRAIGHT BOURBON WHISKEY \$1.59 FULL QUART

2 1/2 Years Old

OLD MILL APPLE BRANDY 2 1/2 YEARS OLD \$1.75 FULL QUART

GOLD CROSS SLO GIN \$1.49 4 1/2 QUART

A delicious "Apple" made only of choice fruits.

How To Mix & Serve Old Mill: 1 glass ice, spoonful lemon juice, 1/2 wine glass Slo Gin. Fill with soda.

5 1/2 YEAR OLD VIRGIN ISLAND RUM \$1.69 4 1/2 QUART

100 PROOF BOTTLED IN BOND BOURBON WHISKEY 4 YEARS OLD \$2.29 FULL QUART

QUANTITY LIMITED

A smooth, palatable whiskey. Mellowed with age.

LONDON AND DRY GIN \$1.09

QUEEN VICTORIA Imported Scotch \$2.39

SILVER ROSE Distilled DRY GIN \$1.39

RENAULT WINES Reg. 75¢ Special 59¢

CHATEAU BRISAC
100% PURE CALIFORNIA WINES
CHOICE:
PORT SHERRY TOKAY MUSCATEL BURGUNDY MARSALA
WHITE PORT CHIANTI RHINE WINE MADEIRA CLARET ANGELICA
Treat Yourself To a Smooth Drink Of Quality Wine At This Low Price
\$1.39 FULL GALLON

BERGHASH
Next Door To Lona's Theatre
124 CLINTON AVE. S.
FREE Parking Opposite Our Store

VALUE DEMONSTRATION

Lay Away Plan
A SMALL DEPOSIT

... will hold the garment of your choice until wanted.

OUR GREATEST MONEY SAVING EVENT OF THE YEAR!
WE HAVE LOWERED PRICES ON HUNDREDS AND HUNDREDS OF
SMART NEW THINGS YOU NEED FOR FALL AND WINTER!

Planned months ago, our Demonstration Sale has the enthusiastic co-operation of many of our leading manufacturers! They've helped us bring you the very latest apparel at record low prices... to convincingly demonstrate the advantages of NUSBAUM'S low-overhead location in keeping down the cost of living for YOU! Come in this week-end prepared to SAVE as never before... and you won't be disappointed!

STORE HOURS
OPEN TONITE 'TIL 9:30
FRIDAY NITE 'TIL 7 P.M.
Saturday Eve., 7:30 To 10 P. M.

Just Unpacked

500 CRISP NEW Fall Frocks

\$3.95

• SILKS • BUSTLES
• CREPES • BOLEROS
• WOOLENS • PEPLUMS

The kind of a dress variety, the kind of advance Fall fashions, the kind of important detail seldom found in frocks within several dollars of this special value Demonstration price! Every wanted mode is included... the same dramatized fashions you've admired in leading fashion magazines, now within your reach at a really remarkable price.

Others \$4.95 and \$6.95

SIZES: 9-17
12-20
38-50

FITTED or SWAGGER COATS

For Fall and Winter Sports Wear

\$15.95

All the coat fabrics and fashions that are most favored for the 1934-35 season! Only an event such as this value Demonstration permits a price like this! Others \$9.95 to \$19.95!

NEW 1939-40

FURRED COATS

\$26.50

Plenty of rich furs, in the clever treatments you've admired in most expensive coats! New fabrics, in all the wanted Fall and Winter shades.

NEW FALL HATS

\$1.49-\$1.89

Authentic copies of Parisian fashion successes! Take advantage of this Value Demonstration price, to complement your new Fall costume.

PERSIAN CLOTH COATS

That Look Like Real Persian Lamb!

\$15.95

Fine-finished fabrics that have all the charm and feel of real Persian Lamb... at but a small fraction of usual Persian Lamb costs!

Camels Hair AND 100% WOOL COATS

A record-breaker, even for an event like this! NEVA-WET processed to keep out dampness. See them all, for yours is here! All sizes.

\$13.95

Every Fall Wardrobe "Musts"

NEW SWEATERS \$1.00

Slip-on, Cardigans, short-sleeves, long-sleeves... every new Fall fashion is included.

PLAID JACKETS \$2.95

Man-tailored and Cardigans... in wanted plaids and plain colors. You'll need one for Fall.

All-Wool Plaid or Flannel Skirts \$1.95

ALL NUSBAUM SUITS ARE 2-PANT SUITS

\$5.95

Others to \$12.95!

NUSBAUM'S SAYS you money on boys' wear! All new fabrics, smartly tailored and durable.

STUDENT SUITS

2 Long Pants

\$10.95

Smart new suits, with two pairs of long trousers to double the wear!

WOOL KNICKERS 89c

Sensational values even for NUSBAUM'S Fabrics found nowhere else! In \$1.50 Knickers, fully lined, knit cuffs. Sizes 8 to 16.

WOOL LONGIES \$1.95

Real woollens that usually sell for \$2.95! Expertly tailored, many with belts. Plenty of patterns. Sizes 8 to 16.

BOYS SWEATERS \$1.00

Crew neck and half-zipper in two tones or plain colors. Perfect for school-going. Sizes 8 to 16.

OTHERS TO \$1.95

WOOL & LEATHER JACKETS \$3.95

Warm all-wool body and real leather sleeves. In a grand assortment of the new Fall shades and seasonal color combinations. Sizes 8 to 16.

BOYS' CORDUROY JACKETS \$1.95

Zipper front and buttoned in grey and brown. Sizes 8 to 16.

BOYS' CORDUROY LONGIES \$1.95

With self-belt, in sizes 10 to 18.

Corduroy Knickers \$1.00 Up

MEN'S and BOYS' ALL WOOL MACKINAW \$3.95

The buy of your life! Heavy, plaid mackinaws with inverted pleat yolk-back... in snappy, belted models with patch pockets and side slash pockets. You'll recognize them as being worth plenty more than this special price. Sizes 8 to 16 and 36 to 40.

Warm, All Wool Lined CHINCHILLA and MELTON

3 Pc. \$5.95

Popular navy blue, all-wool lined Chinchilla and Melton Cloth. Both lined leggings and bib-tops. A record-breaker for value.

3-Pc. FLEECE SETS \$7.95

Warm, heavy fleece coats plain and patterned, with matching hats or helmets. Every coat sturdy and warmly lined and interlined. Knockout values! Sizes 3 to 8.

A GRAND COLLECTION OF NEW COATS

for Girls of Every Age

\$9.95

Others \$5.95 to \$17.95

Every kind of a coat the heart of a girl could ask for! Fashions that faithfully follow, in a more youthful manner, the mode of 1939-40! Many with collar and trim of real fur... all values that you'll find nowhere but NUSBAUM'S!

Sizes 1 to 4; 3 to 6 1/2; 7 to 12 and 10 to 16! Chubby Sizes 8 1/2 to 16 1/2!

3-Pc. Legging Sets Sizes 1 to 6 1/2!

2-Pc. Legging Sets Sizes 7 to 12!

MISS COATS Sizes 8 to 14!

Junior COATS Sizes 11 to 16!

Extra Special! Girls New Dresses \$1.95

A special collection of crisp, fresh new frocks for school-going girls! Washable, silks and spuns included and in number of bright new colors and styles. Priced for this event only at

New 3-Piece SNOW SUITS \$4.95

Sizes 7 to 10, \$5.95

Clever new snow suit fashions that you'll see later in the season for several dollars more! All wool fabrics, all lined, with zipper anklets and zipper coats. Also in cute novelty button styles.

3-Pc. COAT SETS for Busy Little 1-to-3-ers

\$5.95

\$6.95

A sprightly collection for little tots... Warm wool fleeces, with real fur trims... Angora-trimmed fleeces. Double-breasted in boys' styles and princess fashions for little girls.

Every Cute New Style In

PINK CRANBERRY
COPPER RUST
WINE BROWN
NAVY

HARRIS NUSBAUM

The Complete Department Store

221 - 223 JOSEPH AVE., At Kelly St.

ROCHESTER'S
WEEKLY
SHOPPING
GUIDE

The Rochester Sun

DELIVERED
TO 74,700
ROCHESTER
HOMES

VOL. II No. 46

ROCHESTER, N. Y., THURSDAY, SEPTEMBER 14, 1939

If You Do Not Receive PHONE STONE 6001
Your Copy Regularly

PREPARE for Winter
With a New Bird ROOF

We don't know how high prices will go—but we do know that they were never lower than now. The same roof that cost \$300 in 1919 now sells for \$150 at regular price. Costs even less now at our sale price.

BARGAIN PRICES

NOW AT KEMP'S

Regular \$100

ROOF
\$79

Regular \$150

ROOF
\$119

GARAGE
ROOF
\$39 up

We cannot guarantee these prices after our stock now on hand is gone. Cost depends on size of house and material ordered. We recommend Bird Masterbilt 3-in-1 Thick Butt Shingles. Many beautiful colors to choose from.

TERMS \$5 A MONTH

Phone for Free
Estimates

KEMP ROOFING CO.

331 W. MAIN ST.

Phone Main 1786

Local Radio Dealers
Showing New Models

"1940 Radio Showing Week" Opens Tomorrow
Sponsored By Rochester Electrical League

Starting tomorrow morning forty-two leading Rochester radio dealers will inaugurate "1940 Radio Showing Week" according to an announcement

made today by the Electrical Association of Rochester.

Special attention is being drawn to the new receiving sets as the radio industry looks forward to its biggest year. It is estimated that, by October 1, the network broadcasts alone will be spending an average of a quarter of a million dollars a day just for talent, according to Edward J. Kramer, Manager of the Electrical Association.

"Never before has the possession of a modern receiving set with all modern advancements been of such real importance as it is today," said Mr. Kramer. "We all know that broadcasting equipment has been developing by leaps and bounds. What many people have yet to realize is the fact that developments in the radio themselves have progressed so rapidly of late that sets only two or three years old are now 'old-fashioned.' But the radio manufacturers are looking even beyond the present. Many of the new 1940 sets are guarded against obsolescence by being equipped for easy conversion to television reception."

"It is unfortunate," he continued, "that so much of the perfection of today's broadcasts as they leave the studios is lost by the time programs have been filtered through inadequate, outmoded receiving sets. The high trebles and low basses literally 'vanish into thin air' without the facilities of an up-to-the-minute home radio."

During "1940 Radio Showing week," the radio dealers of Rochester are prepared to give all comers an enlightening first view of what's new in radio.

JIMMIE
FIDLER
in
HOLLYWOOD

HOLLYWOOD. — With the European war only a few days old and President Roosevelt's plea for strict neutrality still finding a responsive echo in most American ears, Hollywood is already getting out of line. Here's a publicity bulletin received this morning:

"Moving up the release date to Oct. 8 because of the present war situation in Europe, 'Producers' Pictures' will put their special feature, 'Hitler—Beast of Berlin,' into production at once, according to Ben Judell, president of the company. The picture is not intended for propaganda," says Judell, "but will be the unvarnished, breathtaking expose of a demented fanatic's thirst for power—regardless of human rights, consequences or bloodshed. Secrets never before revealed will be depicted in 'Hitler—Beast of Berlin' and I promise you we will pull no punches."

I can sympathize with both Mr. Judell's dislike of Hitlerism and his yen to cash in. But someone should remind him—and I hope the United States Government will—that this is one time when Hollywood should tend to its proper knitting, the making of non-controversial entertainment. The United States, with sentiment already running high, will have a hard enough time keeping out of war without being forced to fight emotional excitement from Hollywood.

ODD-FORMATION: In spite of all the newspaper headlines, more actors have received income tax refunds than have been dunned for additional dough. Height of something—or other item: Phil Harris hiring (Continued on Page 2)

Political Club
Plans Party

Third Ward Democratic Club will inaugurate their fall social season tomorrow night with a game party at 140 Edinburgh St., starting at 8 P.M. Mrs. Mary Steinhauer will be hostess.

Special prizes have been donated by Mrs. Harriet Thompson and Mrs. Ann Mae Rush. Included on the committee of arrangements are: Miss Frances Grider, Mrs. Jack Smith, Mrs. Nina Glasbrook, Edward Petz, Mrs. Martin Herbst, William Rathbun, Mrs. Elizabeth Curtis and Harry Hoekbenbroth.

Knights of St. John
Schedule Clam Bake

Knights of St. John Commandery No. 187 and Ladies Auxiliary No. 48, of Holy Family Church will hold a clam bake next Sunday at Mrs. Kleinhan's Farm on Whittier Rd. (off Buffalo Rd. near Commercial Airport.)

It is announced that reservations, which must be in by tomorrow evening, can be made by calling Gen. 7748, Glen 363-J or any member of the clam bake committee.

Fraternal Order
Sets Clam Bake

Musa Caravan, Order of the Alhambra will hold its annual clam bake Sunday afternoon and evening, September 24, at the Newport House on Irondequoit Bay.

"Andy" Furstoss, Master of the Oasis in the Caravan has been named general chairman for this event which will also be a reunion of Alhambra in Western New York.

The bake will get underway at 2 P.M. with a reception for members and candidates for public office scheduled at 6 P.M. under the direction of Grand Commander Otto A. Shults.

It is announced that reservations may be made with Paul A. Fredmore or Thomas McCarthy at the Columbus Civil Center.

War In Europe Ups
Prices In Rochester

Sugar, Flour and Meat Lead Food Price Advances; Industrial Commodities and Wool Join Procession As "Profiteering" Makes It's Bow

Rochester housewives and businessmen haven't heard any air raid warnings, nor has one shot been fired in the vicinity of the city, but they all know that Old Man Europe had erupted with another war, just the same.

The sensational rise in sugar prices garnered most of the publicity, but at the same time other commodities were doing their bit to perplex food budgeters. Those same plus the national administration destroyed a few years back might come in a bit handy right now in maintaining the price of pork. Local markets were quaking around 38c a pound yesterday, with the promise that prices will go still higher.

Basic commodities in the industrial field have risen sharply in price ever since the first announcement of the war. Steel is up \$8.00 to \$11.00 a ton. Other increases show rubber advancing 45c a pound, zinc, copper and aluminum up 1c a pound and tin jumping 14c a pound.

Rochester clothiers are not at all enthused over the sharp rise in prices of raw wool, which has advanced nearly 60c a pound during the first week of hostilities. It takes raw wool to make men's suits, coats, women's wear and other clothing. When wool goes up, so does the price of clothes.

First break in food prices came in sugar over the week-end when one prominent local food chain advertised 10 pounds for 38c. Previous to this, quotation was 36c and over.

Movie Quiz
Winners

Below are the winners in the Loew's-Sun Quiz for this week. If your name is on this list, call at the Rochester Sun office, 419 Burke Bldg., before Monday noon and receive your tickets to Loew's Theater. Answer this week's quiz and you, too, may win free tickets—you'll find it on another page of this paper.

Joseph Rich, 28 Myrtle St.
Erna Dugan, 307 Columbia Ave.
Wendell Watkins, 118 Myrtle St.
Violet Pinkerton, 129 Hawley St.
Theresa Colton, 125 Cameron St.
Mrs. H. H. Kemp, 525 Post Ave.
Phyllis Dagen, 14 Margaret St.
Louise Schickel, 246 Pinnacle Rd.
Lorraine Keeler, 22 Moran St.
Joan Smith, 419 Erie St.
Mrs. Leidecker, 378 Maple St.
LaNette Hockborn, 225 Durman St.
Mary Richards, 706 Frost Ave.
Barbara Corrie, 24 Strohm St.
Lola Bailey, 36 Ashbury St.
Amy Robinson, 3338 Culver Rd.
M. Spiegelman, 474 Avenue D.
Mrs. Bennett, 468 Lake Avenue.
Mrs. Lena Seldon, 171 Wilkins St.
A. Barone, 19 Catherine St.
Nancy Datz, 37 Carlsle Rd.
Marion Handler, 11 Luzerne.

Pinnacle P.T.A.
Opens Season

Parent-Teachers' Association of Pinnacle School 35 will hold its first fall meeting next Wednesday at 2 P.M. Mrs. Harry Warren, President of the club, will preside.

Scheduled on the program is an original skit presented by members under the direction of Mrs. Allen Leve.

Mothers of seventh grade pupils will serve refreshments.

ADVERTISED BRANDS Week

GILLETTE Shave Cream 25c Size **2 for 26c**

DRENE SHAMPOO 60c Size **49c**

PETERSON'S OINTMENT 60c Size **29c**

FEENAMINT GUM 25c Size **19c**

TOOTH PASTE IDENT 50c Size **33c**

BAYER'S ASPIRIN 100 Tabs. **59c**

MURINE for the eyes 60c Size **49c**

JOHNSON'S BAND-AID 25c Size **19c**

Effervescent Salt ENO 60c Size **47c**

PHILLIPS Milk Of Magnesia 50c Size **21c**

WOODBURY TALCUM 25c SIZE (Limit 2) **7c**

PAPER NAPKINS Box Of 80 (Limit 2) **3c**

FITCH'S HAIR TONIC 35c SIZE (Limit 2) **11c**

WOODBURY SOAP 3-Bars and **WOODBURY'S ALMOND LOTION** 40c Value **16c**

ZONITE 60c Size **43c**

SQUIBBS Tooth Paste 40c Size **33c**

MENNEN Baby Oil 40c Size **43c**

WILLIAMS Shave Cream 50c Size **39c**

HORLICKS Malt Milk 50c Size **37c**

NOSE DROPS Vick's 30c Size **24c**

KLEENEX 200 Sheets **13c**

GEM BLADES pkg. of 5 **23c**

Dr. LYONS TOOTH POWDER 50c SIZE (Limit 1) **18c**

TOOTH BRUSHES Reg. 25c Value **8c**

SHAVE CREAM GIANT 50c TUBE (Limit 2) **13c**

FASTTEETH FOR PLATES 60c Size **49c**

LYSOL 60c Size **43c**

ANACIN TABS — 12's **19c**

VITALIS HAIR TONIC 50c Size **39c**

CALOX Tooth Powder 30c Size **24c**

LISTERINE LARGE 75c Size **59c**

JOHNSON'S Baby Powder 25c Size **19c**

DAW'S Rochester's Original Cut-Rate Drug Stores

GILBERT ALARM CLOCKS Guaranteed One Year Reg. \$1.25 Value **69c**

Right Reserved to Limit Quantities

MOVIE GUIDE

Veterans Post Plans Outing

Although the Arch of Triumph in Paris was built at the command of Napoleon to commemorate his victories, it was only one-third finished at the time of his downfall.

[illegible]

Money raised through this outing will be used to sponsor a Brownroot Bicycle Safety Club.

Others who are serving on ClamLake committees include: Willis Kiggins, Earl Vogt, James Burns, James Brennan, William Strohmaler, Fred Schletzer, Ed O'Grady, H. Hasselwander, Joseph R. Madsen, Reisinger, William James Ray, Kaye Maurice Nelkins, James Maley, Harry Corey, Ray Aulenbach, "Doc" Potter, Chas. O'Rourke, Leroy Currier, Geo. Leyrore, Frank Wilson, Noah Kiersley, Gordon DeClere, John Seelye, C. Weddler, Richard Griffith, Bill Cuthbert, John E. Van Vleet, Blumer, M. Brower, Earl Brown, Charles Saunders, James Brennan and James Burns.

Our Movie Critic Says —

THINK OF IT!

AT KLASS FURNITURE YOU CAN BUY THIS



NEW 1940
Genuine "Enterprise"

GAS RANGE

for only

\$34.50

ON EASY
TERMS!

All These Modern Features
Included:

- Spacious Oven
- Large Storage Compartment
- Pull-out Broiler on Rollers
- Heat Control
- Non-clog Burners
- 2 Coats White Porcelain

*Slight Additional Cost
Other Ranges from
\$22.50 to \$60.50

FURNITURE CO.
Open Every Evening

HURRY—ACT NOW

KLASS

217 W. MAIN St., cor. Broad (at the flat iron)

Chairman Entertains Zonta Committee

Members of the program committee of the Rochester Zonta Club were entertained at dessert Monday evening by Mrs. Marjorie Hamilton of Springfield Avenue. Preliminary plans were discussed for bringing Mrs. Ethel Holmes Munsey, Buffalo Zontian, to give a series of evening book reviews on October 31st, November 28th, and January 23rd. Assisting Mrs. Hamilton who is chairman of this committee are: Miss Flora Armstrong, Mrs. Florence Baker, Mrs. Florence Cooksley, Miss Isabelle Howard, Miss Edwile E. Hogadone, Miss Marietta Lechler, Miss Dora Neun, Miss Ida Randle, Mrs. Josephine Reddick, Mrs. Lucy Smith, Mrs. Maude Snapp, Mrs. Laura Truesdell, and Mrs. Marie Wyder.

Social Justice Club To Meet

Social Justice Club of Rochester will meet next Monday evening at 8 in Old St. Mary's Church Hall, South St.

Plans for a city-wide campaign to petition Congress to retain the arms embargo will be made. Plans for the national leader's birthday party on Oct. 26th will also be discussed.

Church Arranges For W. C. T. U. Meet

Episcopal Church of the Ascension is now making reservations with these who have rooms available for delegates to the National W. C. T. U. Convention to be held in Rochester September 27th through October 3rd. Rates for rooms have been set at \$1.00 per night or \$1.25 when breakfast is included.

Jimmie Fidler Returns To Air

Jimmie Fidler, whose column "Jimmie Fidler in Hollywood" appears in the Rochester Sun each week, returned to the airwaves last Tuesday night with a fresh supply of new inside dope on Hollywood. He is heard each week locally over station WHEC at 7:15 P.M. EDT.

Among other special features, Fidler proposes to carry on with his famous Open Letter. He has several planned already — one to Walter Wanger.

Home Bureau Notes

Members of the Garden Study Club of the Rochester Home Bureau launched the 1939-1940 program with a fall flower show Tuesday afternoon and evening at bureau headquarters, 150 Plymouth Avenue N. E.

The club conducts one of many of the educational programs in homemaking for women, which are carried on through neighborhood units, lecture demonstrations and working meetings.

The Averil club, of which Mrs. M. Dodson is organization chairman, will meet next Tuesday in the parlor of the Monroe Avenue M. E. Church at 1:30 p. m.

Miss George Watkins, director of the Bureau, will discuss opportunities for homemaking and display some of the work of the organization. The public is invited to attend.

The group will meet thereafter the second and fourth Tuesdays each month at the same address at 1:30 p. m.

The making of inexpensive metal craft articles will be taught at an all day work meeting, Sept. 26, by Mrs. Bert Goodwin, assisted by Mrs. Avery Bacon.

The Goodman Unit, of which Mrs. Henry Copenhagen is chairman, will meet next Wednesday at 1200 Goodman St.

A business and program planning meeting will take place at p. m., followed by a social hour. The public is cordially invited.

Check these
and
SAVE

Extra Special VALUES

For THURSDAY, FRIDAY & SATURDAY
AT ATLANTIC SUPPLY HOUSE

KRAFT
Velveeta or American
Brick Cheese

43¢



2 lb. FAMILY-SIZE Loaf in
the transparent wrapper

JUMBO MARROW BEANS
Hand Picked (5 lbs. 30¢) **lb. 9¢**

COOKING CHOCOLATE
Nap. Firm **lb. 25¢**

FRESH! TENDER! MARSHMALLOWS
Special! **lb. 13¢**

FOR A REALLY FINE COFFEE
TRY OUR FAMOUS EXCELLO **lb. 25¢**
a rich, flavorful coffee, low in acid content.

Pure Cider VINEGAR
gal. **17¢**
Plus Container Charge



Walnut Meats lb. 49¢
Maraschino Cherries 5 oz. Bottle 10¢
Vanilla Compound 4 oz. 15¢ 8 oz. 25¢
Pure Ground Spices 4 oz. pkg. 15¢
Sweetened Coconut lb. 21¢ 1/2 lb. 12¢
Brown Sugar 8 oz. 16¢
Good Figs 8 oz. 25¢
Food Colors tube 10¢
Crystalized Ginger lb. 43¢

Atlantic Supply

79 St. Paul st. — HOUSE — MAIN 4173

Free Parking on 50¢ purchases. Free city delivery on \$2.00 purchases

**\$10 to \$20 for your
OLD STOVE**

during our

Third Annual

OLD STOVE ROUND UP

Famous make Certified Performance GAS ranges priced way down. What's more — your old stove is worth real cash on any range you want to buy. Cook faster, easier, and better. Easy to clean simmer-save burners for waterless cooking saves vitamins. Larger smokeless, double-quick broilers and ovens light automatically, cut food shrinkage up to 20%. Complete with minute minder and lamp. All at special prices. See them today.



As low as

\$99⁹⁵

with your old stove

NO DOWN PAYMENT

Pay as little as \$3 a month on convenient terms.

**ROCHESTER GAS &
ELECTRIC CORP.**

SURE, EAT ORANGES— *for Vitamin C* *But By All Means —* **GET SOUND SLEEP!**

**YOU CAN GET THE WORLD'S BEST SLEEP ON
A SIMMONS BEAUTYREST MATTRESS**

and at

LAUER'S

**You Can Buy Your Beautyrest
For Only**

5^c

A DAY



**Better Sleep Is As
Important To Better
Health As Vitamins!**

Yes, you can buy the world's finest sleep for only five cents a day, and you can believe all you hear about the importance of sleep. You can get along without orange juice . . . you can get along without cabbage . . . but you can't get along without good, sound sleep. Now you pay a lot of money for vitamin foods to make you healthy . . . but how much do you pay to get better sleep? How is your mattress? Lauer's suggest that you take inventory, and if your mattress is old or lumpy, buy a new Simmons Beautyrest . . . Lauer's are making it easy for you to do just that. All we ask you to do is to call us on the telephone, pay our driver one dollar on delivery, then start paying at the rate of five cents a day, thirty-five cents a week, or one dollar and fifty cents a month until your mattress is paid for. When we receive your telephone call, your mattress will be on its way within the hour so you can get the benefit of sound sleep this very night. Don't put off sleeping any longer. Call Main 3268 now!



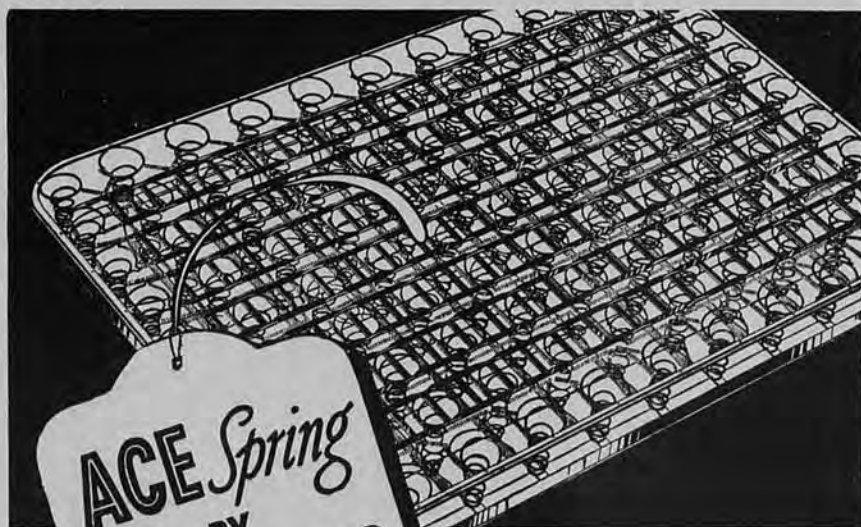
Store Open Friday Evening Until 9 P.M.

BUY A SIMMONS IMPERIAL BEAUTYREST STUDIO

For Only
10^c A DAY



The Simmons Beautyrest Studio Couch has a genuine Simmons Beautyrest mattress construction. Try other studios for comfort . . . then let us show you the Simmons Beautyrest. There is a vast difference in the way it sits . . . in the way it sleeps. Try it.



**ACE Spring
BY
SIMMONS**

If you have an innerspring mattress now that does not seem comfortable to you perhaps you can remedy it by using a Simmons Ace Spring under it. The Simmons Ace Spring is firm enough to hold your mattress in a perfectly level position yet it is resilient enough to take away the shock of your changes in sleeping posture. The Simmons Ace Spring gives your mattress the proper support. It will not allow the coils of your mattress to sag . . . it will give it a much better sleeping comfort. You may buy your Ace Spring at Lauer's on the five cents a day plan.

IF YOU CAN'T COME IN MAIL THIS COUPON TO LAUER'S

Please send me a Beautyrest mattress (State color wanted) My bed measures (length) (width). I understand this to be the 1939 new improved Beautyrest which is deeper than the old Beautyrest mattress as guaranteed by Lauer's. When this mattress arrives I agree to pay your driver one dollar on delivery and 5c a day, 35c a week, or \$1.50 a month until this mattress is paid for. The price of the Beautyrest mattress is \$39.50.

If it is convenient for you to telephone, call Main 3268 for your Beautyrest. If you pay for your Beautyrest at the rate of one dollar down and a dollar per week, no carrying charge whatsoever will be added.

Signed

NAME

ADDRESS

**ON Sale
AT**

LAUER'S · 50 STATE ST.

**ALSO AT
OUR
GENERAL
STORE**

RE-NEWS FURS!
At No More Than the Cost
of Ordinary Cleaning

Fur Re-Vitalizing

- Costs No More Than Cleaning!
- Removes Sulfur from Both Lining and Fur.
- Cleans and Glazes in One Process.

A new process, now available for Rochester women! Re-Vitalizing adds years to the life of your fur coat... and restores the same lustre and pliability which characterized your fur when new!

\$1.00 OFF Regular Prices If you bring this Ad

DAVID JANOS
Established 15 Years Same Location
127 CLINTON AVE. SOUTH

MOTHER!

BE SURE THEIR FEET Aren't A Real HANDICAP

The foundation of healthy feet is most important to school-going youngsters. If there is the slightest indication of foot discomfort, bring them to SPIEGEL'S. Immediate attention may prevent serious trouble in later life.

GEO. F. SPIEGEL & SON
ARCH. SUPPORTS
Glenwood 4731 1210 St. Paul St.

In most foreign countries it is impossible to bring in, duty free, over a carton of cigarettes. At Jamestown, Virginia.

The first salt works in the United States were established here.

HARRIS NUSBAUM
The Complete Department Store
221-223 JOSEPH AVENUE

Closed All Day Thursday and Friday

OPEN SATURDAY AT 7:30 P. M.
With a Store Full of Special Sale Values

Mrs. Elizabeth A. Alden, 11 Reservoir Ave.

Republicans To Eat Clams

Union League Republican Club will hold its 33rd Annual clam-bake next Sunday at Point Pleasant Hotel starting at 1:00 P. M.

Charles Doerr, president of the Club is honorary chairman of the clam-bake committee, with James W. Babcock as general chairman, assisted by Irving O. Drew and Carl W. Diehl.

It is announced that tickets may be procured from Harry Bareham, Jr., or members of the Club.

In 1690 salt was produced by boiling sea water and letting it evaporate.

Ward Leader Changes In 3rd

Forced to resign as ward committeeman because of the Hatch bill barring federal office-holders from political connections, Martin Herbst, third ward Democrat, relinquished his ward leadership to John Smith, 74 Adams St., at the annual election of officers held in the club-rooms at 140 Edinburgh St., on Tuesday evening.

New officers of the club are announced as: Harry Hockenbrock, Pres.; Frank Leiske, Vice-Pres.; Edward Patzings, Sec'y; Arthur Nourse, Treas., and Russell Gerling, Sergeant-at-Arms.

Salt mines in Retsof, N. Y. are the largest in America. The mine has miles of railways beneath the earth's surface.

CALLI
Prices on WITH
SA
CALL
EGG
Stove
NUT
SHOVEL

LIBER
72

HIP
EVERY
ADMISSION
40c

PLAYERS
HAVE W

Holly
BL
Admission
THURS. -
35 PUL
Just a

BINGO
PLA
Grand O

BINGO
PLA
Grand O

"RO

B

BE EARLY
FOR TH
"EARLY
BIRN
8 Oct

CELEBRATING 10 STRAIGHT YEARS OF PHILCO LEADERSHIP!

CELEBRATION SALE

PHILCO
presents these new

Anniversary Specials

Philco cooperates with Weis & Fisher's, Rochester's showplace of furniture fashion, to bring you these sensational 1940 Anniversary Specials in a great Celebration Sale! Special extra-liberal trade-in allowances... Special extra-easy payment terms! Many special offers at Weis & Fisher's this week! Come early for best selections!

Only Philco gives you ALL 3

- "PLUG IN and PLAY" CONVENIENCE No aerial or ground wires to install. Plug in anywhere... and play.
- NEW PURITY OF TONE Greater freedom from power line noises and man-made static. Enjoyable reception!
- SUPER-POWER Even gets foreign reception without the use of an outside aerial. Really amazing performance!

You need all three for full radio enjoyment. A mere built-in aerial, whatever it may be called, gives you just one or two. Only Philco gives you ALL 3... because only Philco has the Built-in Super Aerial System!

Every 1940 Philco Is Built to Receive TELEVISION SOUND ... the Wireless Way!

PHILCO 158F. The champion value in radio history at the price. Has costly R. F. Stage, never before offered in a console priced so low. Six newly invented Loktal Tubes, every one working—none wasted for ballast or "tuning eye." Undreamed-of power and beauty of tone. For use with Philco Utility or attached wire aerial. Exquisite Walnut cabinet. A feature value during this Celebration Sale—see it at Weis & Fisher's.

PHILCO 525 with AUTOMATIC RECORD CHANGER
Brand new radio-phonograph, a triumph of tone, operation and performance. Has reliable Automatic Record Changer for 12 records. Special phonograph circuit with doubled sound output. Built-in Super Aerial System. Push-Button Tuning.

PHILCO PORTABLE 81T
Plays anywhere, indoors or outdoors, without aerial, house-current or plug-in. Compact, light and easy to carry, yet full, rich tone and amazing performance. Special low-drain circuit gives twice the battery life at the price. Complete with batteries...

PHILCO Transitone PT-25. Powerful AC-DC Super-heterodyne, with 5 newly invented Loktal Tubes. Every one works—no ballast tube. Full, rich tone. Amazing power. High-output Speaker. Automatic Volume Control. Smart, brown bakelite cabinet. One of many new models.

RADIO-PHONOGRAPH \$100

ANNIVERSARY \$39.95 SPECIAL

ANNIVERSARY \$59.95 SPECIAL

FREE!
DURING THIS SALE

Sessions Electric Radio Clock

Yes, this beautiful, full-size (9 3/4 inches wide, 7 inches high) Sessions self-starting Electric Radio Clock is yours FREE with the purchase of these Anniversary Special Philcos during this sale! Hurry... offer good only during our Celebration Sale!

at WEIS & FISHER'S

PHILCO 165K. Just announced for this Celebration Sale at Weis & Fisher's. Has Built-in Super Aerial System. No aerial or ground wires to clutter your roof or room. Twin-Loop Aerial and triple-power Television Tube gives you foreign reception as well as pure tone even in noisy locations. Electric Push-Button Tuning. Large, stately cabinet of highly-figured Walnut.

ANNIVERSARY \$59.95 SPECIAL

EXTRA LIBERAL TRADE-IN ALLOWANCE EASY TERMS!

WEIS & FISHER'S

Scrumptious!
Roast Long Island
DUCK PLATE
Served as ONLY we can serve it. Just ask anyone who's tried it. AND it's a standing and entertainment too.

75c

PITTSFORD INN
Where East Meets West
Monroe Ave. Meet

Diamond
TIRES

New Accounts OPENED IN 5 MINUTES AND YOU CAN BUY TIRES AS LOW AS 43c A WEEK UNIT PARTS Corp.
1185-1234 MAIN ST. E. CULVER 250

BINGO
Public Address Systems Sales & Rentals
WHITE
Radio & Sound Service
872 South Clinton Ave. Phone Monroe 8342

FURNITURE RECONDITIONED
Re-upholstering, Refinishing 2-pc. Guitars re-covered in frieze cloth \$26.50. Occasional Chairs, \$2.00; Coaster, \$1.50; \$7.50

Textile Upholstering Co.
MAIN 4233

RUGS
CLEANED and STAINED \$1.00
Rugs, Stained, Cleaned, Washed, Sized, Moth, Damp and \$3.00

ELTER CO.
EST. 1872
Glenwood 3466-44 Arthur St.

BINGO
2011 E. MAIN ST.
Tues. and Sat. 8:15 P. M.
23 GAMES 25c

Empire Textile Weaving Co.
DRENE HENBURY
Weavers & Menders
Tears, Moth Holes Burns renovated and made invisible in suitcases, sweaters and linens.
109 Burke Bldg. 5 St. Paul St. Est. 1929 STONE 3121

BINGO
West Avenue Manor
Corner West Ave. & Hancock St.
Every Mon., Wed. and Fri.
13 GAMES for 25c
8:15 P. M. Sharp

GLIDE HALL
BINGO
EVERY THURSDAY AND SUNDAY
1203 JAY ST. cor. GLIDE ST.
Mt. Read via Jay St. Bus
23 GAMES—25c

CALLING ALL HOMES

Prices on Anthracite Coal Will ADVANCE
WITHIN THE NEXT TWO WEEKS

SAVE MONEY

CALL --- GLEN. 5960

EGG STOVE NUT	935 PER TON	PEA ... 7.95 Buckwheat 7.50 RICE ... 6.50
SHOVELED OFF		SHOVELED OFF

LIBERTY COAL CO.
727 DRIVING PARK

Mrs. Martha J. Parkhill, 44 Bradburn St.

HIPPODROME

AT THE
ARENA

BINGO
EVERY MONDAY
ADMISSION NIGHT

40c
PLAYERS \$23,000 AT OUR
GAMES

87

STONE ST. Near Court
PRIZE LIST NEXT WEEK
OVER \$550.00

Hollywood BINGO
Admission 25c
THURS. - FRI. and SAT.
35 PULLMAN AVE
Just a Step from Kodak

7
CHANCES
TO WIN
ONE GAME!
The New Way
To Play Bingo!

Free
Entertainment
Starts at
7:15 P.M.—
Games 8
Sharp

BINGO
Plymouth Spiritualist
Church
PLYMOUTH AVENUE
AT TROUP STREET
PLAYING EVERY SATURDAY
Grand Opening Saturday Sept. 16th 23 GAMES 1:30 P. M. 25c

"ROLLERDROME"

184 Clinton North

Every Wednesday
8 P. M.

BINGO
BE EARLY FOR THE
"EARLY BIRD"
8 O'clock
ADMISSION 40c
BIG CASH PRIZES

Loosely
Acclaimed As
THE FINEST ALE
IN
ROCHESTER
Tam o' Shanter STOCK ALE
More Hops • More Malt • More Age
DRAUGHT • BOTTLES
EVERYWHERE
AMERICAN BREWING CO. • Rochester, N. Y.

Back to School SALE

These Prices Effective
Friday & Saturday

PLUMP MEATY LONG-ISLAND
DUCKS
17c
Meaty, young Long Island duckling,
raised especially for table use.
Serve one for your Sunday
dinner.

With increased prices predicted for Fall, it behooves you to take advantage of this sale opportunity to stock-up on fine foods! Visit Wegman's this week-end, buy now for later — with a saving on every purchase!

Right Reserved
To Limit
Quantities!

Wegman's Favorite
**SMOKED
HAMS**
22c

No. 2 Size Cans
**APPLE
SAUCE**
2 15c

24 1/2 Pound Sack
**HECKER'S
FLOUR**
89c

Wegman's Favorite
**FRESH
COFFEE**
2 25c

New York State
**PEA
BEANS**
5c

PHILLIP'S NO. 2 CUT GREEN
BEANS 3 cns. 25c

ROSEFRUIT NO. 2 CUT WAX
BEANS 3 cns. 25c

ALAMO LIGHT MEAT
TUNA FISH 2 cns. 25c

THE ORIGINAL FELS
SOAP 10 bars 41c

KRAFT'S MACARONI
DINNERS pkg. 10c

CHASE & SANBORN'S DATED
COFFEE lb. 22c

CRISP FRESH EDUCATOR
CRAX 2 pkg. 29c

GALLON JUG PURE
VINEGAR ea. 12c

ASSORTED FLAVORS ROYAL
GELATIN 4 pkgs. 19c

CAMPBELL'S FAMOUS
Tom. Soup 4 cns. 25c

WORLD'S LARGEST SELLING SWEET CREAM BUTTER
LAND O' LAKES SWEET CREAM BUTTER
The finest, freshest
Butter money can
buy. Irrespective
of price!

Wegman's
HOME OWNED FOOD MARKETS
FREE PARKING for CUSTOMERS

WANT ADS

MEN—WOMEN, GET U. S. GOVERNMENT JOBS. Commence \$105 to \$175 month. Short hours. Prepare immediately for next examinations. No experience usually necessary. Complete education usually sufficient. Full particulars and list positions FREE. Write today sure. Franklin Institute, Dept. 8, 15, Rochester, N. Y.

268 ARNETT BLVD. — 5 rm. heated apt. Government to schools and transportation. See Supt.

537 PLYMOUTH AVE. 5-room apt. heated. Moderate rental. See Supt.

LIBERAL allowances on your old furniture. SPECIAL! We pay \$2.00 for coal heating stoves and cooking stoves. H. F. FAIRER, 134 North Plymouth Ave.

2-4 KING STREET—7 and 4 rm. heated, completely redecorated apt. Moderate rental. See Supt.

618 LAKE AVENUE — 2 rm. and kitchenette apt. heated electric refrigerator. See Supt.

432 1/2 WEST MAIN STREET — 5 rm. unheated apt. \$20.00 per month. See Supt.

138-304 MONROE AVE. — 2 rm. and kitchenette apt. heat and hot water. Moderate rental. See Supt.

53 NORTH STREET — 4 rm. apt. moderate rental. See Supt.

121 NORTH STREET — One, two and three rm. apt. heat, light and refrigerator. Moderate rental. See Supt.

127 PARSELLS AVE. — One and two rm. kitchenette apt. heat, light and refrigerator. Moderate rental. See Supt.

74 BALDWIN STREET — 4 rm. apt. unheated. Newly decorated. Moderate rental. See Supt.

231 GENESEE — 3 rm. kitchenette apt. unheated. Moderate rental. See Supt.

NEW SIMMONS METAL BEDS \$2.45: Spring and mattress complete \$10.50; Shop worn deluxe coil spring, \$8.00; All size coil spring, \$4.50; Innerspring mattress, \$5.35; \$39.50 nationally known Beauty Innerspring Mattress, \$15.00; Walnut, maple or mahogany four poster beds, \$5.00; Jenny Lind or spool beds, all sizes, \$2.50; Studio Couches, \$13.50; 4 piece blond Mahogany bed room suite, \$52.50; 3-piece Queen Ann Mahogany bed room suite, \$60.00; 4-piece Walnut bed room suite, Lotz design original oak \$13-\$17.00; low boxes, \$10.00 to \$20.00; Bed, spring or mattress from \$1.00 to \$2.00; Occasional chairs, assorted covers, \$2.50; Over stuffed lounge chairs as low as \$1.00; 3-piece living room suite, assorted hand, \$5.00 to \$15.00; Rebuilt living room suite, beautiful new covers, as low as \$27.50; Paralel top and low table, 4 chairs, usually sell for \$18.50, for \$15.00; 5-piece Chrome set, usually \$48.50, for \$35.00; One stove, \$10.00; Combination built-in stove, equipped to burn gas and oil, \$20.00; H. F. FAIRER, 134 North Plymouth Ave.

DOLAN'S
MEATS — GROCERIES — VEGETABLES
600 JEFFERSON AVE.
We Deliver Phone Genesee 1417

Pump Milk Fed **FOWL** 17c
U.S. Inspected Young Steer **BEEF**
Whole or Half Shank Skinless
SMOKED HAMS 25c
Buy the CHICKEN You Prefer
LEGS . lb. 37c BREASTS lb. 45c
NECKS . lb. 10c WINGS lb. 23c
Giblets . lb. 19c LIVERS . lb. 45c
Complete Canning Supplies
Ivanhoe 25c Coffee 22 1/2c Bacon 23c
Said Farrington 23c Bacon 23c
Dressing 25c Coffee 22 1/2c Bacon 23c

COUPON
For Your CLAMBAKE
Cherrystone 90c per 100
Sweet POTATOES 3 lb. 10c
ROOTERS 25c
Fresh Picked CORN
Special Prices To Clubs, Hotels, etc.

SPICES
3 boxes 18c
With Coupon

Mrs. Florence Carlisle, 310 Winton Rd.

Go first to **Neisner's**
5c to \$1.00 Stores
200 E. MAIN ST.
A Great Buy of Former
\$2 - \$3 - \$4 Smart Fall Novelty
Footwear for Women
Outstanding Values

- New—Midnite Blacks
- Plenty of Tans
- Smart Burgandys
- High Cuban, Low Heels

OUT they GO \$1 A PAIR
ALL SIZES BUT NOT EVERY SIZE IN EVERY STYLE. SHOP EARLY.

HARD-TO-BEAT VALUE!
Gym Shoes for GIRLS
HEAVY DUCK CANVAS UPPERS — Double Duty Soles
YES! BINDER! They're the best shoe on the Gym Floor AND A BIG VALUE!
59c
REL SIZES FOR WOMEN — GIRLS

WOMEN'S NEW FALL
SATIN SLIPPERS
ALL WANTED COLORS
29c
SALE PRICE
SIZES 4 To 8

BOYS'—GIRLS' SCHOOL
OXFORDS
69c
TAN Blacks
SIZES UP TO BIG - 2

College Bred SPORTS
FALL'S FAVORITE STYLES FOR GIRLS
"Jeepers" or "Lotion Soles"
25 — BROWN • CAMEL • BLACK
The New DUTCHIES included at this low price
1.98

MOHICAN MARKETS

43rd Anniversary Sale

We invite you to celebrate with us our 43rd Anniversary. You, our customer, whom we have tried to please these many years by keeping pace with the march of progress in Food Merchandising shall be our honored guest. We are proud to invite you because every improvement or advancement has been for your convenience, your health and better living.

We fully realize every candle on our Birthday Cake was placed there by you in recognition of our efforts to serve you in an intelligent, courteous manner with good food priced reasonably.

We hope to enjoy your continued patronage, and in keeping with the occasion, offer you some very attractive values. Come in and see us this Anniversary Week, and if you are not a regular Mohican customer, take this opportunity to become better acquainted and see our splendid displays of fine quality merchandise, reasonably priced. Remember, "the name MOHICAN on any article is your guarantee of fine quality food."

In making this 43rd Anniversary possible, we sincerely thank our many friends and customers.

178 N. Goodman. 314 Main St. W. 603 Thurston Rd.
366 Lyell Ave. 447 Monroe Ave. Bakery Store
367 Main St. E. 463 Ridge Rd. W. 184 State St.

BEST COAL VALUE IN CITY

Fill Your Bin Now At These Low Cash Prices

High Quality

BLACK MAGIC COAL \$10.25

PHONE Gen. 586

PEA COAL \$8.50 TON
BUCKWHEAT \$7.75 TON

PAYNE & DUNHAM

34 BRONSON AVE.
Mrs. Grace E. Stanley, 123 Ardore St.

SEE KINNEY'S BIG SELECTION OF

SCHOOL SHOES!

COLLEGE OXFORDS!
Smart looking, trim looking sport oxfords, built for long rugged wear and designed to please the style consciousness of the growing girl. Perfect for school and ideal for practically every occasion!
Sizes 3 1/2-8 1/2

CREPE OR LEATHER SOLES!
Active youngsters need these shoes that are built to absorb plenty of punishment and stand lots of hard wear! They're styled smartly and designed for comfortable fit.
Sizes to 3

TOPS IN VALUE!
Here are the shoes for boys that are just packed with extra value. They're built to "take it" and DO!
CREPE OR LEATHER SOLES!
\$1.98
Sizes 1-5 1/2

KINNEY'S

74 MAIN ST. E.—Near Front St.

The New Portable

CORONA TYPEWRITER

NOW ONLY **\$19.75** Complete With Case

FORMERLY \$50.00
Nothing Changed But The Price

ALL THESE FEATURES -

- Full Keyboard
- Two Marginal Stops
- Double Shift Key
- Two-Color Ribbon
- Back Space
- Aut. Ribbon Reverse
- Leatherette Case

PHONE STONE 3424

Standard typewriters Rented, 3 Months \$6

CITY TYPEWRITER

160 SO. CLINTON
Next To R. B. I.

FREE DELIVERY ON ORDERS OF \$3.00 OR MORE

Miracle FOOD MARKET

Open Evenings Thursday, Friday and Saturday

694 LAKE AVENUE

COMPARE THESE PRICES WITH WHAT YOU ARE NOW PAYING ELSEWHERE

DAVIS BAKING POWDER Lg. 12-oz. Can	12c
KREEMEX PANCAKE FLOUR Lg. 1 1/4-lb. Pkg.	7c
SLICED DILL PICKLES Quart Jar	10c
CLAPP'S BABY FOOD 3 for	20c
LUS LIOUS APRICOTS Lg. No. 2 1/2 Can	12 1/2c
RICH CREAMY PEANUT BUTTER 2-lb. Jar	22c
PURITY WORCHESTER SALT 2-lb. Box	6c
SNIDER'S SAUERKRAUT No. 2 1/2 Can	6 1/2c
TENDER SWEET PEAS No. 2 Can	3 for 25c
BRAND LABEL—ORANGE PEKOE 1/2-lb. Pkg.	29c
FRANCO-AMERICAN SPAGHETTI 2 Large Cans	15c
CHASE & SANBORN COFFEE 1lb.	21c
Morning Glory Coffee, 3 lbs.	39c
RINSO Large Pkg. when purchased with 4-oz. Black Pepper at 10c	13c
FREE Buy 1-lb. Orange Marmalade and get 1 package of JELLO FREE Any Flavor	15c
CUT FROM U. S. INSPECTED YOUNG STEERS BEEF ROASTS lb.	19c
LONG ISLAND—FRESH DUCKLINGS lb.	19c
MILK FATTED For Fricassee or Salad lb.	19c
MILK FATTED—YOUNG Roasting CHICKENS lb.	25c
FRESH CHERRYSTONE CLAMS each 1c 90c per 100	
FRESH SHUCKED OYSTERS pt.	25c
Direct from the Oyster Beds	
CHICKEN CUTS Fresh Legs lb. 37c Breasts lb. 43c Livers lb. 45c	
Necks lb. 15c Wings lb. 23c Giblets lb. 19c	
PIG HOCKS 3 lbs.	25c
BACON lb.	25c
Lean Sliced—Rindless Arpeko	
Creamy Mild CHEESE, lb.	23c
Mohawk Limburger CHEESE, lb.	28c
Grade "C" EGGS, Doz.	24c
Heinz Ripe Mission OLIVES, Pt.	20c
California Seedless ORANGES doz.	15c
Fresh Wax or Green BEANS lb.	5c
Fresh Crisp CELERY 3 stalk bundle	10c

COUPON
1 lb. Baby Beef LIVER
1 lb. Arpeko BACON
45c
Reg. 54c Value with Coupon

COUPON
Tomafo Juice
Roast Leg of Lamb
Browned Potatoes
Harvard Beets
Lettuce
Delicious Baked Apples
Coffee
Temperature for complete meal, 200 degrees F.
ROAST LAMB—Wipe lamb with cloth wrung out of cold water. Leave fall on meat. It helps hold it in shape. Place on rack in shallow pan and bake in a preheated oven 35 minutes per pound. Do not cover, do not baste, do not sear. Two hours before meat is done, roll peeled potatoes in fat and arrange in pan around meat. Turn once when nicely browned on one side.

Easy, isn't it? The old fashioned covered roaster that took up so much room in your oven and was so hard to wash is no longer necessary. No more ducking in and out of a hot oven to baste the meat, you see it doesn't dry out in the new low temperatures. Just be sure and place the meat on a rack or trivet, or make one out of two spoons so it won't fry in its own drippings. Since we have so much room left in our oven let's be economical and cook the rest of the meal in it along with the meat.

Personals

Mr. and Mrs. George R. Kernodle of Cleveland, Ohio returned last week on the Queen Mary from Europe where they passed a year. They were guests in Rochester of Mr. and Mrs. C. Welland Crowell of Thatcher Road.

Mrs. W. Y. Page of Portsmouth Terrace entertained at luncheon on Saturday at the Century Club, in honor of Mrs. Burton H. Davy of New York City.

Miss Dorothy Dengler, of Mr. and Mrs. G. Charles Dengler of Quentin Road left Sunday for Keuka College to start her senior year.

Miss Leah Rae of Chili Avenue has left for Chicago and California where she will pass several weeks.

Miss Barbara Hendrickson of Binghamton who has been the guest of Miss Elaine Clow of Susquehanna Road for two weeks returned Saturday to her home.

Mr. and Mrs. Willard J. Kell of Oxnard, California, arrived Friday from New York to be the guests of Mrs. Grace N. Kell of Rugby Avenue.

Miss Ella M. Hendrickson of Cedarwood Terrace left Saturday for New York and the World's Fair.

Mrs. Frederick F. Church of Oxford Street left Tuesday by motor for Englewood, N. J. where she will be the guest of her daughter, Mrs. Gerrit V. Weston and Mr. Weston for two weeks.

Mr. and Mrs. Frank J. Clow of Susquehanna Road and Mr. and Mrs. G. Charles Dengler of Que. tin Road were host and hostess, with Mr. and Mrs. Walter Jackson, on Friday in honor of the twenty fifth wedding anniversary of Mr. and Mrs. Ray Sakes of Fairport.

Mrs. Victor W. Hurst of Sandringham Road returned Wednesday from New York where she spent the week end and attended the monthly board meeting of the Federation Garden Clubs.

Dr. and Mrs. E. Earl Elliott of Clover Hills Drive and Mr. and Mrs. Arthur M. See of Cobbs Hill Drive, who have been motoring through Norway and Sweden, landed Saturday and returned to Rochester the first of this week.

Miss Betty Hamilton of Arnold Park returned last week from Newark, N. J., where she passed two months.

FOOD

News and Views

(By IRFENE MUNTZ)

Research in meat cookery by national authorities has suggested radical changes in our methods of cooking meat. After cooking thousands of roasts and carefully checking the results, the National Livestock and Meat Board tells us that methods of roasting meat may be greatly simplified and our products greatly improved.

In the first place they have found that our old method of searing meat, dried, shrunk and leached our roasts with the result that we turned out less tender, less juicy and smaller roasts than we should. When they tried reducing the temperatures they found that the final product weighed more than if the roast had been seared and that it was far more juicy, flavorful and tender. It had an attractive, well browned exterior but it took a longer time in the oven.

Research of 300 degrees F. was best for beef, pork and veal. To many a housewife, this has proved an obstacle, for without an up to date oven such low economical temperatures are difficult to maintain. Yet this method of cookery is important to all of us for this research showed not only that by using this method, more servings of meat resulted from a roast, thereby cutting down the meat bill, but that the lower temperatures cost less to maintain and thereby cut down on your fuel bill. Here's a typical menu:

Tomafo Juice
Roast Leg of Lamb
Browned Potatoes
Harvard Beets
Lettuce
Delicious Baked Apples
Coffee
Temperature for complete meal, 200 degrees F.

ROAST LAMB—Wipe lamb with cloth wrung out of cold water. Leave fall on meat. It helps hold it in shape. Place on rack in shallow pan and bake in a preheated oven 35 minutes per pound. Do not cover, do not baste, do not sear. Two hours before meat is done, roll peeled potatoes in fat and arrange in pan around meat. Turn once when nicely browned on one side.

Easy, isn't it? The old fashioned covered roaster that took up so much room in your oven and was so hard to wash is no longer necessary. No more ducking in and out of a hot oven to baste the meat, you see it doesn't dry out in the new low temperatures. Just be sure and place the meat on a rack or trivet, or make one out of two spoons so it won't fry in its own drippings. Since we have so much room left in our oven let's be economical and cook the rest of the meal in it along with the meat.

AT THE "RELIABLE"

SPECIAL FOR SUN READERS ONLY!



THIS "BLUE GLOW" RANGE OIL BURNER

*** \$8.88 ***
AT ONLY 50c Weekly

A regular \$16.95 value. Install one in your range tomorrow. Clean, intense heat for cooking—baking and heating, at your instant command. No soot—No dust—No ashes. Limited quantity.

The RELIABLE Furniture Co.

80-84 STATE ST. ROCHESTER, N.Y.

THREE BIG BARGAINS IN FINE LIQUORS

Wilkins, Deluxe RYE or Bourbon \$1.75 quart 2 1/2 Years Old	Silver King GIN \$1.19 full 5th 90 PROOF NOTE! Because of the extent of sale reductions, we cannot deliver at these prices.	Bottled in Bond 4-Year-Old RYE \$1.95 quart 100 Proof
---	---	---

ST. PAUL LIQUOR STORE

All Famous Brands 1286 ST. PAUL STREET RUBE NATAPOW Corner Ave. C

ACHTER'S Coupon Specials IN 3 STORES

81 CENTRAL PARK corner Seis St.	387 E. MAIN ST. Free Parking at the Gibbs St. Sta.	428 STATE STREET Near Brown St.
---------------------------------	--	---------------------------------

All Stores Open Every Night Until 9 P. M. Including Sat.

ALL COUPONS GOOD THURS. SEPT. 14 thru WED. SEPT. 20

COUPON STERLING SALT 24 oz. box 3c	COUPON Men's Athletic Shirts & Shorts 16c ea.
COUPON ROLL GARTERS 2c pr.	COUPON Palmolive SOAP bars for 3 14c
COUPON Big Five PENCIL TABLETS 3c ea.	COUPON SANITARY NAPKINS Box of 12 9c
COUPON Hdks. 6 for 5c	COUPON FACIAL TISSUES Box of 200 12c

SPECIAL SALE OF MEN'S & BOYS' Sport Jackets

Save Up To 25% On This Sale

Right Reserved to Limit Quantities

ROC W SH

VOL. 11 NO.

JIT

HOLLYWOOD

Hollywood cafe lettered sign, "Eat." I never passing on the phasis Hollywood everything per movie celebs. Just why should tastes be any rest of the world most of them can remember, about the same rest of us — wh a strict reduction thing, they are

THIS

NEW FA

\$1

Sparkling essences styles... Boxes, Post sors, Sal Snoods, Bu bows... st jewel tone trims.

Not s... fitting... chang... stain

WEA

F. B. Hen Paul Luc

ROCHESTER'S
WEEKLY
SHOPPING
GUIDE

VOL. 11 NO. 47

The Rochester Sun

TRUTHFUL NEWS TRUTHFUL ADVERTISING

TO 74,700
ROCHESTER
DELIVERED
HOMES

If You Do Not Receive PHONE STONE 6001
Your Copy Regularly

JIMMIE FIDLER In Hollywood

HOLLYWOOD — On a little Hollywood cafe is a huge black-lettered sign. "Food the Stars Eat." I never pass it without reflecting on the absurd over-emphasis Hollywood places on everything pertaining to its movie celebs.

Just why should a star's food-tastes be any criterion for the rest of the world? I've eaten with most of them and, so far as I can remember, they order just about the same staples as the rest of us — when they're not on a strict reducing diet. If anything, they are less choosy than

the average man as a result of the hit-and-miss eating they have done in roadshow days.

Hollywood makes itself ridiculous by trying to sell the public the idea that actors are last-word authorities on every subject under the sun. Once a player becomes popular enough to have his name in lights, an magazine ate his opinions on everything from military maneuvers to the price of eggs in China. "What do you think about the European political situation, Mr. Gable?" and "How can a girl hold her

(Continued on Page 4)

'Bye Daylight!

Rochesterians, who still remember that lost hour of sleep, when the clocks were turned ahead for daylight saving time on April 6th will make it up this Saturday night when clocks are turned back to Eastern Standard Time. Daylight time ends officially at 2 A. M. next Sunday, but there will be no objection nor infraction of the law if early sleepers set clocks back before that hour.

So remember, when you throw the cat out Saturday night, set the clock back one hour or you'll be early to church.

New Neighborhood Paper Makes Bow In 19th Ward Area

Latest entry into the local newspaper field is a community newspaper, as yet unnamed, which will be published in the 19th Ward bi-weekly, beginning today.

Ashley P. Larkin, for twelve years connected with the former Rochester Journal, and later advertising director of the defunct Evening News, is publisher. Howard DeBeer is listed as advertising manager.

"We believe that there is a genuine demand for a paper devoted solely to the interests of the 19th Ward," said Mr. Larkin. He continued, "That is why we are concentrating our entire efforts in that section of the city. The paper, which will be named by community readers in a prize contest, will be published bi-weekly at 154 Andrews St."

Movie Quiz Winners

Below are the winners in the Low's-Sun Quiz for this week. If your name is on this list, call at the Rochester Sun office, 419 Burke Bldg., before Monday noon and receive your tickets to Low's and you too may win free tickets—your list is on another page of this paper.

William Donaghy, 5 Vassar St.
Patricia Lynch, 108 Boardman St.
M. Skuse, 187 Elmwood Rd.
Louise Beyer, 675 Linden St.
L. Miller, 227 Columbia Ave.
Lewell Myers, 236 E. Greenwood Ave.
Rose Mackfield, 26 Wilkins St.
Jeanne Corcoran, 47 Shepard St.
Eileen Callahan, 620 University Ave.
Bernice Albert, 408 Avenue D
Jack Driscoll, 36 Greer St.
Thomas Allen, 165 Cady St.
Bill Becker, 128 Laburnum Cres.
Jean Hays, 25 Oakwood St.
Mary Fitzmaurice, 67 Meredith Ave.
Anna Oles, 111 Rockview Ter.
Margaret Halling, 24 Wolf St.
Virginia White, 21 Frances St.
William Kiffin, 221 Joseph Ave.

Musa Caravan Clambake Set For Sunday

Speed boat rides have been added to the entertainment program for the annual clambake and reunion of Musa Caravan. Order of the Alhambra next Sunday at Newport House, Irondequoit Bay.

The entire day's program to include games on the lawn, a



"ANDY" FURSTOSS

reception and dancing is in charge of Anthony F. Furstoss, general chairman, who announces arrangements have been made with George W. Henner to provide the rides on the bay.

Alhambra from Buffalo, Syracuse, Geneva, Newark, Hamlin, East Rochester, Palmyra and Macedon will be greeted by Grand Commander Otto A. Shultz.

City and county officials will be received by District Attorney Daniel J. O'Leary and former State Senator Norman A. O'Brien, members of the Caravan.

Frank M. Beaucourt has charge of the entertainment. Reservations are being handled by Clarence M. Loftin, Emmet J. O'Neill and Thomas C. McCarthy.

Bridge And Tea Scheduled By Service Group

Fourth annual benefit bridge and tea of the Volunteer Motor Service will be held on Monday, October 2nd at the Country Club of Rochester, beginning at 2 P. M.

Mrs. George B. Leach, chairman of the board, has appointed Mrs. Charles B. F. Gibbs general chairman of the event. Mrs. Roy Barlow is in charge of tickets, with Mrs. David Wolin and Miss Mary Nelson Thomas to assist her. Reservations, which will be limited to one hundred tables, may be made through them, or any other member of the board, or through Mrs. Elizabeth Saunders Richards at the Motor Service office in the Medical Arts Building.

One of the three tea tables will be placed on the lawn if the weather permits. Mrs. Thomas Feary Judson and Mrs. Victor W. Hurst, Jr., will supervise their arrangement. Fall flowers of brilliant gold, orange and russet will be even brighter reflected in the silver services.

A prize will be awarded to each table playing. They are to be selected by Mrs. Lyndon H. Wells and Mrs. George McBride.

Mrs. E. Earl Elliott, as chairman of the standing committee on memberships, will furnish table at the affair. Mrs. Vilas M. Swan is in charge of publicity. She will be assisted by Mrs. Bartel H. Reinheimer.

The great demand for the Motor Service car this past spring necessitated an auxiliary part-time driver. Money raised at this bridge-tea will make such a part-time extra car possible during the coming winter months, when it is so difficult for patients to reach hospital clinics. Five hundred more patients were carried last year than during the previous year.

Republicans See November Win in Primary Results

Democrats and Rapp Forces Say "Wait Until November". Attach No Significance To Tuesday Vote

Genuine or otherwise, there is jubilation at Republican headquarters today, as a result of the primary vote cast Tuesday. To the man in the street little excitement was occasioned by the primary, there being few contests in the city.

Main interest was attached to the Republican vote in the 3rd and 4th wards where insurgents made a play for votes. In both cases "regular organization" candidates scored victories. To Republican leaders, this is a substantiation of their belief that "the swing is Republican." They maintain that in both cases, the choice was definitely between Republicans and non-Republicans. Voters stuck by organization candidates without regard to friendships.

Democrats on the other hand attach no significance to the primary. They assert that what happens on Primary day has nothing to do with what will happen in the November elections.

The forces of former Mayor Lester B. Rapp and his Good

Government League had no contests and therefore showed no interest in the vote.

In other words, all three political groups are shouting "Victory" for November. But then, both Joe Louis and Bob Pastor claimed a knockout victory before they entered the ring last night. So somebody is definitely wrong.



Ward Heeler Says:

There there is a lotta talk about the high cost of welfare in Rochester but I ain't heard nobody say nothin' about the high cost of debt service. Debt service, you know, is a fancy way of sayin' interest on the money we're borrowed. And debt service is costin' us taxpayers more'n welfare is. Check up on this is you don't believe me!

THIS Fall
Go Where The Values
Are Greatest for Your...

NEW FALL HATS
\$1.98

Sparkling newness — the essence of the styles... Berets, Pill boxes, Postillions, Vissors, Sailors with Snoods, Bustle backs, bows... streamers... jewel tones... color trims.

Vanity
MILLINERY
40 E. MAIN At Front St.

\$1.00
Biggest & Finest
Dollar Hat As-
sortment in All
Rochester. Van-
ity's Thrift Dept.

SALE! 72 CHROME AND PORCELAIN DINETTE SETS \$26⁷⁵

\$2 DOWN - \$1 WEEKLY!

Just As Pictured You Save \$8 On Reg. Price



Not small light-weight chrome sets but heavy hair-pin leg, tubular steel chrome with comfortable form fitting chairs... These sets come in your choice of colors. The chrome parts are all guaranteed not to change color nor tarnish. The tops are all vitrolite porcelain... A-No. 1 perfect... burn proof and stain proof—

Sale! Genuine COLORED FRENCH ETCHINGS

READY TUESDAY! THE MOST UNUSUAL
EVENT OF ITS KIND WE KNOW

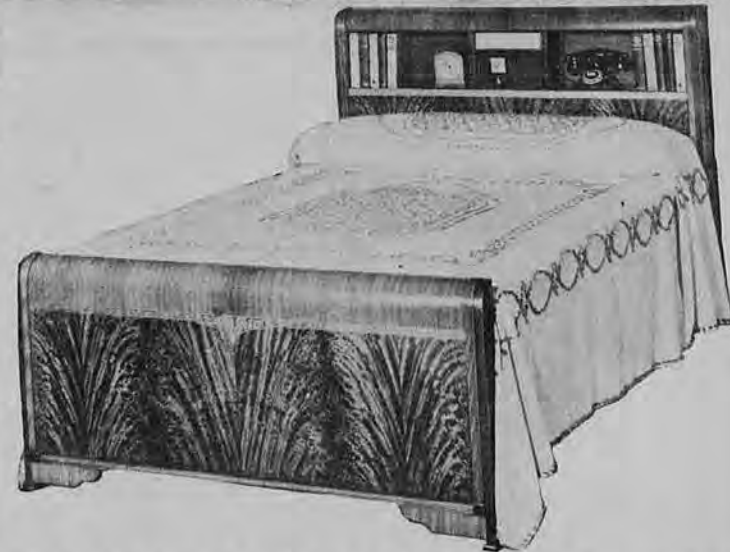
THE LOWEST PRICE WE'VE SEEN FOR THIS
QUALITY. 27x31 1/2 INCHES OVER ALL.
UNBELIEVABLE AT...

Each etching has been carefully mounted. All have French Lined Matis. The marvelous frames have been hand finished in Gold Metal Leaf and hand rubbed to the correct tone, so as to blend beautifully with the subjects.

HERE ARE THE 10 LOVELY SUBJECTS:
"Road in Autumn in France"
"Canal in Autumn, France"
"Old House in Bourgogne"
"A Hamlet in France"
"Water Mill in France"
"The Yonne Canal, France"
"End of the Village, France"
"Cruise des Chemins"
"On the Dyle River"
"Old Houses in Picardie"



WELL-KNOWN
ARTISTS:
• F. Smith
• R. Bernice
• Henri Jourdain
• Paul Emil Leconte
• Lucien Daxelborne



LAUER'S BOOKSHELF BED

HAS RADIO COMPARTMENT AND DIFFUSED READING LIGHT

COMPLETE WITH BOX SPRING AND MATTRESS

Here's a brand new, ultra smart bed, box spring, and mattress that will make a veritable living room out of your bedroom. Just think! You can read, listen to the radio, make telephone calls without stirring from bed. And you'll sleep in perfect comfort on the fine innerspring mattress and the box spring.

\$55

\$5 DOWN—\$1 WEEKLY

Lauer's

50 STATE STREET

WHAT A BEAUTIFUL DUNCAN PHYFE TABLE!

YOU'D NEVER GUESS, BUT THAT'S OUR NEW STROMBERG-CARLSON RADIO

No. 410-T

A genuine mahogany reproduction of an authentic Duncan Phyfe sewing table. New Slide Rule Dial. Has Stromberg-Carlson Natural Tone!

TERMS \$1.00 PER WEEK

1940's Stromberg-Carlsons

that are Replicas of PERIOD MASTERPIECES

A genuine solid maple cabinet adapted from an authentic Early-American Hutch Cabinet shown in Wallace Nutting's "Furniture Treasures." Stromberg-Carlson Natural Tone, of course!

No. 400-S **\$29.95**

HICKSONS

Main cor. Franklin opp. East Ave.

There is nothing finer than a Stromberg-Carlson

NOW 3 YEARS OLD

and it **"TASTES SIMPLY WONDERFUL!"**

OLD TOWN TAVERN KEEPER

Town Tavern

STRAIGHT RYE WHISKEY

NOW 3 YEARS OLD!

Here, men, is a smoother, mellower, milder rye than any 3-year-old you ever tasted! You just can't beat this deep-char barrel-aged Town Tavern...for all-round goodness and value!

This whiskey is 3 years old

ASK FOR TOWN TAVERN BY NAME AT PACKAGE STORES AND YOUR FAVORITE BAR

Copyright 1939, National Distillers Products Corp., New York, N. Y. 90 PROOF

CURT comments

Somewhere in the composing room of this newspaper there is a man who is guilty of defaming a lady—a lady who might be called a racketeer, but otherwise a thoroughly nice girl. This same man who sets type in the forms, might have been strangled by the SUN's Editor had that estimable gentleman been able to reach him—particularly after the writer of this publisher had given the aforementioned Editor what is popularly known as "a going over." Just one line of type did it sort of made the story over in technicolor, leaning heavily on the red side. The lady colored lady became a racketeer, as did the Editor's ears and the Publisher's face.

The missing line somewhere on the composing room floor is therefore being re-run in slightly different type in the corrected story as follows:

Rochester has a first class police department. There are no big time gangsters, a n d no serious racketeers. All local racketeering is small time, amusing, rather than criminal. Take for instance that svelte and charming young miss who makes the rounds from Clinton St. to East Ave. and Alexander Street one month; and the westerly territory the second. SHE WANTS TO BORROW JUST TWENTY CENTS FOR BUS FARE TO PITTSFORD. Her engaging smile and technique calls for the male approach only. She always enters a store and makes the request of the proprietor or salesman. It works 100 per cent. In fact this young lady can't remember being refused. Average "earnings" \$30. per week.

We hope if the lady in question reads this she will realize that our slander was typographical rather than intentional.

It's hard to make 'em admit it but lawyers will in a rare instance say the other fellow is right, but in this case, according to lawyerman Johnnie Keenan, they were both right. It happened in local courts not so long ago.

"A" was driving north through the intersection with the stop light reflecting green. "B" was heading East into the same intersection. The light on one knows why showed green for him to proceed also. They were both right but they collided, damaging their respective cars and persons seriously. A and B found that as they were both right it was impossible to sue each other. They then attempted to sue the city but the city judge said it couldn't be done. Picture the sad faces of the city's legal fraternity—a dandy accident and nobody to sue!

THIS AND THAT: The town's three cheeriest voices, at least via the telephone, come from three young ladies who handle the myriad plugs at the switchboards of three prominent food chains. Evidently the personnel directors of Wegman's, the Mohr's company and Hart's know that the "voice with the smile" can sell more than groceries. Carl Warren finds his vacation and avocation in one. His eight or more hours a day are given to growing saleable seeds at a well-known nursery company and his leisure time growing things in his own backyard garden. Lonely heart's note—Frank McConville is Rochester's perennial and consistently eligible bachelor.

The stock market was supposed to go down in the event of a European war and look what happened. Zwieback will soon be back on the grocery list of a well-known local columnist's family after a lapse of fourteen years. There is still one of those miniature golf courses doing business near Sea Breeze. Nobody can be more welcome when you have a cinder in your eye than Ted Marth at Bausch's. The August furniture business for local merchants was reported the best in years. That gusty gal Betty Donnell was a week-end visitor in town. Betty was the undisputed party tosser of the early thirties and the first to inaugurate afternoon teas complete with jazz bands.

It's still hard to find a barman who can shake up the famous Alexander cocktail. The best crack of the week goes to Jane Ace of the other waves. "Famously Blarney breeds attempt." Chuck Hooker still features the heavy coat of tan and smart roadster. With the war situation such as it is the Republicans have about given up hope of winning the presidency in 1940. We wonder if the crop of school teachers during the past few years can come up to Katharine Love and Lillian Hepthy. These ladies had the ability to make the kids like 'em and if they like you—you can teach 'em.

Frank Jones, who always manages to have a fancy fast roadster in his enormous collection of cars, is now going in for collecting planes. He has just purchased a canary yellow sky racer to clip his flying time from here to there to practically nil.

THE ORIGINAL CURTAIN SHOP

NOW

For Another Sell-Out!

Sheer Rayon Marquisette

CURTAINS

\$1.00

Special Pair

- * 40-Inches Wide (each side)
- * 72-Inches Long (2 full yds.)
- * Hemmed and Headed (ready to hang)
- * Ecru and Egg-shell

Such fine Marquisette Curtains are sold for \$1.69 in most stores. You pocket a saving of more than half of what you pay.

Flattering, delirious, sheer marquisette; mind you... that does as much for your windows as fine, sheer hosiery does for your legs. Splendidly tailored thru-out to hang in perfectly straight beautiful folds.

Come and See for Yourself

Those of you who have never been in our spacious store will be surprised and delighted with our larger varieties of Curtains, Draperies, Bed Spreads and Venetian Blinds. And amazed at the extent of our underselling prices.

Be Sure to Visit the Furnished Toschrist Home in English Village, Penfield Road. One Mile from East Ave.

Join the thousands of visitors who are enthusing over PAULS Curtains, Draperies, Bed Spreads and Venetian Blinds that highlight the beautiful interior decorations of this English home.

Pauls CURTAIN SHOP

76 Clinton St.

Between Forman's and Weis & Fisher's

PAUL E. LINDGREN, Owner

Miss Katherine Dondy—49 West Ave.

ROCHESTER DEALERS OFFER SPECIAL PRICES AND TERMS in their

OLD RANGE ROUND-UP

MODERN GAS RANGES give accurate control, perfect results. The last word in convenience, cleanliness and economy. Cook the better way, with gas. Modernize your kitchen with a beautiful gas range that will beautify your home and bring endless happiness and enjoyment. Choose the one best suited to your needs from a variety of models. Prices and terms which will please you.

"MAKE COOKING EASY" with a MODERN GAS RANGE.

- SEE THEM AT ANY OF THE FOLLOWING DEALERS:
- CARROLL RADIO SALES, Inc. 319 Thurston Road
 - FRENCHMAN & SWEET, Inc. 368 State Street
 - FURSTON APPLANCE, Inc. 409 Chili Avenue
 - LAUER FURNITURE CO. 30 State Street
 - MCCURDY & CO. 283 Main Street E.
 - ONTARIO DISTRIBUTING CORP. (See your nearest Crosley Dealer)
 - H. C. POMMERENKING & SON 1106 Lyell Avenue
 - REDEKER BROS. 2151 Main Street E.
 - ROCHESTER NORGE CORP. (See your nearest Norge Dealer)
 - ROPER RANGE & FURNACE CO. 18 St. Paul Street
 - SEARS, ROEBUCK & CO. 215 Monroe Avenue
 - SIBLEY, LINDSAY & CURR CO. 222 Main Street E.
 - WOLK AUTO SUPPLY, Inc. 287 Joseph Avenue

ROCHESTER GAS & ELECTRIC CORPORATION

Adult Schools To Offer New Courses For Evening Study

Nearly 100 courses will be available for study Adult Education classes during the 1939-1940 fall-winter term according to the Board of Education.

Registration which began Tuesday will continue thruout the week while classes are being organized. Regular class instruction will start next Tuesday.

Instruction is free, except for a small registration fee charged to cover in part the cost of materials used.

Providing the minimum registration is obtained for each course, the Board of Education offers a choice of the following subjects for study:

GENERAL: Journalism, Vocational Guidance, Civil Service preparation, Floriculture & Home Gardening, Sociology, Psychology, Creative Writing, First Aid & Home Nursing, Effective Speech, Radio Continuity Writing & Microphone Technique, American Citizenship, Arithmetic, Economics, Elementary School Subjects, English to Foreign Born, French, Spanish, Geometry, Trigonometry, German, Italian, Current History, Handicraft, Lip Reading, Civics and Penal Law.

VOCATIONAL: Cartooning, Cabinet Making, Upholstering, Auto Mechanics, Commercial Art, Electricity, Lithography, Machine Shop Practice, Men's Clothing Making, Pattern Making, (Wood), Photography, Printing, Practical Radio, Sheet Metal Work, Shoe Making, Welding, Aviation Mechanics, Wood-working.

COMMERCIAL: Office Practice, Dictation, Accounting, Stenography, Typewriting.

HOME ECONOMICS: Dressmaking & Dress Designing, Sewing Children's Clothing, Hooked Rug Making, Interior Decorating, Needle Craft, Foods and Cooking, Meal Planning, Millinery, Chair Caning.

TECHNICAL: Air Conditioning, Architectural Drawing, Blue Print Reading, Mechanical Drawing, Slide Rule Shop Practice, Mathematics.

MUSICAL: Vocal Music, Band & Orchestra, Violin and Piano, Guitar & Mandolin, Graduate Chorus, Men's & Women's Chorus, Graduate Orchestra, Art Craft, Dramatics, Freshman Dramatics, Public Speaking, Water Color-Painting.

SCIENCE: Biology, Chemistry, Physics, Adult Evening Schools are supervised by the State Education Department and by the Board of Education.

FOOD

News and Views

BY IRENE MUNTZ

Pickles are a food that creates enthusiastic supporters. When you find a recipe that tickles your palate to the point of greatest enjoyment you're bound to stick to it through thick and thin all your life long. Fortunately there's such a wide variety of recipes to select from so that each one of us ought to be suited down to the ground. Most pickle recipes are easy, too, having been simplified a great deal by modern methods of preparation.

You'll find your modern range will help you considerably in turning them out quickly too. Today's ranges are equipped with one extra large burner that is just the thing to heat a large kettle full of pickles evenly and well. It's important to cook them evenly so that the ones in the bottom won't become soft before the top ones are done. Then, too, if you spatter your syrup or spill any of it in filling your jars, it's an easy matter to clean the modern cooking tops and burners. And don't forget that new improvements in burner efficiency make your pickling an economical operation in the amount of gas you use.

Here are pickle recipes that have stood the tests of time and experiment and we can almost guarantee that one of them will turn out to be your family's favorite.

THOUSAND ISLAND PICKLES
1 qt. cucumbers 1 large red pepper sliced
1 qt. onion 1 qt. same sliced
1 qt. celery 1 qt. same sliced
1 qt. green pepper sliced
1 qt. white mustard seed
1 qt. vinegar
1 qt. water
1 qt. salt

Soak vegetables for two hours in a brine made by dissolving 1/4 c salt in 6 c water. Drain and discard brine. Mix vinegar, sugar and mustard seed. Boil 1 minute. Add vegetables and simmer 3 minutes. Pack pickles into clean jars and cover with boiling syrup.

Be sure your vinegar isn't too strong or your pickles may shrivel. Pure cider vinegar is best. If it tastes strong to you, dilute it 1/3 with water.

Probably the most universally popular pickle recipe is this Bread and Butter Pickle.

BREAD AND BUTTER PICKLES
1 qt. sliced cucumbers
1 qt. sliced onions
1 qt. sliced carrots
1 qt. sliced celery
1 qt. sliced green beans
1 qt. sliced mushrooms
1 qt. sliced tomatoes
1 qt. sliced eggplant
1 qt. sliced zucchini
1 qt. sliced okra
1 qt. sliced cauliflower
1 qt. sliced broccoli
1 qt. sliced asparagus
1 qt. sliced artichokes
1 qt. sliced Brussels sprouts
1 qt. sliced cabbage
1 qt. sliced kohlrabi
1 qt. sliced rutabaga
1 qt. sliced turnips
1 qt. sliced parsnips
1 qt. sliced sweet potatoes
1 qt. sliced yams
1 qt. sliced beets
1 qt. sliced radishes
1 qt. sliced turnips
1 qt. sliced rutabaga
1 qt. sliced turnips
1 qt. sliced rutabaga

Dissolve the salt in the water and pour over the cucumbers and onions. Let stand 3 hours, then drain. Mix vinegar, mustard seed, sugar and water and bring to the boiling point. Add cucumbers and bring to the boiling point, add turnips. Pour into hot, clean jars and seal.

Here's a new recipe that you'll find crisp and delicious to eat. The ice does something for them you'll like!

SWEET SLICED PICKLES
30 large pickles 10 c water
4 c elder vinegar 1 qt. sugar
1 qt. sliced cucumbers
1 qt. sliced onions
1 qt. sliced carrots
1 qt. sliced celery
1 qt. sliced green beans
1 qt. sliced mushrooms
1 qt. sliced tomatoes
1 qt. sliced eggplant
1 qt. sliced zucchini
1 qt. sliced okra
1 qt. sliced cauliflower
1 qt. sliced broccoli
1 qt. sliced asparagus
1 qt. sliced artichokes
1 qt. sliced Brussels sprouts
1 qt. sliced cabbage
1 qt. sliced kohlrabi
1 qt. sliced rutabaga
1 qt. sliced turnips
1 qt. sliced parsnips
1 qt. sliced sweet potatoes
1 qt. sliced yams
1 qt. sliced beets
1 qt. sliced radishes
1 qt. sliced turnips
1 qt. sliced rutabaga

Slice pickles about 1/4 inch thick. Arrange in layers with cracked ice and sprinkle each layer with salt. Let stand 3 hours. Drain thoroughly but do not rinse. Mix vinegar, water, sugar, celery and mustard seed. Bring to the boiling point. Add the pickles and heat until pickles are hot, but not boiling. Fill hot clean jars and seal. If desired, a stalk of dill may be put in each jar for sweet dill pickles.

KEEP YOUR HOME COZY WARM AND COMFORTABLE THESE CHILLY FALL MORNINGS AND EVENINGS

ANDES

With a Year-round GAS & COAL—GAS & OIL COMBINATION RANGE

In a Complete Group of New 1940 Models, Now Ready.

Only ANDES Gives You—

- All Cast Iron
- Full Porcelain Finish
- Full Size Oven

For As Low As **\$99.50**

ON SIEBERTS EASY TERMS

SIEBERTS

SINCE 1888

ST. PAUL and ANDREWS ST.

Free Parking Open Evenings

DOLAN'S

MEATS—GROCERIES—VEGETABLES

600 JEFFERSON AVE.

We Deliver Phone Genesee 1417

Milk Fatted FOWL 19c lb.	Bindless Sliced BACON 25c lb.	Pump Young BROILERS 25c lb.
Tender Young Steer BEEF ROASTS lb. 18c		
FRESH CLAMS 100 For 90c		
20-OZ. APPLES pk. 29c		
Buy the CHICKEN You Prefer		
LEGS lb. 37c	BREASTS lb. 45c	NECKS lb. 10c
WINGS lb. 23c	GIBBETS lb. 19c	LIVERS lb. 45c

CHIPSO 22c

1-Large And 1-Small Package

14-oz. Bottle **CATSUP** 10c

WASHING 15c

FLUID — Gal.

3-2 1/2 Size Cans **Sauerkraut** 29c

ACHTER'S

Coupon Specials

IN 3 STORES

81 CENTRAL PARK corner Selu St.

387 E. MAIN ST. Free Parking at the Gibbs St. Sta.

428 STATE STREET Near Brown St.

All Stores Open Every Night Until 9 P. M. Including Sat.

ALL COUPONS GOOD THURS. SEPT. 21 THRU WED. SEPT. 27

COUPON Famous Brand BORAX SOAP 3 for 5c	COUPON Loose Leaf FILLER PAPER 3c
COUPON Men's Hdkfs. 3 for 5c	COUPON Genuine BRIAR PIPES 15c ea.
COUPON PAPER NAPKINS 3c pk.	COUPON MOP HEADS 6c 10c Value
COUPON BOYS' TIES 6c ea.	COUPON Household PAPER TOWELS 3c roll

Special Sale On **Childrens Coats** 50% Off

Right Reserved to Limit Quantities

Ginger Rogers

Mother's pl. and Tuesday.

Cr

1—To a distant
2—Seed cover
3—King fish
4—Arm bone
5—Musical co
6—Calibre
7—Allowance
8—Tilt
9—Satellite
10—Armpits
11—Law make
12—Loses fresh
13—Assessment
14—Chocolate
15—To bring fo
16—Light anch
17—Gay
18—Alms
19—Type meas
20—Cravity
21—Man's nam
22—To spread
23—Sprite
24—Symbol for
25—Betakes or
26—To load
27—Garden tou
28—Prefix mo
29—More natu
30—Standard c
31—Early Teut
32—Crucets
33—Parted
34—Besides
35—Goddess of
36—Jury sum
37—Malleous l
38—Nation
39—Top earth
40—Buddhist p
41—Greek sylv
42—Anglo-Sax
43—VER
44—Emanation
45—Linen plan
46—Colloquial
47—Carrier
48—Pertaining
49—High
50—Profit
51—Rainbow
52—Conditm
53—Secular pri
54—Looked up
55—River of H
56—To listen
57—Hodgepodge
58—Nothing nor
59—Bare
60—Juice of a
61—Social rank
62—Afflicted
63—Clamor
64—Resemblan
65—Nodule of
66—Live coal
67—Action at
68—Uncanny
69—Chance
70—Those who
71—Comparativ
72—Unrestrain
73—Triangular
74—To split
75—Waste allow

BUCK

ATTE

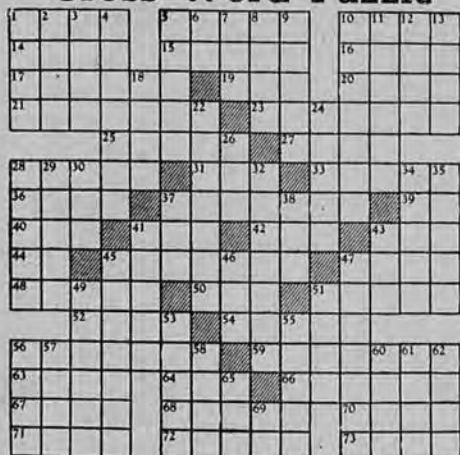
Each week the names of five people from random from Directory, You n

Look Between Your Name



Ginger Rogers and David Niven in a scene from "Bachelor Mothers" playing at the Riviera and Dixie Sunday, Monday and Tuesday, Sept. 24, 25 and 26.

Cross Word Puzzle



HORIZONTAL

- 1—To a distance
- 5—Seed covering
- 10—Killing fish
- 14—Arm bone
- 15—Musical compositions
- 16—Calibre
- 17—Allowance
- 19—Tilt
- 20—Satellite
- 21—Armpits
- 23—Law maker
- 25—Loses freshness
- 27—Assessment
- 28—Chocolate tree
- 31—To bring forth
- 33—Light anchor
- 36—Gay
- 37—Aims
- 39—Type measure
- 40—Crafty
- 41—Man's name
- 42—To spread
- 43—Sprite
- 44—Symbol for tellurium
- 45—Belates oneself
- 47—To load
- 48—Garden tool
- 50—Prefix, modern
- 51—More mature
- 52—Standard quantity
- 54—Early Teutonic alphabet
- 56—Crusts
- 59—Parted
- 63—Besides
- 64—Goddess of dawn
- 66—Jury summons
- 67—Malicious look
- 68—Nation
- 70—Top earth stratum
- 71—Buddhist pillars
- 72—Greek sylvan deity
- 73—Anglo-Saxon slave

- 56—Minute mass of protoplasm
- 57—Appellation of Athena
- 58—Wading bird
- 60—Rivers
- 61—Emerald Isle
- 62—To eliminate
- 65—To perch
- 59—Alongside

Answer to this week's puzzle will appear in next Thursday's Sun. Watch for it.

PERSONALS

Mr. and Mrs. Hamilton C. Griswold of Landing Road and Miss Susan Hamilton left by motor Sunday for Frederickburg, Maryland, where Miss Hamilton will enter Hood College.

Miss Marie R. Sanford, of Berkley Street returned last week from Swampscott, Mass. where she passed six weeks.

Mr. and Mrs. Stanley H. Manson of Lake Crescent Drive, East Rochester, entertained at buffet supper Saturday in their home in honor of Mr. and Mrs. Morden Buck of California.

Mr. and Mrs. Francis J. D'Amanda of Brunswick Street and their two sons have returned from Pultneyville where they passed the summer.

Miss Cynthia Winger, daughter of Mr. and Mrs. Lester O. Winger of Highland Avenue, left on Monday for Skidmore College, Saratoga Springs.

Mr. and Mrs. John J. MacMasters of Edgerton Street have taken an apartment at the Normandie on Alexander Street where they will remain two months.

Mrs. Eugene J. Chapman of San Gabriel Drive, will entertain at luncheon and bridge informally on Friday at the Century Club.

Miss Deborah Cook, daughter of Mr. and Mrs. Edward L. Cook of Castlebar Road, left Monday for Skidmore College, Saratoga Springs.

Mrs. Edwin W. Howard of Westminister Road has returned from Newark, N. J. where she was the guest of Miss May Courter.

Miss Betty Holmes, daughter of Mr. and Mrs. John Robert Holmes, of Oak Lane, has left for Connecticut College for Women, in New London.

Mr. and Mrs. Stanley E. Huntling formerly of Rochester, now of St. Petersburg, Florida, will return this week from Watertown, N. Y. and Auburn and will be the guest of their daughter, Mrs. Francis J. D'Amanda and Mr. D'Amanda for two weeks before returning to their home.

Mrs. Henry F. Burton of Park Avenue will leave shortly for Tacoma, Washington where she will remain a year.

Miss Janet Cory of Montclair, N. J. was the week end guest of Mrs. Raymond E. Harley and Mr. Harley of Park Avenue. Mrs. Vilas M. Swan of Newcastle Road entertained at luncheon on Friday in her home in honor of Miss Cory, and Mrs. Harley entertained at buffet supper Friday in her honor.

Mr. and Mrs. Warren Cobb of Penfield Road entertained at tea on Saturday in their new home.

Mrs. Raymond E. Harley of Park Avenue entertained the Women's Delta Delta Club Thursday evening in her home.

Mr. and Mrs. Lech M. Hill of Monroe Avenue and their daughter, Janet and son, Arthur left by motor today for the Grotto Convention at Poughkeepsie and will spend the week end in New York and the Worlds Fair.

The Carterbox Club held a buffet luncheon on Tuesday after the lecture given by Mrs. Myrtle Robinson whose topic was "Pennsylvania Primitives."

Mrs. George E. Sanders of Ridge Road, Greece, entertained at luncheon and bridge on Wednesday in her home.

"No, It Isn't New. It Was Cleaned By MARRIOTT'S"

GENESEE
2310

The Original French
Cleaning
31 RIVERVIEW PLACE
414 GENESEE STREET

UNION
SHOP

Easy-to-prepare cookies are often the best liked cookies. Butterscotch, chocolate and nut cookies, are favorites, and children like them tucked into their school boxes. In Panama, the punishment for murder is not hanging, but life-long imprisonment on an island. This is considered much more severe punishment than taking the convict's life.

SALE! Inlaid Color Thru to Back FLOOR COVERINGS



Cemented To Your Floor Complete

99c

9x12 ROOM \$11.88

Everything complete. Floor covering, cement and labor.

FELT BASE HEAVY WEIGHT 33c

ALWAYS A SAVING ON ALL FLOOR COVERINGS

KLASS FURNITURE CO.

217 W. MAIN ST. Cor. Broad (at the Flat Iron)

LINCOLN'S

Lincoln's stages a spectacular sale of

NATIONALLY ADVERTISED BLANKETS

TO BE SOLD IN THIS SALE EVENT AT BIG DISCOUNTS
USE OUR LAYAWAY PLAN...BUY NOW...PAY LATER

Famous "CHATHAM" 25% Wool

BLANKETS

• Solid colors
• Taffeta bindings
• 3 1/4 lb. weight
• 72x90 size

\$2.98

\$3.50 Value



Everything you could ask for in a blanket... full length and width so you can tuck it 'way in under. Supreme warmth because the nap is so thick and deep. Green, rose, blue, peach, mahogany, cedar, rose, wine, jade, delft blue.

Famous Make 25% Wool

REGULAR \$2.50 HEAVY

BLANKETS



25% WOOL

First quality solid color 70x86 full two pound weight. Also famous Beacon Kismet full colors and plaids. Slight irregulars. Full 2 1/2 pound weight.

\$1.59

Famous "DIANA" Super

ALL WOOL \$7.00

BLANKETS

\$4.44



100% WOOL

Famous Make Part Wool Heavy

BLANKETS

A Super Special For Our Blanket Sale

79c



First quality, soft and durable. Single size 66x80. This is a super special for our Blanket Sale.

Reg. 69c Value, 66x76 Plai Sheet

BLANKETS

Every One Guaranteed First Quality

50c



Soft, durable sheet blankets in pastel plaids. Beautiful new color combinations. All first quality.

Jumbo Size "Serenity" 5 Year Mothproof VIRGIN WOOL \$10.00 quality

BLANKETS \$7.98

It's TERRIFIC!

Best Buy in RCA Victor History

Designed for use with TELEVISION ATTACHMENT!

NO OUTSIDE AERIAL NEEDED! Built-In Antenna

PUSH A BUTTON—there's your station

FINER TONE THROUGH 6 WATTS OUTPUT

AMERICAN AND FOREIGN RECEPTION

"plug-in" for RCA VICTOR RECORD PLAYER!

8 TUBES

NEW 1940 MODEL K-80 ONLY

\$69.95

EASY TERMS

12" DYNAMIC SPEAKER

RCA Victor

USE LAUER'S CONVENIENT BUDGET PLAN

Lauer's
50 STATE STREET

BUCK HUNTERS ATTENTION!

Each week the Sun prints the names and addresses of five people, picked at random from the City Directory. Each of these five people receive one dollar. You may win today.

Look Between the Ads—Your Name May Be There

MOHICAN MARKETS

43rd Anniversary Sale

118 N. Goodman 314 Main St. W. 603 Thurston Rd.
366 Lyell Ave. 447 Monroe Ave. Bakery Store.
367 Main St. E. 463 Ridge Rd. W. 184 State St.

We invite you to celebrate with us our 43rd Anniversary. You, our customer, whom we have tried to please these many years by keeping pace with the march of progress in Food Merchandising shall be our honored guest. We are proud to invite you because every improvement or advancement has been for your convenience, your health and better living. We fully realize every candle on our Birthday Cake was placed there by you in recognition of our efforts to serve you in an intelligent, courteous manner with good food priced reasonably. We hope to enjoy your continued patronage, and in keeping with the occasion, offer you some very attractive values. Come in and see us this Anniversary Week, and if you are not a regular Mohican customer, take this opportunity to become better acquainted and see our splendid displays of fine quality merchandise, reasonably priced. Remember, "The name MOHICAN on any article is your guarantee of fine quality food." In making this 43rd Anniversary possible, we sincerely thank our many friend and customers.

MOHICAN
43rd Anniversary SPECIAL
SOLID MEAT OYSTERS
25c pint

MOHICAN
43rd Anniversary SPECIAL
PRESTONE ALBERTA PEACHES
12 lbs. 27c

MOHICAN
43rd Anniversary SPECIAL
PLUMP YOUNG HEN TURKEYS
25c

MOHICAN
43rd Anniversary SPECIAL
LIVE CHICKEN LOBSTERS
29c lb.

MOHICAN
43rd Anniversary SPECIAL
California Sweet TOKAY GRAPES
5c lb.

MOHICAN
43rd Anniversary SPECIAL
Genuine Spring LEGS LAMB
23c lb.

MOHICAN
43rd Anniversary SPECIAL
SILVER SALMON STEAK
23c lb.

MOHICAN
43rd Anniversary SPECIAL
California JULY SWEET ORANGES
14c doz.

MOHICAN
43rd Anniversary SPECIAL
RIB END PORK LOIN ROASTS
21c lb.

MOHICAN
43rd Anniversary SPECIAL
Golden Brown FRIED CAKES
10c doz.

MOHICAN
43rd Anniversary SPECIAL
PURE AMBER HONEY
5 lb. 39c

MOHICAN
43rd Anniversary SPECIAL
Morrell's 3 Flavored ABC DOG FOOD
3 cans 25c

MOHICAN
43rd Anniversary SPECIAL
MOHICAN POTATO BREAD
5c loaf

MOHICAN
43rd Anniversary SPECIAL
Half Mucconi or CHEESE DINNERS
9c

MOHICAN
43rd Anniversary SPECIAL
MOHICAN Dinner Blend COFFEE
14c lb.

MOHICAN
43rd Anniversary SPECIAL
MOHICAN FRESH COOKIES
10c doz.

MOHICAN
43rd Anniversary SPECIAL
MOHICAN OLD SHARP CHEESE
29c lb.

MOHICAN
43rd Anniversary SPECIAL
Mohican New Pack GLASS VEGETABLES
2 jars 25c

WE REDEEM ORANGE AND BLUE STAMPS—RIGHT RESERVED TO LIMIT QUANTITIES!

JIMMIE FIDLER

(Continued from Page 1)

husband, Miss West? Clark Gable, a man who spends all his spare time fishing, hunting and fishing and probably knows less about "political situations" than the average man in the street unhappily mumbles some titillating which the reporter headlines as the saying of an oracle. And Mae West, whose one marriage was a complete fiasco, philosophizes on matrimony for the benefit of women who have made their marriages complete successes.

The amazing thing is that Hollywood which should know best the value of an actor's opinion on anything but acting — is the one community which takes all the hokey seriously.

PERSONAL OBSERVATIONS: If seated, Bob Taylor always takes a hands-on-knees pose while pondering the interviewer's questions. If she doesn't know you're watching, Alice Faye usually looks as though she's on the verge of tears. Dolores del Rio, who used to pause long enough during conversations to translate English words into Spanish thoughts, now does her pausing when the conversation is in Spanish. Add trick maneuvers: Fred Astaire's unconscious habit of massaging his forehead. Ask your favorite psychologist to fathom Gail Patrick's passion for bright red — it's her preferred color for clothes, cars and even ink.

Don Ameche is telling an hilarious story about a fishing adventure in Northern California where he has been locationing for "Swanee River." With several days off, he drove back into the mountains to a likely-looking lake. "All right, fish here!" he asked a dour looking mountaineer who advertised boats for rent. "Yep," answered that individual shortly. "Would you use worms or flies?" "Don't make no difference," opined the native. Don rented a boat. And fished... and fished... and fished, without a single strike. Hours later, returning to the dock, he asked in disgust, "say, ARE there any fish in this lake?" "Nope," retorted the mountaineer grimly. "I'd a told yew so if yew hed a' asked me!"

MUTTERINGS: With Europe in the trenches, wonder if David Seidick would still turn down a million dollar profit for "Gone With the Wind?" Frantic urge: to sneak candid camera shots of Hollywood's glamour gals as they look while gardening on their "ranches." Preludes to mayhem: "We are piling the best of friends." It's a sad comment on audience taste that only one Academy Award winner — Bette Davis — has ever been given a "most-popular-at-the-box-office" rating. Growl: How about a good role for Chester Morris — she man can really act. To say the least is not Hollywood's way of putting it.

This is probably an unkind revelation about so sophisticated a young lady — but the fact remains that Twentieth Century requires Linda Darnell to wear

mittens between scenes. Seems she has an incurable habit of biting her nails.

CUFF NOTES: Add Rogers to your list of Hollywood heroes — because of his kid following he yesterday rejected \$5000 offered for his endorsement on cigaret ads. . . It's a dicker 'twist Republic and Duncan Renaldo — they want to buy his original story about the South American rubber industry and sign him for the leading role. . . Neal Wake-man, property man on the "Hardy Family" pictures has named his brand new baby boy "Andy Hardy" Wakeman.

Is it amiss for a columnist to wish his wife good luck? I hope not for I want to extend my best to Mrs. Fidler, who, in partnership with Gladys Parker, the New York designer, tonight formally opens a new fashion shop in Hollywood.

The most picturesque precautionary measure of the week was that of Luxenburg, the principality between French and German borders, where the government asked all citizens "not to loiter near frontiers."

YES, ONLY \$1.25

Mail Orders Filled Plus Postage!



Hats you'll adore

All One Price \$1.25
All Headsizes NONE HIGHER

Thousands to Choose from

Jo Belle Hats

113 MAIN ST. E.
Between So. Ave. & Water St. S.

NEW 1940 G-E RADIO

Shoots the Works on Value



ONLY \$79.95

G-E... THE RADIO WITH THE

BIG PLUS VALUE

MODEL H-87: Super Beam-a-scope. Television Audio and Phonograph Key. 14-inch Dynapower Speaker. 9 Feather-touch Tuning Keys. Foreign-Domestic Reception. 8 G-E Tubes. Visualux Dial.

MORE FEATURES FOR LESS MONEY MAKES G-E A LEADER!

GENERAL ELECTRIC RADIO

weis & fisher's

MORE RADIO FOR LESS MONEY!

G-E Radio "Shoots the Works" with new features, new performance, new beauty — everything that spells more value for your money! Come in and let us prove it to you.

LET YOUR EYES AND EARS DECIDE

EASY TERMS LIBERAL ALLOWANCE



MODEL H-500: Dynamic Speaker, 5 G-E Tubes, Drum-type Dial, Standard and Police Band, Attached Antenna, AC-DC Operation. Attractive Brown Plastic Cabinet, Ivory and Colored Finishes Also Available.



MODEL H-620: Portable, Just Plug-in, Built-in Beam-a-scope Eliminates Ground and Aerial. Four Feather-touch Tuning Keys, Foreign-Domestic Reception, Six G-E Tubes, Drum-type Dial, AC-DC Operation. Handsome Brown Plastic Cabinet. Ivory and Colored Finishes Also Available.

ONLY \$22.95



MAKE THIS TEST.. THAT'S ALL WE ASK

Try a New Beautyrest

FOR 30 NIGHTS AT OUR RISK



NEW! DEEPER! In the Beautyrest the coils are deeper and each one yields independently. They give exactly the right support to the various parts of the body.



DURABILITY TESTED. U. S. Testing Co., Hoboken, N. J., found that the new Beautyrest lasted 3 times as long as any other mattress tested.

Weis & Fisher's invite you to SLEEP on the new Beautyrest . . . to try its luxurious comfort . . . that's why we say, "Try a new Beautyrest for 30-nights . . . then decide for yourself." . . . Come in and see the New Beautyrest. Select the cover you prefer. . . . Weis & Fisher's will deliver it to you, in its original factory carton. . . . Sleep on it for 30 nights. If it isn't the most comfortable mattress you've ever slept upon, we'll take it back and it will be destroyed. No obligation on your part. We take the risk. Take advantage of this FREE TRIAL offer TODAY!

weis & fisher's
"rochester's showplace of furniture fashion"
80 CLINTON AVE. SOUTH

America's first was organized in 18 Cartwright. The first played on the site of Madison Square Gar

FRIDAY

This Week-End Biggest Meat Value!

Get Acquainted with the

Extra Savings

In Wegman's B Self-Serve Groc

20-OUNCE CA

TOM. J

ALL VARIETIE

SOUPS

KILBOURNE H

BEST C

POUND PACK

CRA

24 1/2-POUND

Hecker

PARTY LOAF

SPICE

PHILLIP'S RED

TOMAT

NO 2 1/2 SIZE

PEACH

12-OUNCE BO

SENEC

FULL QUART

BEER &

TALL SIZE CA

EVAP.

HERE GUAR



America's first baseball club was organized in 1845 by A. J. Cartwright. The first game was played on the site of the present Madison Square Garden.

The entire expense of the Russo-Jap War of 1904-05 was \$2,100,000,000. Approximately what it cost to keep the World War going for two weeks.

In the World War, over half the men employed in the French tank corps were killed—a much higher mortality rate than for any other service branch.

Mrs. Elmer Meyer—283 Hazelwood Ter.

P. T. A. No. 44 Begins Season Activities

The Parent Teacher Association of Lincoln Park School No. 44 will start its activities for the year with an open house and tea at the school next Tuesday afternoon beginning at 2:30. Mothers of the children attending the school and Teachers will be invited for the purpose of becoming better acquainted with each other.

The program will start with a short business meeting after which Mrs. J. S. Blood, visiting Teacher will give a brief description of her work in the schools and the homes.

Under the direction of Mrs. Elmer Damouth, social chairman, Tea will be served at 3:30. Mrs. Otto Brede and Mrs. Albert Schaefer Past Presidents will pour. The mothers of the Kindergarten will serve.

Serving on the hostess committee will be Mrs. John Simpson; Mrs. John Herlinger; Mrs. Richard Jackson; Mrs. Charles Schrader; Mrs. Louis Zorn; Mrs. Robert Sheldahl; Mrs. Frederick Rousos; Mrs. Joseph Helligenthaler; Mrs. Thomas Gavin and Mrs. Clarence Chug.

Attractions For Young And Old Feature Festival

Convent Fund Festival, sponsored by the men of the Blessed Sacrament parish, will continue tonight and tomorrow night, with a variety of old and new attractions for young and old.

Opened last night, the carnival was planned to raise funds to complete the new contract building.

The general committee is headed by Edward J. Lynd with John Bauman, Marvin Briggs, James Connolly, John Croston, William Esterheld, Thomas Guest, George Hanlon, George Hennessy, Carl Hoffman, Gordon Keating, Joseph Norman, James Powers, Donald Sconfetti, Arthur Weaver and George Zeller, assistants.

Members, friends and former members of the parish are invited to attend this affair.

Women in the Canadian province of Quebec are intensifying their campaign for the right to vote. In the entire world, France and Quebec are among the few where polling booths are still for men only.

Travel Talks

By The Rambler

Although other lines may have the blue-ribbon for speed, the Holland-American Line gets the vote of a great many seasoned travelers for that all-important steamship commodity—service. Holland-American Line employees have a habit of signing up in their teens and remaining until retired. One steward of this trans-atlantic company recently celebrated fifty years with the line. Contented employees make for contented passengers.

Tucson and Phoenix offer more than Arizona ozone to those who want to "get away" from the rigors of our northern winters.

In Italy it's customary to tip elevator operators and personal servants when calling on friends.

There are people in many countries who have never heard of Clark Gable or Hedy LaMarr, but it's hard to find a person who hasn't heard and seen Mickey Mouse. The Japanese, usually quiet and reserved, nearly tear up the movie house when Mickey is flashed on the screen.

The big 14-passenger Douglas planes of the American Airlines that dip in and out of Rochester on scheduled will soon be supplanted by planes of the Flagship type carrying 21 passengers.

European hotels make the first tripper across the Atlantic open his eyes. Foreign hostilities, with few exceptions compare with our second and third rate hotels in this country.

NEW YORK World's Fair Tour

Price Reduction
\$36 Seven Days All Expense Except Meals
Write, phone or call for folder describing the biggest Travel bargain offered.
EDWARD L. RAFTERY
Rochester Travel Agency
160 Salina St. Genesee 409

FOR REAL BARGAINS

"SEE FURSTOSS FIRST"

This GLENWOOD BUNGALOW COOKS With GAS, HEATS With COAL



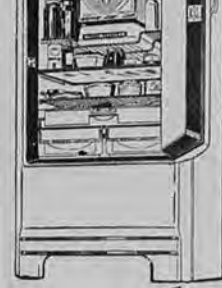
FURSTOSS SAYS: This gas range is just the checker for economy and efficient cooking and baking. Heats the kitchen these chilly mornings. Gives you the latest and best cooking and baking results modern range design can produce. Nationally advertised. Appreciated in the best homes this country over. CHECK THESE FEATURES:

- BEAUTIFIES YOUR KITCHEN
- CONCEALED DAMPER SLIDES
- WHITE ENAMEL FINISH
- CIRCULATING HEAT FEATURE
- AIR SPACE ALL AROUND
- FORCES HEAT OUT TOP GRILLS
- CAST IRON FIRE BOX
- DUAL THRIFT TOP BURNERS
- TELEVISION HEAT CONTROL
- ROLLER BEARING BROILER
- ONE GIANT BURNER
- BLANKET TYPE LEAK PROOF INSULATION

FOR COOKING BAKING AND BROILING
GAS IS BEST
THAT'S WHY the best hotels and restaurants the world over use GAS. Let Furstoss tell you more about the all round superiority of GAS for COOKING, BAKING & BROILING.

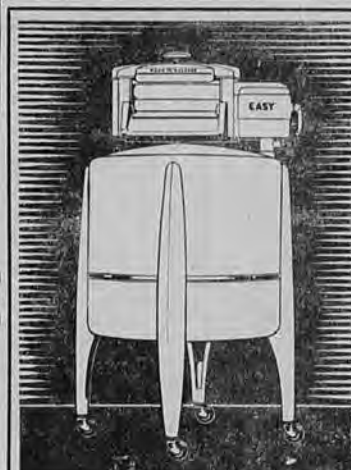
FURSTOSS WILL ALLOW YOU
UP TO \$60 ON YOUR OLD RANGE
NO DOWN PAYMENT
36 Months to Pay

FURSTOSS OFFERS YOU A SAVINGS OPPORTUNITY WITH
\$50 FRIGIDAIRE
With The **METER-MISER**



These are absolute facts. Stalkebilt refrigerators & freezers are as costly as well as dangerous. Even in winter temperatures are seldom within the safety zone of 32 to 50 degrees. U. S. weather bureau statements bear out that fact. Unless foods are kept within a safety zone, they spoil quickly and that means a direct loss of money. By adding these losses you can save as much as \$10 per month with a new Frigidaire. That is the figure present Frigidaire owners estimated they were saving as proved by a national survey of over 558,000 women. So we say—By buying your new Frigidaire NOW, you'll save \$50! COME IN AND LET US PROVE IT TO YOU!

Models As Low As \$119.50
Pay As You Save



You Don't Need To Pay \$75 Or \$80 For a Washer When Furstoss Offers the New Giant

EASY WASHER
For Only **\$54.95**

Others As Low As \$49.95
COME IN NOW... and SAVE

FURSTOSS
Appliances Inc., 409 Chili Ave.
TEL. GENESEE 2070 OPEN EVENINGS

FRIDAY & SATURDAY AT WEGMAN'S

This Week-Ends Biggest Meat Value!
Fresh Dressed TENDER PINK-BONED LEGS OF YOUNG LAMB 21c
Dozens of Cuts To Choose From!
Get Acquainted with the **Extra Savings** In Wegman's Big Self-Serve Groceries!
Boneless Lamb Roasts 21c lb.

20-OUNCE CAN CAMPBELL'S **TOM. JUICE 3 for 23c**

ALL VARIETIES BEECH-NUT **SOUPS 2 for 25c**

KILBOURNE HALL OUR **BEST COFFEE 19c**

POUND PACKAGE CRISP **CRAX 2 for 29c**

24 1/2-POUND SACK ALL-PURPOSE **Hecker's Flour 89c**

PARTY LOAF DELICIOUS **SPICED HAM 23c**

PHILLIP'S RED-RIPE **TOMATOES 4 cans 25c**

NO 2 1/2 SIZE WHITE LILY **PEACHES 2 cans 25c**

12-OUNCE BOTTLE **SENECA ALE each 5c**

FULL QUART BOTTLE **BEER & ALE each 15c**

TALL SIZE CANS VAN CAMP'S **EVAP. MILK each 6c**

WEGMAN'S FAVORITE **FRESH COFFEE 2 25c**

CHATICA BRAND **CRAB MEAT 21c**

WILSON'S TENDER **CORNER BEEF 15c**

LINENIZED **GAUZE TISSUE 3 10c**

HERE'S YOUR GUARANTEE!
HIGHEST GRADE BUTTER
U. S. CERTIFICATE OF QUALITY IN EVERY PACKAGE
IT'S 93 SCORE... the top score in butter! And that's the reason you can SEE the difference, SMELL the difference, TASTE the difference! Wegman's Land-O-Lakes butter is made from SWEET (not sour) cream... America's finest fresh creamery butter... the best your money can buy, no matter what you've been accustomed to pay! Try a pound this week-end, and find out for yourself.

Wegman's
HOME OWNED FOOD MARKETS
FREE PARKING for Customers at Any Wegman Store

Tom Shanter
Loudly
Acclaimed As
THE FINEST ALE
IN
ROCHESTER
More Hops • More Malt • More Age
DRAUGHT • BOTTLES
EVERYWHERE
AMERICAN BREWING CO. • Rochester, N. Y.

OVER-STOCK SALE

Bird Dutch Lap Roofs

RE-ROOF NOW AND SAVE

We are over-stocked on this High Quality Slate Sur-
faced Shingle in two colors only. While stock lasts,
this can be applied at the low cost of Roll Roofing.

CAN'T BLOW UP

Securely fastened at the
Butt with a Copper Clip.
All Seams and all Nails cov-
ered with 2½" Head Lap
and 2½" Side Lap. Can't
Blow Up or Curl. Carefully
applied by Expert Insured
Workmen by an Old Relia-
ble Company.

GUARANTEED

21 YEARS

This Standard Shingle,
highest quality has never
worn out. It is Fire Res-
isting and gives you 5%
Reduction on your Fire
Insurance.

A remarkable opportunity to buy this highest quality
shingle at less than present wholesale cost. With prices
advancing daily you may pay double for this shingle
later.

SHINGLES ONLY **\$1.79** Per Bundle

ONE BUNDLE COVER 50 SQUARE FT.

We will sell you this material and show you how to
put it on.

NO DOWN PAYMENT, TERMS \$5 PER MONTH

Phone At Once For Free Estimate

NO OBLIGATION

KEMP ROOFING CO.
331 W. MAIN ST. Phone Main 1786

Pull up A Chair

By Neal O'Hara

In doesn't make much differ-
ence how smart or how dumb
you are, your brain will weigh
about 2.35 percent of the total
body weight, if you're an aver-
age adult.



The newlyweds,
Carole Lombard
and Clark Gable,
will snag
about \$750,000
in salaries be-
tween them
this year, but
that's before in-
come taxes, of
course.

The dangerous age:
A study of re-
cords shows that
most readily the prey of fi-
nancial swindlers when they're
around 50 years of age and
have only recently lost their
husbands.

Editor Hugo Black, who as
U. S. Senator from Alabama de-
lighted in chewing on unlighted
cigars, has discarded that hab-
it since his elevation to the
Supreme Court bench and now
smokes cigarettes in a long,
long holder like F. D. R's.

When Miss Lydia Burger and
John H. Hab of High Falls, N.
Y., were recently married, the
man appropriately and correctly
headed the story: "HAMBUR-
GER."

A Harvard Univer-
sity survey of more than 17,000
persons showed that the crim-
inals among them had relatively
shorter and broader faces than
their non-criminal fellow men.

Today's favorite gag: The
clever boxer had finally met his
match and was being counted
out on the canvas. "One," roared
the referee, "two — three —
four — five —" The boxer
reached up, grabbed the ref-
eree's wrist, and said, "I'm a
little hard of hearing. Would
you mind repeating that?"

Somewhere in the United
States there's a tornado origi-
nating on an average of once
every 67 hours. But the govern-
ment weather bureau ordinari-
ly sends out no tornado warn-
ings because it's impossible to
forecast just what path a tor-
nado will follow.

In New
York's Pennsylvania station you
can board trains that will take
you directly to nine of the 10
largest cities on the North
American continent.

Copyright 1939
by The McNaught Syndicate, Inc.

A rich flavor and body is ad-
ded to an omelet by adding one
tablespoon of peanut butter for
each egg.

Aquinas Football Team Prepares for Season; U. of R. Also to Play



"Johnny" Sullivan
Aquinas Coach

The de-emphasized U. of R.
football team will pry the lid off
the season a week from Satur-
day when they tangle with O-
berlin College at Oberlin.

Again this year Coach "Bill"
Cox will have to make the best
of the material at hand. The
squad is undersized, both as to
numbers and weight but some of
the material has shown real po-
tentialities in practice sessions.
Football enthusiasts in Roches-
ter must remember that the slo-
gan at the U. of R. is "Our foot-
ball team may be lousy but look
at all the smarties we turn out."

That's why main football in-
terests will center on Coach
"Johnny" Sullivan's Aquinas el-

Annenberg Draws Heavily from City

Horserooms Pay
Well for "Moe's"
Service

Moses L. Annenberg, publisher
of the Philadelphia Inquirer,
Daily Racing Form, American
Racing Record, Radio Guide,
Screen Guide, New York Morn-
ing Telegraph, who has just
been indicted on the charge of
alleged evasion of Federal in-
come taxes, has taken many
thousands of dollars out of
Rochester in recent years.

"Moe" as he is known, is in-
terested in the company which
supplies telegraphed infor-
mation on horse race odds
and race results.

There are several of the
horse rooms in Rochester at the
present time which pay better
than 30 a week for the infor-
mation given them from
noon until supper time each
week day.

West Ave. Church Members To Hold Victory Dinner

Members of the congregation
of the West Avenue Methodist
Church will climax Rally Week
with a "Victory Dinner" tonight,
starting at 6:30, in the church
hall.

Among the features of the
evening will be an address by
Herbert P. Lansdale, Jr., Exe-
cutive of the Rochester Y. M. C. A.
Mr. Lansdale recently returned
from Europe where he was for
several years executive secretary
of the Y. M. C. A. in Greece.

Mr. Frank Van Lare is general
chairman.

Movie Guide

All Pictures Listed Start Thursday
except as Noted:
Friday and Saturday only.

ROCHESTER — "Thunder Affair,"
Charles Morris, Virginia Grey, "Five
Little Peppers, and How They Grew,"
Edith Fellows.
PALACE — "Fifth Avenue Girl,"
Ginger Rogers, "Full Conquest," Vic-
tor McLaglen, Sally Egan.
REGENT — "The Halls Came," Myrna
Loy, Tyrone Power, George Brent, "Stop
Look and Love," Joan Rogers, Eddie
Collins.

CAPITOL — "When Tomorrow Comes,"
Irene Dunne, Charles Boyer, "Prison
Bum," Warren Hull, Anne Nagel.
LITTLE — "The Hurricane," Dorothy
Lamour, John Hall, "Open Saturday,"
Temple — "Behind Prison Gates,"
Brian Donlevy, Jacqueline Wells, Fight-
ing Grinnon, George O'Brien.

RIVERA-DIXIE — "Big Town Czar,"
Barton MacLane, Tom Brown, "Heritage
of the Desert," Evelyn Venable, Donald
Woods.

STATE-LIBERTY — "Blind Alley,"
Charles Morris, Joan Barry, "Bambi
Takes a Vacation," Penny Singleton,
Arthur Lake.
CAMEO — "Naughty But Nice," Dick
Jewell, Gail Page, "Six Thousand Re-
mises," Walter Pidgeon, Rita Johnson.
GRAND — "Juarez," Bette Davis,
Paul Muni, "Under Cover Doctor,"
Ward Bond, Heather Angel.
LAKE — "Mable," Anne Southern,
Robert Young, "Charlie Chan in Reno,"
Sidney Toler, Phyllis Brooks.
MADISON-MORROW — "Man in the
Iron Mask," Louis Hayward, Joan Ben-
nett, "Mr. Moto Takes a Vacation,"
Peter Lorre, Virginia Field.

License Rush Expected

Rush for renewal of one-year
driving licenses is expected to
gain momentum during the
coming week. Officials now
estimate to gain thousand Sym-
pson drivers must renew their
permits before the September 30
deadline. Renewals in the city
are being handled at the state
tax office in W. Genesee st., and
at the motor vehicle bureau in
the courthouse.

BIG BINGO NEW

Ample of
Clayton L. Warner
American Legion

Every Friday Night
Cash Prizes! — Door Prizes!
Grand Prize!
Special Cash Prize For
"EARLY BIRD SPECIAL"
8:15 P. M.

Masonic Temple
St. Paul Blvd. Cor. Titus Ave.
Parking 1000 Cars

23 GAMES — Admission 35c

FURNITURE RECONDITIONED

Re-upholstering, Refinishing 3-pc.
Sofas re-covered in fringed cloth
\$25.50. Occasional Chairs, \$2.00;
Cupboard, Chairs, \$7.50

Textile Upholstering Co.
MAIN 4633

Empire Textile Weaving Co.

IRENE HENEDRY
Weavers & Menders

Trains, Mott Holes
Dresses re-covered and made invisible
in garments, sweaters and linens
189 Burke Bldg. 5 St. Paul St.
Est. 1909 STONE 3192

BINGO

West Avenue Manor
Corner West Ave. & Hancock St.
Every Mon., Wed. and Fri.
23 GAMES for 25c

8:15 P. M. Sharp

BINGO

2011 E. MAIN ST.
Tues. and Sat. 8:15 P. M.

23 GAMES 25c

BINGO

8:30 P. M. GLIDE HALL
SHARP

EVERY THURSDAY AND SUNDAY
1203 JAY ST. cor. GLIDE ST.
Mt. Read via Jay St. Bus
23 GAMES—25c

BINGO

4-5-6
and 7
ways to
WIN

in various ex-
citing and en-
tertaining
games. The
new way to
play Bingo.

BINGO

Sponsored By
Memorial Drum
and Bugle Corps
Booster Club, Ameri-
can Legion.

\$1,000 IN CASH
PRIZES

GRAND PRIZE
OR CHOICE OF 1940
\$500.00 CHEVROLET OR PLYMOUTH

Admission \$1.00 No Extras

EVERY
FRIDAY

FRIDAY NIGHT, 8:30 P. M.

184 CLINTON AVENUE, NORTH

NEAR ANDREWS
STREET

**SMOOTH
AS
SILK**
KESSLER'S
Private Blend
BLENDED WHISKY
Kessler's Private Blend—A Blended Whisky, 25% straight whiskey—75% neutral spirits
distilled from grain, 48 Proof, Julius Kessler Distilling Co., Inc., Lawrenceburg, Indiana.

LIMOGES CHINA

CAN NOW BE OBTAINED

By Presenting the Top Date Line
of the

SYRACUSE SUNDAY AMERICAN

AT ALL DEALERS

BE SURE TO GET YOURS SUNDAY

BACK UNITS OF DISHES OBTAINABLE ONLY AT

339 CLINTON AVE. N.

Plymouth Spiritualist Church

BINGO

EVERY SATURDAY EVENING

23 Games 25c 8:30 O'clock

CASH AWARDS

Plymouth & Troup Sts.

**Hollywood
BINGO**
Admission **25c**
Thurs., Fri. and Sat.
35 Pullman Ave.
Just a Step From Kodak

**4-5-6
and 7
ways to
WIN**

in the contest to
name our "new
airplane... in-
cluding exciting
air plane movies
of Niagara Falls,
never before
shown.

**FREE
ENTERTAINMENT
STARTS AT 7:15**

GAMES Start At 8 Sharp

NAME MY SHIP!

The secret of Windsor's goodness
is
its remarkable
3rd YEAR of aging!

This whiskey is
**NOW
3 YEARS OLD!**

Something unusual
happened to Windsor
during its third year of
aging — something
that made it a sensa-
tionally fine whiskey of
superb flavor!

Very Smoothly Yours
WINDSOR
"PRINCE OF GOOD BOURBONS"

90 proof

Copr. 1939, National Distillers Products Corp., N. Y.

WHERE THE
BRIGHT CROWD
GATHERS THESE
NIGHTS!

The Town's
Finest Full Course
DINNERS
\$1.00
No Cover
No Minimum

★ ★ ★ ★ ★
This Week's Incomparable
FLOOR SHOW
It's the Stork Club in New York. Its Ciro's
in Paris but in Rochester it's the CHATEAU!
The best of eatables and potables plus this
week's incomparable floor show. Comedy,
dancing and a galaxy of pretty girls to drive
dull care away. Come out tonight!

ROCHESTER'S METROPOLITAN NIGHT CLUB
The CHATEAU
MONROE AVENUE at 12 Corners

ROLLER DROME
WEDNESDAY NITE, 8 P. M.

BINGO

LARGEST CASH
PRIZE TOTAL
PAID AT THIS
ADMISSION **27 GAMES 40c**

**BIG CASH
PRIZES**
EVERY
WEDNESDAY

Sponsored By
Memorial Drum
and Bugle Corps
Booster Club, Ameri-
can Legion.

\$1,000 IN CASH
PRIZES

GRAND PRIZE
OR CHOICE OF 1940
\$500.00 CHEVROLET OR PLYMOUTH

Admission \$1.00 No Extras

EVERY
FRIDAY

FRIDAY NIGHT, 8:30 P. M.

184 CLINTON AVENUE, NORTH

NEAR ANDREWS
STREET

BUY COAL NOW AND SAVE MONEY

CALL --- GLEN. 5960

EGG
Stove
NUT
935
PER
TON
SHOVELED OFF

PEA... 7.95
Buckwheat 7.50
RICE... 6.50
Per
Ton
SHOVELED OFF

LIBERTY COAL CO.
727 DRIVING PAR K

"Dusty" Cooke Leads Red Wing Batters For 1939 Season



Allen "Dusty" Cooke

The leading hitter of the 1939 Rochester Red Wings, according to the final unofficial averages, was Allen (Dusty) Cooke, 32 year-old, left-handed swinging right fielder.

In 147 games, only six less than the Wings played during the regular season, Dusty, who the proverbial "apple" for a 337 mark. He had 178 base hits in 532 times at bat, 41 of which were doubles, 8 triples, and 4 home runs.

That two-base-hit total of 41 gave Cooke a tie with teammate Estel Crabtree and Jersey City's Morris Jones for the league leadership in that department. Doubles are important to any club's attack, for invariably they start off a rally, or keep one rolling.

In spite of the fact that Dusty has come down from the big tent to Double-A ball, he still hustles as hard as a hopeful rookie. He's not as fast as he used to be, true, but the fans like the way he runs out every hit. Ever alert, Dusty's quick to take advantage of a fielder's mistake.

After two seasons, Cooke was a "rookie" sensation with the St. Paul club of the American Association, from which team he and Ben Chapman went to the New York Yankees together. What a fleet pair they were! Dusty played with the Yanks and Red Sox for an aggregate of seven seasons and also spent a year, 1938, with Cincinnati of the National League.

Field Trial Favorite



El New Bluestone

One Of The Favorites In The Derby Stake Event At The Field Trials On Wehle Farm This Week-End. Owned By Howard Purple

Entries Heavy For Field Trials At Wehle Farms

Lovers of bird dogs are looking forward to the fourth annual field trials, scheduled for Saturday and Sunday at the Wehle Farm in Scottsville Rd.

This affair, always well attended, will be bigger than ever this year according to Howard Purple in charge of entries. Some of the most famous hunting dogs in this section will participate, with all breeds well represented. With the country's swing to Cocker and Springer, the spaniel entries are particularly heavy.

The generosity of Louis Wehle makes this yearly event possible, as this well known sportsman throws open his extensive preserve on Scottsville Rd. and supplies the numerous pheasants that are taken by the official guns in all spaniel heats.

Local sportsmen are anxious for a bit of rain and some cool weather so that all dogs will show to greater advantage - finds being more difficult in dry years.

The well-known dog fanciers, R. K. Palmerton, E. B. Hendrick and Roy Strickland will judge the pointer and setter classes while Dr. John M. Barnes and Dr. Leo Reiman will pick out the best in the cocker and springer events.

The events start Saturday morning at 8:30 and Sunday at 8 A. M. both daylight saving time. The Wehle Farm is six miles out on the Scottsville Rd. and the property adjoins Dumping Hill. Admission for spectators is twenty-five cents.

Duck Hunters To Enjoy Long Season This Year

Biggest news of the sportsman's year came recently, with the announcement of the U. S. Biological Survey that ducks will be more plentiful than ever this year. Flocks have been on the increase in numbers for the last few years, but are expected to reach their peak this season. The extended duck hunting season in force again this year seems to bear out the contention of the survey. Game laws allow wildfowling to take their birds from October 22nd to December 5th. This is a considerable increase over the usual thirty day season.

BOWLING WITH "ED" RANDALL

"The chump lets go with a mighty heave,
The crash of mallet fills the air.
Again from his hand the ball does leave,
And, shucks, He missed another spare."

That's right, the bowling season is on again in full swing. Many are the spares that are "blown" and many the split that rears its ugly head. But it's early yet. Just wait until the gloss gets off the alleys and the old "apple" starts turning over and then the real fun begins.

From all reports, Rochester is headed for its biggest bowling season in many a year. All halls report capacity league reservations and these cool, crisp evenings are made to order for the King of Winter Indoor Sports.

Now that the season is practically in full blast, it is time to let all you bowlers, male and female, in on something. Watch this column for an important announcement which will be made within the next few weeks. You're going to like it and we're going to like doing it for the bowlers of Rochester. I can't tell you much about it now, but just wait and I think you'll agree that the Sun is going to pep up bowling, not that it needs much pepping-up, but all you keglers are going to be much more careful about blowing easy spares and are going to concentrate more than ever on that right-hand pocket after you find out what the Sun has in store for you.

Now a message to league secretaries and alley managers. Send us your score sheets every week. The boss has given me a generous amount of space to devote to bowling news, so let's use it. Lack of space prohibits the printing of all league scores, but I'll try to give you the highlights every week and this can be done only with the cooperation of league and alley officials. So let me ask you once again to send your score sheets to the Rochester Sun, 5 St. Paul Street, and we'll do the rest.

Watch this column for the big news and, in the meantime, may all your splits be little ones!

Mrs. Robert Brethen-107 Enterprise St.

WIN GUEST TICKETS

Here's your chance to win guest tickets to see Edward G. Robinson in "Blackmail." The first 25 persons to send in the correct answers to the questions below will win free tickets. All answers will be judged on neatness and accuracy.

1. Can you name Edward G. Robinson's last picture at Loew's?
2. In what picture did Robinson first achieve fame as a notorious gangster?
3. What great old character actor has Bob Watson starred with recently?
4. Who played opposite Ruth Hussey in "Rich Man, Poor Girl"?
5. What is Gene Lockhart's wife's name?

He was not guilty but he was convicted! And then this very innocence drove him toward murder!

Send All Answers To Contest Editor, Rochester Sun, 415 Burke Bldg.

OPENS THURS. SEPT 28TH

LOEW'S



EDWARD G. ROBINSON

BLACKMAIL

with RUTH HUSSEY
GENE LOCKHART
BOB WATSON
Screen Play by David Harte
and William Loring
Directed by H. C. POTTER
Produced by JOHN W. CONSIDINE, Jr.

Glossop Slated For Giants

Allan Glossop, who played stellar baseball for the Syracuse Chiefs in 1938 and who did much to help Jersey City win the International League pennant this year, will go South with the New York Giants again next spring.

Bill Terry, boss of the Giants, figures that Al will make a good fight for second base next year. The experience that Al gained this year should help him in the fight for the berth.

Al's hitting improved considerably in 1939 over 1938 and he hit in many runs which gave victories to the Little Giants.

FREE RADIO INSPECTION
Maybe it's just a tube needed! Low cost repairs on any Home or auto radio. Written Guarantee.
GRANGER'S
102 SPRING ST.
Call Main 3123

CHESTER A. KOHLER
Prescription
OPTICIAN
STONE 8718
604 Temple Bldg.
6th Floor
See Your Eye Physician Today
Broken Lenses Replaced Reasonable
Prescription Not Required.
Evenings 7 to 9 — 82 CUC ST.

Starting SCHINE THEATRES Sunday

RIVIERA LONE AVENUE
Ginger ROGERS
David NIVEN
BACHELOR MOTHER

DIXIE PORTLAND AVENUE
ANDREW LEEB-JOEL MCHEN
AND REYNOLDS-ALEX BRUNN
THEY SHALL HAVE MUSIC

LIBERTY DRIVING PAR K
Dorothy LANE-Rosemary Lane
Lola Lane-Gale Page
Daughters Courageous

STATE E. MAIN ST.
JEFFREY LANNY-CLAY BAINSTER
MAY ROBSON
THE "DEAD END" KIDS
MARGARET LINDSAY
HELL'S KITCHEN

MADISON CENTER ST.
SONIA HENIE-POWER
TYRONE
GIVING BERLINA
SECOND FIDDLE
EDNA MAY OLIVER
RUDY VALLEE

MONROE MONROE AVENUE
RICHARD DIX
MAN OF CONQUEST

CAMEO CENTER ST.
SHIRLEY TEMPLE
in the famous story
of a girl who was
SUSANNAH
OF THE MOUNTAINS
PULL "The Kid From Kokomo"

LAKE LAKE AVENUE
TARTAN FINDS A SON!
ALL SEATS 20c

WEST END THURSTON ROAD
RICHARD DIX
in the famous story
of a girl who was
SUSANNAH
OF THE MOUNTAINS
PULL "The Kid From Kokomo"

GRAND AVENUE
TARTAN FINDS A SON!
ALL SEATS 15c

Entertaining THOUSANDS OF ROCHESTERIANS DAILY

7 Big Acts
VAUDEVILLE
SINGERS-DANCERS-COMEDY

An Important Price Announcement

by NATIONAL DISTILLERS PRODUCTS CORPORATION

BACK in 1933, we pledged to our customers lower prices on our fine bottled in bond whiskeys as increased sales and production brought costs down. Now once more we keep that pledge with substantial price reductions on the two most distinguished bottled in bond rye whiskeys

in the country...both accepted for generations as standards of American whiskey excellence, and the most popular of all U. S. bottled in bond ryes today. The quality of these whiskeys is identically the same as it has been down through the years. "Our Word Is as Good as Our Bond."



Mount Vernon

BRAND
100 PROOF

U. S. Bottled in Bond
Maryland Straight Rye
WHISKEY

NOW \$2.39 FIFTH
(25.4 OZ.)

Was \$2.50 FIFTH

NOW \$1.50 PINT
(16 OZ.)

Was \$1.60 PINT



OLD OVERHOLT

BRAND
100 PROOF

U. S. Bottled in Bond
Pennsylvania Straight Rye
WHISKEY

NOW \$2.00 FIFTH
(25.4 OZ.)

Was \$2.25 FIFTH

NOW \$1.40 PINT
(16 OZ.)

Was \$1.50 PINT



Diamond

NEW ACCOUNTS
OPENED IN 5 MINUTES
AND YOU CAN BUY

TIRES

AS
LOW
AS

43c

A WEEK

UNIT

PARTS Corp.

1185-1223 MAIN ST. E.

CULVER 250

Triple Value!
NOW 3 YEARS OLD
-AND THE BEST WHISKEY
YOU CAN GET FOR
THE MONEY!

EXTRA AGE
NOW 3 YEARS OLD -
the best 3-year-old
Kentucky straight
bourbon selling for
around \$1 a pint.

EXTRA QUALITY
AN OLDTIMER - NOT A NEW-
COMER. A quality brand
since 1880, made the qual-
ity way. Aged an extra year
to make it extra fine.

EXTRA VALUE
WE'VE INCREASED THE
AGE 50% and you will
say 100% enjoyment.
Just try it - and see.

Crab Orchard
KENTUCKY STRAIGHT BOURBON
WHISKEY

Crab Orchard
KENTUCKY STRAIGHT BOURBON
WHISKEY

PAGE EIGHT

TRUTHFUL NEWS

THE ROCHESTER SUN, THURSDAY, SEPTEMBER 21, 1939

TRUTHFUL ADVERTISING

You'll be surprised
at its MILDNESS

—and more than mildly surprised
at the price

NATIONAL'S
of **EAGLE**
WHISKEY

If you want a perfect, mild, gentle whiskey we ask you to try
National's EAGLE, and we ask you to compare its price, its
body, its aroma, and its taste with any blend at any price.

Copr. 1939 National Distillers Products Corp., N.Y.C.—60% grain neutral spirits. 90 Proof



WANT-ADS

FURNITURE

RED LENGTH studio couch cost \$50.00 price \$18.00. Gas stove 2 burner and 4 burner \$40.00 and up. Rocking chairs \$1.50. Morris chair \$2.00. 3 pc. mahogany bedroom suit \$25.00. Walnut A. pie glass office partition cabinet window cheap for cash. W. J. Coy. 140 State St. 1200 up also heaters. Will pay \$10.00 to \$25.00 for any or white enamel combination stoves. H. P. Fahrner, 124 Plymouth Ave. North

NEW SIMMONS METAL BEDS \$14.50 Spring and mattress complete \$10.50. Bunk worn deluxe coil spring \$8.00. All size coil spring \$4.50. Inner spring mattress \$6.50. \$29.50 nationally known Beauty Insulating Mattress. \$15.00. Walnut, maple or mahogany four poster beds. \$15.00. Jersey Land or apple beds, all sizes. \$6.50. Studio Couches, \$13.50. 4 piece Blood Mahogany bedroom suite. \$15.50. 5 pc. Queen Ann Mahogany bedroom suite. \$60.00. 4 pc. Walnut bedroom suite. Lingerie dress, original coat \$125.00. Ice boxes. \$15.00 to \$20.00. Bed, spring or mattress from \$1.00 to \$5.00. Occasional chairs, assorted. \$2.50. Over stuffed lounge chairs as low as \$2.00. 3 pc. living room suite, second hand, \$5.00 to \$15.00. Rebuilt living room suite, beautiful new covers, as low as \$12.50. Porcelain top end bed table, 4 chairs, usually sell for \$25.50 for \$12.50. 5 pc. Chrome sets, usually \$45.50 for \$20.00. Gas stove, \$10.00 up. Combination hanging stove, equipped to burn gas and oil. \$20.00. H. P. Fahrner, 124 North Plymouth Ave.

LIBERAL ALLOWANCE ON YOUR OLD FURNITURE

SPECIAL! We pay \$2.00 for each heating stove and cooking stove. H. P. Fahrner, 124 North Plymouth Ave.

NOLAN'S SAVE MONEY. Fall Bedding Sale! Genuine Simmons Steel Beds, all sizes. \$4.50. 4 poster beds, maple and walnut. \$4.45. Sagless springs. \$2.25. Coil springs \$4.75. Double Coil \$7.00. New Mattresses, \$1.00. 100% full weight. \$4.45. Insulating mattresses, factory damaged, in price at \$2.50. Open Evening. NOLAN'S, 420 State Street.

NOLAN'S Simmons' \$29.50 Studio Couches. Choice of others. \$19.95. \$15.00. Open Evening. 420 State Street.

NOLAN'S Breakfast Suits! Extension Porcelain table, 4 chairs, color choice, \$25.00. 420 State Street.

EMPLOYMENT

CARRIER boys wanted for Rochester Sun route. Salary. Apply in writing to: Circulation Dept., Rochester Sun, 5 St. Paul St.

EXPERIENCED Printing Salesman. Take orders. Business Cards. \$175. Commission. 146 Joseph Avenue. Stone 4725.

FOR RENT

188-206 MONROE AVE. 3 room and kitchenette apt. heat and hot water. Moderate rental. See Supt.

121 PARKS AVE.—One and two rm. kitchenette apt. heat, light and refrigerator. tile bath. Moderate rentals. See Supt.

510 LAKE AVENUE—2 room and kitchenette apt. heated, electric refrigerator. See Supt.

54 KING STREET—3 and 4 rm. completely redecorated heated apt. Moderate rentals. See Supt.

121 NORTH STREET—One, two and three rm. apt. heat, light and refrigerator included. Moderate rentals. See Supt.

SOAP—WAXES—POLISHES
Finest quality Soap Powder; buy in bulk, save money, highest quality self-polishing or rubbing floor wax, \$1.50 gallon; Paste Wax, 35c lb.; Cream Emulsion Furniture Polish, \$1.50 gallon; Cedar or Lemon Oil Polish, \$1.00 gallon. Mannard Sales Co., 132 Jewel St., Glenwood 4495. Free Deliveries.

For added color and flavor to fruit salad, dip the lettuce leaves in paprika. While the Reich is at war, the penalty for any German found dancing in public is six weeks in jail.

BE WISE - FILL UP NOW
BEFORE PRICES GO UP

PENNSYLVANIA HARD COAL

STOVE NUT	9.35	EGG STOVE NUT	9.95
"Grade B"	TON CASH Shoveled Off	"Grade A"	TON CASH Shoveled Off

COKE 8.25 ton

COAL CO. PHONE: 255
LAKE LYELL AVE. GLEN 538

Mrs. John Reid—1113 Lake Ave.

The Rochester Sun

Published every Thursday by the Rochester Sun Corp., 5 St. Paul St., Rochester, N. Y. C. C. Gerling, Pres.; F. D. Kelly, Vice-Pres.; Wm. Pfaff, Sec.; Wm. G. Bromley, Treas.
G. Curtis Gerling, Publisher
Eugene Davis, Adv. Director
Orville H. Allen, Editor
Frank Muench, Comptroller
NATIONAL REPRESENTATIVES,
James A. Coveney Co.
New York Office
Chicago Office
444 Madison Ave.
39 South State St.

SPECIAL SALE
GIANT 14-OZ. SIZE
WILDROOT
HAIR TONIC

The hair tonic that combats dandruff, imparting the natural beauty and lustre of strong, healthy hair.
Reg. \$1.10
NOW 59c
Stock Up at this Price and SAVE!

3 FINE VALUES

PEPSODENT TOOTH POWDER
25c Size 19c
PEPSODENT TOOTH PASTE
25c Size 19c
PEPSODENT ANTISEPTIC
75c Size 59c

Zonite ANTISEPTIC

The antiseptic that is so safe and sure that it is recommended for first-aid, dandruff, gargle, athlete's foot, etc. Wherever you wish to kill germs safely—use Zonite.

THREE SIZES
2 1/2 Oz. 23c
6 Oz. 47c
14 Oz. 79c

FORHAN'S CLEANS TEETH SAVES GUMS

Brilliant Teeth, Healthy Gums with this DOUBLE PROTECTION!
Forhan's costs no more than most ordinary tooth pastes, and the big new tube saves you money. Buy Forhan's today, and end half-way care for all time.

LARGE TUBE 39c

DEL-MONTE SALE

Peas	11c
Whole Kernel Corn	9 1/2c
Grp. Fruit	9 1/2c
Mission Peaches	12 1/2c

MODESS
Gives You Complete Protection!

You'll like Modess' lasting softness... supreme comfort and complete protection. Modess is always ready-wrapped for your convenience at Whelan's.

Regular and Junior Sizes
BOX OF 30 45c. 2 BOXES 89c

Whelan DRUG STORES

WATCH WHELAN'S PRICES and SAVE

Watch Whelan's Windows - Watch Whelan's Advertisements - Watch Whelan's special offers on the counters - Watch Whelan's Prices and SAVE

140 CLINTON AVE. SO. CORNER COURT
Shop at the Friendly Store
MAIN 9020

COUPON
United Gross PAPER TOWELS 200' **9c**

COUPON
LIGHT-HOUSE CLEANSER (Limit Two) **2c**

COUPON
VELVET TOILET TISSUE 2 FOR **5c**

COUPON
Reg. 5c LEAD PENCILS 6 FOR **5c**

COUPON
TYRA FACIAL TISSUES 200's **5c**

COUPON
GENUINE ASPIRIN TABLETS 100's — 5 Gr. **7c**

BOWL COVERS
Finest quality oil silk. Sizes from five to ten inches. **19c**

BEAN POT
Guaranteed against breakage by heat. Excellent for cooking beans, peckling, etc. Holds the flavor of the food. Quart Capacity **25c**

CUT RATE SPECIALS

MILK of MAGNESIA	U.S.P. Pint	8c
GILLETTE TYPE BLADES	2 FOR	1c
RUBBING ALCOHOL	*Full Pint	6c
ABSORBINE	JR. \$1.25 Size	69c
SANITARY NAPKINS	12's	8c
RUBBER GLOVES	Heavy	9c
EPSOM SALTS	5 lb. Box	11c
FLY-DED	Full Quart	35c
WAX PAPER	Extra Heavy 100 Ft.	7c
HOSPITAL COTTON	16 lb. roll	16c
AMMONIA	RECO Full Quart	8c
ANACIN TABLETS	50c Size 30's	39c

SCOTT TISSUE 3 for 19c

PEROXIDE 9c
U.S.P. PINT

KOTEX
3 Sizes: JUNIOR REGULAR • SUPER
BOX OF 12 **20c**
2 BOXES OF TWELVE **39c**

Sanitary Accessories:
FIBS—THE KOTEX TAMPONS 12's **23c**
KOTEX Wonderform Belt 23c
KURB Anodyne Tablets 12's **23c**
KLEENEX 200's **13c**, 2 for 25c, 500's **28c**

FOOTBALLS and FOOTBALL PUMPS TOUCHDOWN... Official size ball. Extra heavy, genuine grain leather cover, stitched with extra strong waxed thread. Ten hole leather lacing. Equipped with a special, extra large size bladder. GREAT VALUE **98c**

ARMY AND NAVY FOOTBALL... Official size, weight, and shape. Genuine grain cowhide cover **1.08**

WE RESERVE THE RIGHT TO LIMIT QUANTITIES—NO SALES TO DEALERS

Miracle FOOD MARKET
694 LAKE AVENUE
Open Evenings Thursday, Friday and Saturday

WE GUARANTEE THESE SPECIALS TO BE THE LOWEST IN TOWN Check Them Carefully

HECKERS FLOUR 24-lb. sack 85c	Maxwell House COFFEE 3-lb. can 47c Lb. 24c	HORMEL SPAM can 24 1/2c
--------------------------------------	--	--------------------------------

MILK 10 for 54c 5 1/2c BALLOON FREE WITH GIANT 13-OZ. PACKAGE	POST TOASTIES 7 1/2c	DEL-MONTE SALE
LGE. 303 CAN LIBBY'S MIXED VEGETABLES 3 for 25c	LOBSTER can 15c	Peas 11c
CAKE FLOUR	SWANSDOWN box 20c	Whole Kernel Corn 9 1/2c
WINSLOW'S ALL GREEN—TIPS AND CUTS	ASPARAGUS 11 1/2c	Grp. Fruit 9 1/2c
U.S. No. 1 Elbert PEACHES BU. 89c	U.S. No. 1 POTATOES pk. 23c	Mission Peaches 12 1/2c
U.S. No. 1 ONIONS 10-lb. bag 15c	Light Meat — Alamo TUNA FISH 11 1/2c	
	3 Dozen Jar RUBBERS 10c	

APPLE or TOMATO **JUICE** full 20-oz. can **6c**

Dairy Specials

Fresh Large Grade A EGGS DOZ. 33c
Wisconsin Sharp CHEESE LB. 29c
Creamy Mild CHEESE LB. 22c
Bulk Creamy Peanut Butter lb. 12 1/2c

Make Miracle Market Your Headquarters For

BEER and ALE

qt. bottle **14 1/2c**
Canned Beer or Ale 3 Cans **25c**

COUPON

1-Lb. Chicken Neck	15c
1-Lb. Chicken Wings	23c
1-Lb. Chicken GIBIETS	19c
3-Lbs.—Value	57c

27c lb.
TENDER JUICY ROUND STEAKS AND BONELESS ROUND STEAK ROASTS

39c
While They Last! WITH THIS COUPON

17c lb.
MILK-FATTED FOWL For Fricassee or Salad

25c lb.
BONELESS ROLLED Veal Roasts

FRESH CHERRYSTONE CLAMS (900 per 100) EACH 1c	FRESH SHUCKED OYSTERS pt. 25c
MILK-PASTED — Young Roasting CHICKENS lb. 23c	2 Lbs. PIG HOCKS SAUERKRAUT 25c
Chicken or Turkey BREASTS lb. 43c	Chicken or Turkey LEGS lb. 37c

ROCHESTER'S
WEEKLY
SHOPPING
GUIDE

VOL. 11 No. 48

The Rochester Sun

TRUTHFUL NEWS

TRUTHFUL ADVERTISING

ROCHESTER, NEW YORK, THURSDAY, SEPTEMBER 28, 1939

DELIVERED
TO 74,700
ROCHESTER
HOMES

If You Do Not Receive Your Copy Regularly PHONE STONE 6001

JIMMIE FIDLER In Hollywood

HOLLYWOOD. — "Dancing Coed," previewed the other night by Metro-Goldwyn-Mayer, is a smash hit. It is also an apt illustration of one of Hollywood's chief follies, an indirect indictment of the "star-system" which has had studio initiative fettered for years.

The story, "Dancing Coed," tucked it away on the shelf. And there it lay, month after month, while the studio's men of might waited about the dearth of good stories. It would probably still be on the shelf had not Edgar Selwyn, continued on Page 5

VANITY LOWER PRICED FASHIONS

Give Thousands of Rochester Women The Best in Style at Lowest Price! . . .

Famous for Style

SMART FALL HATS

1.98

These smart styles at such low prices would lift you right off your feet at the end of the season! Now just as Fall is beginning they're miraculous! Bustle Drapes, Snoods, Earrings, Pill Boxes... ALL the newest!

And in Vanity's Thrift Dept. you'll find hat values galore!

All Thriftily Low Priced

\$1

Vanity

MILLINERY

48 E. MAIN At Front St.

Auto Show Opens At Edgerton Park On October 14th

For the first time in its 32-year history, the Rochester Auto Show will "jump the gun" this year, raising its curtain on the new 1940 models before the opening of any other Auto Show in the nation. Even the National Automobile Show in New York City will trail the Rochester Show by a day!

October 14th, the opening date, is expected to intensify public interest in the Auto Show because, unlike the situation in recent years, a large majority of the new cars will actually be making their maiden bow, as far as the man in the street is concerned.

As in the past, the Auto Show will be sponsored by the Rochester Automobile Dealers Assoc.

Evening School To Offer Speech Class

There will be no further need of storing pebbles, peas or parsnips in your mouth to avoid stuttering or other speech impediments according to an announcement of the Board of Education.

Monroe High Evening School is offering a new course this term, titled Speech Re-Education, to overcome defects in everyday talking.

It is explained that this is not a course in public speaking but rather an attempt to offer assistance to persons having difficulties of speech such as stuttering or stammering, lisping, nasality, imperfect diction, in fact, poor speech habits in general.

The work of this group of necessity, have to be carried out largely as a series of individual conferences and periods of assistance and practice. Every attempt will be made to prevent the slightest embarrassment to those who register for this helpful course.

Anyone interested in this course may register at Monroe High Evening School, from 7 to 10 o'clock.

Chambers Opens Membership Drive

Membership campaign of the Chamber of Commerce will get underway tomorrow when two hundred and eight workers take to the field.

The campaign, which will continue for one week, has "Invest in Chamber Preferred" as its slogan. A stock certificate, authentic in all details of appearance, is being used as a novel campaign method to demonstrate the fact that the Chamber of Commerce membership is an investment that reaps steady and profitable dividends.

Pigskin Prognosticators



JOHN (AQUINAS) SULLIVAN W. H. (HOWIE) FRECKLETON DONALD (BUCKET) LYONS

Civic Music Group To Elect Officers

Members of the Civic Music Association will meet at the Chamber of Commerce for luncheon and business session next Monday at 12:15 P. M.

Feature of the meeting will be election of officers for the coming year. It is expected that attendance will break all records.

All members of the association are urged to attend and it is requested that notifications of attendance be made at the offices, 26 Gibbs St., as soon as possible.

Baptist Temple Plans Film Showing Sunday

Members of the Baptist Temple congregation will view the film, "Are We Civilized?" at the evening service next Sunday. This picture deals with the suppression of the free press and free speech in present-day foreign countries.

Neutrality Mail Stumps Rep. O'Brien

Differs With Wadsworth
And Gallup Poll On
Majority Opinion

Difference of opinion is what makes horse races, according to a popular axiom. And that's why Representative Joseph J. O'Brien is entitled to his opinion as to what action voters in his district actually want him to take on the neutrality legislation now before the Congress.

According to the mail received across the Congressional desks this past week, constituents are almost unanimously in favor of retaining the present embargo provisions of the act.

However, James W. Wadsworth, O'Brien's Congressional neighbor, says that most of this mail has been instigated and represents the views of the organized minority rather than the actual majority opinion. Mr. Wadsworth, who has spent years in the capital and is wise to most of the tricks used to force legislation, believes that the majority of voters in this area and in the country at large are for some revision of the present act. His belief is borne out by the poll conducted by the American Institute of Public Opinion, famous for the accuracy of its forecasts.

Of course, Mr. O'Brien has spent almost a whole year in Washington, so who is the American Institute of Public Opinion to differ with him. We all remember what the soldier said when he was accused of being out of step. He said, "I'm not out of step, the rest of the army is."

Sun Chooses Board Of Selectors To Predict Football Results

Headed by "Johnny" Sullivan, popular football coach at Aquinas Institute, the Sun Board of Selectors swings into action today with predictions on Saturday's wins in major collegiate football clashes. Each week throughout the season, the Board of Selectors will attempt to name winners for Sun readers.

Other members besides Sullivan are Donald (Bucket) Lyons, one of the outstanding semi-pro football players in Rochester, and former player with the Scalpers and Greyhounds. The third member of the trio, "Howie" Freckleton is also prominent in local athletic circles.

Watch for these selections exclusively in the Sun each week and keep track of the results. We have been promised a 70 per cent correct average each week. Can the Sun Board do it?

Community Choir Opens Fall Season

Community Choir of Rochester, under the direction of Cornelius M. Magnein will resume rehearsals for the fall season beginning next Monday night at Edgerton Park Assembly Hall.

This will be the first rehearsal in the new quarters of the choir, made necessary by the enlarged membership. Famous throughout the city for its work at band concerts and over the air, this organization was founded in 1936 by Edward C. May and numbered 35 singers at the start.

It is announced that membership is open to everyone and that persons interested in joining should attend this first rehearsal at 7:45 P. M. No fees or dues of any kind are connected with membership.

OPEN EVERY EVENING UNTIL 9 P. M.

WITH EVERY INDICATION OF MUCH HIGHER PRICES LATER IN THE SEASON! Right NOW Is the Time to Take Advantage of the EXTRA Savings at Rochester Jobbing House!

Reg. \$5.50 Men's Combination
LEATHER & WOOL JACKETS
ALL WOOL
The perfect jacket for all-around wear. Soft, all-wool material, with genuine leather sleeves, full-zipper plaid flannel lining. Zipper cigarette pocket. Sizes 36 to 46.
\$3.98
Boys Sizes \$3.39

Men's & Boys' Genuine
Suede Jackets
Real suede, full-zipper jackets featured in most stores at several dollars more! Warm plaid flannel lining, with zipper cigarette pocket. Sizes 36 to 46.
\$3.98 \$5.00 Value!
Others to \$9.98

Men's Zipper 2-Tone
Sports Sweaters
\$2.79 \$4.00 Value!
A most popular sweater style... plain or two-tone combinations with belted back or jacket style. Cloth fronts. Both conservative and youthful styles. Sizes 36 to 46.
Others to \$4.48!
SLIP ON OR ZIPPER SPORT SWEATERS \$1.79

Men's New All Wool
Plaid Jackets
\$3.98 \$5.50 Value!
Famous, durable Niagara-made jackets with vestee for chest protection, snug-fitting around waist and cuffs. Warm flannel lining, zipper closing and zipper pocket. Sizes 36 to 46.
Others to \$5.98!
Boys' Sizes \$2.79

With rising prices forecast throughout the market, we doubled our purchases of Fall and Winter merchandise. And that means you can take advantage of present low Jobbing House prices RIGHT NOW... and save yourself the difference between these and the coming higher prices later! Always the best of things at Rochester Jobbing.

COMPARE... the qualities, varieties and the prices!

- Rochester's Largest
Economy Departments
- ... OF WORK CLOTHES
... an entire floor devoted to overalls, dungarees, coveralls, shop coats, pants, shirts, shoes, etc.
 - ... OF BOYS' WEAR
... another big floor of boys wear for all ages: suits, knickers, sweaters, jackets, raincoats, hats, etc.
 - ... OF SPORTS WEAR
... sweaters, jackets, campus coats, riding apparel, ladies skirts, jackets and sweaters, raincoats, etc.

INQUIRE ABOUT OUR CONVENIENT
BUDGET CHARGE ACCOUNTS
Credit Convenience at the Same Low Prices
as if You Paid Cash!

MEN'S BEACON
Heavy Robes
\$2.98
Reg. \$3.98
The first time this quality has ever been offered at less than \$3.98! New herringbone in a variety of colors. All sizes.

NATIONALLY FAMOUS
Sarnoff-Irving HATS
\$2.85
A new department, presenting the finest hat values in America.

MEN'S BIG YANK PLAID
Flannel Shirts
89c
Famous "make shirts that hit the belt" for sports and work wear. Exceptional values at this price!

Ladies' GENUINE
SUEDE Jackets
\$5.98
Popular Co-sack style, with talon fastener. Warmly flannel lined and with adjustable tabs. Sizes 14 to 20. Regular \$7.98.

A Wardrobe For School Girls!
NEW SPORTS JACKETS
COMPLETELY LINED
Fresh new fashions for Fall wear... all the wanted plaids and stripes. All new colors, in sizes 12 to 20.
\$2.79 \$3.98 Value!
PARKER WILDER FLANNEL SKIRTS
ALL WOOL
New all-wool fabrics in plaids and plain colors. Swing skirts, pleated skirts and dressy tailored styles. Sizes 24 to 32.
\$1.69 \$2.29 Value!
STONE 2260

REVERSIBLE COATS
\$9.98
Reg. \$12.98 Values!
A real topcoat, made from warm, wool fabrics, in new shades of herringbone and overplaids. REVERSE IT, and for rainy days you have a shower-proof gabardine coat! Sizes 34 to 46!

Kiddies!
Overall & Jacket SETS
\$1.69 Reg. \$2.50
Soft, long-wearing corduroy in bright little jacket and overall combinations. A style for little 2 to 8 years that you won't find equalled anywhere in Rochester. In blue, brown, green and maroon.
LOWEST PRICE EVER SOLD

Boys' New Fall
TWO KNICKER SUITS
\$5.98 \$7.98 Values!
New Fall patterns, tailored for good looks and for long wear. The kind of suits boys enjoy wearing... at prices parents don't mind paying.
CLOSE OUT! BOYS' SWEATERS
Full zipper and slip-on styles in plain colors and mixed patterns. Perfect for school wear. All colors. 30 to 36.
Values to \$1.98! **\$1.00**

MARRIOTT'S
FRENCH DRY CLEANERS
QUALITY CLEANING — REASONABLE PRICES
GENESEE 2310 31 RIVERVIEW PLACE UNION SHOP
414 GENESEE STREET

MARTIN'S V.V.O.
10 year old Scotch
Mellower • Richer • Smoother
Don't short change yourself on age
ask for Martin's V.V.O.

MARTIN'S V.V.O.
BLENDED SCOTCH WHISKY

100% SCOTCH WHISKY. BOTTLED IN SCOTLAND. IMPORTED BY MCKESSON & ROBBINS, INC., N. Y. C.

SALE! \$6.95 EACH
AT LAUER'S
Traditional Tables With Charm
SOLID MAHOGANY TOPS

Not stained gum wood... not birch... but genuine solid mahogany tops on every one of these tables at Lauer's! You save \$3 on every table that you purchase. Notice the graceful styles in the Duncan Phyfe group... the two drawers in the commode... and see the lovely pie crust edge on the lamp table. The coffee table has a removable glass tray top. Rarely will you see such unusual values in good quality occasional tables. If you can't get down-town, just telephone Lauer's, Main 3268... select the style you wish from the picture above, and we will deliver it to you immediately... And remember, the price is only \$6.95!

Lauer's
50 STATE STREET

CURT
Comments

THIS AND THAT

After years of effort and a sizeable investment, we have definitely given up hopes of winning the Irish Sweepstakes. The booklet of twelve handsomely engraved tickets now goes into the wastebasket on receipt, or it will next time anyway... Judge Rosenberg, tells a "Metoskey" story better than Lou Holtz... and as you know, Mr. Holtz is no "also ran" with tales of the chosen people... The Inn proprietors along the Lake and Bay had a pretty fair year... Advertising man John Roche represents the innuendo that his spike wound received in a recent softball fray was self-inflicted. Many maintain that John has lost much of the grace of the ballet dancer in recent years...

The price of scotch liquor will increase still further. Shipping insurance and rates are skyrocketing. 18,000 cases of the gentleman's drink went to the bottom with the Athenia. Altho 18,000 cases seems like the makings for a host of headaches it is only a one day supply for New York City. Now we really wonder where the government can spend all the liquor tax money... Bill Vick of the gas station Vicks is the handsomest of the five Vick boys, that is, if you can believe what the women say...

According to Bill Maloy who usually is undisturbed by signs and fluctuations, real estate is on the eve of another epoch-making boom. A general sales tax would help but it would take a Harry Houdini to get the bill thru the Albany legislature... Nobody ever accused the robust Al Michaels of making his own clothes, but he personally put down all the pickles and sauerkraut consumed in his establishment... Jerry Cohen, the big bean and rutabaga man of the public market will challenge Red Callahan football star of yesterday to a home and home handball match. Alternating at the J. Y. and K. C. courts, Cohen has agreed to supply Callahan training spinach at cost...

The neighborhood shopping centers are beginning to get under the skin of the downtown merchants. No like the open evening business... The stork reports that Harold Connors, Caliph of Caledonia will go back to whipping up the formulas in November... The golf widows are enjoying a brief respite before becoming shot-gun widows. It takes a smart girl to sandwich in a football game or two during the hunting season... Malcolm McCluskey, enjoys his fall road trips. He always manages to be in the towns with the biggest football games for the week-end...

The stock brokers are feeling so good they will even say a good word for Roosevelt. They grudgingly admit he is right about the Neutrality Bill... G. J. Dunkleberg advertising expert and pilot will soon be able to combine vocation with avocation. A new job in the advertising field calls for a plane to fly to his business calls about the country...

Bethany Shrine To Hold Rummage Sale
Members of the Bethany White Shrine will hold a rummage sale tomorrow and Saturday at 130 Main St.
It is requested that members of the Shrine call Miss Florence Standing at GENESEE 2754-B if they have articles which may be included in the sale.

Movie Quiz Winners
Below are the winners in the Loew's-Sun Quiz for this week. If your name is on this list, call at the Rochester Sun office, 419 Burke Bldg., before Monday noon, and receive your tickets to Loew's Theater. Answer this week's quiz and you too, may win free tickets—you'll find it on another page of this paper.
Mrs. A. M. Farosh, 36 Nye Pl.
Donald Garr, 136 Hollenbeck St.
Mrs. A. Schieff, 137 Burwell Rd.
William McDonald, 68 Rugby Ave.
Catherine Derrick, 53 Mason St.
Thelma Parker, 45 Wilcox St.
C. J. Guerra, 494 Hunt St.
Mrs. Clara Maier, 61 Copley St.
Lola Berarrie, 525 Fulton Ave.
Sidney Savage, 176 Earl St.
Fred Zill, 639 Park Ave.
Kenneth Greer, 405 Garson Ave.
Mary Thomas, 111 Hubert St.
Jane Myranda, 406 Harvard St.
Mrs. J. F. Skinner, 911 Park Ter.
Mrs. Lucy Dixon, 75 Meigs St.

JACK & JILL
PLAY SCHOOL
1203 PARK AVE.
HALF DAYS
FULL DAYS
Cooked Lunch Transportation
MONROE 7512

CALLING ALL
Persons Steadily Employed
WHO NEED MONEY
Come here for a Low Cost PERSONAL LOAN. You don't need collateral or co-maker. Convenient monthly repayments. If you are unable to call, phone or write for an application form.
The Bank of Personal Service
Member of F. D. I. C.
GENESEE VALLEY TRUST COMPANY
Exchange and Broad

SIEBERT STOVE SPECIAL
for a limited time only
GENUINE ANDES GAS RANGE
Regular \$114.50
NOW ONLY \$89.50
And Your Old Stove
ON SIEBERT'S EASY TERMS
Here is a range value that will be hard to duplicate the next ten years. This range contains every feature for which Andes is famous. We have not asked the price to make this reduction. Actual price is \$114.50. Hurry, because when our present stock is gone... we will have to withdraw this offer.

YOU SAVE \$25.00
SINCE 1911/888
SIEBERTS
ST. PAUL and ANDREWS ST.
Free Parking Open Evenings

ROCHESTER DEALERS OFFER SPECIAL PRICES AND TERMS
in their
OLD RANGE ROUND-UP
MODERN GAS RANGE give accurate control, perfect results. The last word in convenience, cleanliness and economy. Cook the better way, with gas. Modernize your kitchen with a beautiful gas range that will beautify your home and bring endless happiness and enjoyment. Choose the one best suited to your needs from a variety of models. Prices and terms which will please you.
"MAKE COOKING EASY" with a MODERN GAS RANGE
SEE THE AT ANY OF THE FOLLOWING DEALERS:
CARROLL RADIO SALES, Inc. 523 Thurston Road
FRENCHMAN & SWEET, Inc. 368 State Street
FURSTOSS APPLIANCE, Inc. 409 Chili Avenue
LAUER FURNITURE CO. 40 State Street
McCURDY & CO. 285 Main Street E.
ONTARIO DISTRIBUTING CORP. SIBLEY LINDSAY & CURR CO. (See your nearest Crosley Dealer) 228 Main Street E.
WOLFE AUTO SUPPLY, Inc. 237 Joseph Avenue
E. C. POMMERENING & SON 1106 Lyell Avenue
REDEKER BROS. 1154 Main Street E.
ROCHESTER NORGE CORP. (See your nearest Norge Dealer)
ROPER RANGE & FURNACE CO. 48 St. Paul Street
SEARS, ROEBUCK & CO. 175 Monroe Avenue
WOLFE AUTO SUPPLY, Inc. 237 Joseph Avenue
ROCHESTER GAS & ELECTRIC CORPORATION

Club Directors Meet At Dinner
Directors and committee chairmen of the Rochester Zonta Club will hold their monthly meeting tomorrow at the home of Mrs. Maude Snapp, Point Pleasant. Dinner will be served at 6:30 P. M. In addition to reports of committee chairmen, plans will be discussed for sending delegates to the Regional Conference, October 14 and 15, at St. Catharines, Ontario, Canada. The following directors and committee chairmen will be present at the meeting: Miss Mary O'Connell, Miss Margaret Erhardt, Mrs. Maude Snapp, Miss Ethel Woodworth, Miss Marie Ries, Miss Evelyn Harding, Miss Marion Peake, Miss Ida Randle, Mrs. Irene Rankin, Miss Edwina Hogadone, Miss Mercedes Brayer, Mrs. Marjorie Hamilton, Miss Ruth Merrill, Miss Flora Armbruster, Mrs. Martha Jeffreys, Miss Elizabeth Foster, Mrs. Jane Brandt, Miss Bess Feary, Miss Elizabeth Gledhill, Miss Adeline Bush, Mrs. Margaret Leach, Miss Nell O'Connell, Miss Mary Spittal, Miss Flora Vogel, and Miss Leah Woodruff.

Order of Amaranth Lists Party For Saturday
Members of the Franklin Stebbins Court, Order of the Amaranth will sponsor a bingo party at the 19th Ward Republican Club in Hawley St. next Saturday night.
Arrangements will be under the direction of Royal Matron Ethel D. Wallis, assisted by group captains.
It is announced that tickets will be available at the door or from members of the committee. A cordial invitation to attend is extended to the general public.

Recreation Group Undertakes Classes
A Social Division of Recreation Department of the Board of Education will sponsor a Social Recreation Leadership Training Class directed by Norman Ulp.
This class will be held Monday evenings at Monroe High School for the period of twelve weeks, beginning next Monday at 7:30 p. m.
During the twelve week period all types of social recreation activities will be taught, including active and non-active games, mental games, stunts, stunt songs, musical mixers, singing games and square sets.
Registration at the first session of this class is requested as the registration will be limited. It is advised that persons desiring further information call Stone 1044.

Leeds Clothes Announces Local Store Opening
Announcement of the formal opening of Leeds Clothes, a men's wear store at 30 St. Paul St. has been made by Sidney Nusbaum, manager. Mr. Nusbaum was formerly connected with Columbia Clothes and Rogers Clothes in Rochester. Leeds Clothes will cater to the medium priced field and announces that Rochester-made men's wear will be on sale.

Sons of St. George To Greet Grand President
Rochester Lodge No. 255, American Order Sons of St. George, will meet at 22 N. Washington St., Saturday evening to welcome their Grand President Wallace Ibbotson of Brooklyn, N. Y. A large number of Supreme and Grand Lodge Officers will also be in Rochester together with about one hundred visitors from all lodges throughout the State.
The Grand Lodge Silver Shield, won by Rochester Lodge, will be officially presented at this time. Twenty-five and fifty year buttons will be presented to all members becoming eligible during the past year.
The Grand President's Trophy, donated by Past Grand President James E. Skinner, will also be presented to Rochester Lodge. Entertainment and refreshments will conclude the evening.
A Sons of St. George Bowling league has been organized. It is requested that any member wishing to take part communicate with Frank Heffer or Ray Towle.

FANARA AWNING CO.
53 CENTRAL PARK
WINDOW SHADES
VENETIAN BLINDS
AND DRAPERIES
FREE ESTIMATES

Atlantic Supply
Guarantees...
FRESHNESS-QUALITY and LOW PRICE
Because They're WHOLESALE and RETAILERS
for FRIDAY - SATURDAY - MONDAY
Fancy Red Salmon can 25c
Good Popping Pop Corn lb. 10c
2 lbs. for 19c
N. Y. S. Tender, Sweet PEAS No. 3 Sieve 2 cans for 25c
Regular 16c a can
Stock Up Now On BLACK PEPPER lb. 23c 1/2 lb. 12c
Vanilla Compound 8 oz. bottle 25c
Atlantic Supply Finer Quality
NUT MEATS
WALNUTS, Broken... lb. 47c
PECANS, Broken... lb. 53c
BLACK WALNUTS, lb. 43c
ALMOND MEATS... lb. 51c
BRAZILS... lb. 39c
HEINZ Delicious SOUPS Large Cans 2 for 25c
Most All Kinds BAKER'S, EAGLE COOKING CHOCOLATE Special lb. 23c
EXCELLO COFFEE 25c
Our largest selling coffee! Rich in flavor, yet low in acid content. Try it today!
WHOLESALE and RETAIL
Atlantic Supply
79 St. Paul St. - HOUSE - MAIN 4173
Free Parking on 50c Purchases. Free City Delivery on \$2.00 Purchases. A Charge of 10c On Smaller Amounts. Phone in Your Order.
Mrs. Charlotte A. Curtice, 353 Alexander Street

WHAT A BEAUTIFUL DUNCAN PHYFE TABLE
YOU'D NEVER GUESS, BUT THAT'S OUR NEW STROMBERG-CARLSON RADIO
No. 410-T
A genuine mahogany reproduction of an authentic Duncan Phyfe sewing table. New Slide Rule Dial. Has Stromberg-Carlson Natural Tone!
TERMS \$1.00 PER WEEK
1940
Stromberg-Carlsons
that are Replicas of PERIOD MASTERPIECES
A genuine solid maple cabinet adapted from an authentic Early-American Hutch Cabinet shown in Wallace Nutting's "Furniture Treasury". Stromberg-Carlson Natural Tone, of course!
Other Stromberg-Carlson Radios from \$29.95
FREE! EUROPEAN WAR MAP
and Short-Wave Radio Log
COUPON!
Please give me FREE copy of new WAR MAP of EUROPE and Short-Wave Radio Log. (Coupon must be brought to Hickson's.)
GET YOUR WAR MAP NOW!
HICKSONS Main cor. Franklin Opp. East Avenue
There is nothing finer than a Stromberg-Carlson

TREMENDOUS SALE of CHENILLE SPREADS

BELOW PRE-WAR PRICES

Bought months ago before the prices on labor and materials increased
in this Sale at prices that are impossible to duplicate today!

YOU SAVE 20% to 30% and MORE

One of the Most Beautiful Designs . . in the Richest Colors
We've Ever Offered at Any Price . . Genuine Piece Dyed

FLORAL CHENILLES

Georgiously Thick with Deep
Velvety Chenille . . .

Fluffy, 12 strand tufting . . . luscious
pastel colorings on snow white back-
grounds . . . spreads covered in closely
woven chevron patterns and delicately
designed floral motifs. Perfect blending
of colors.

\$3⁹⁸
Regularly \$5.98

- Rose ● Green ● Peach ● Blue
- Blue ● Orchid ● Cedar ● Dusty Rose

LINCOLN'S

SUPER SPECIAL

Thickly Tufted, Regularly \$2.49

FULL SIZE - COLOR FAST

CHENILLE SPREADS

YOU SAVE 61c

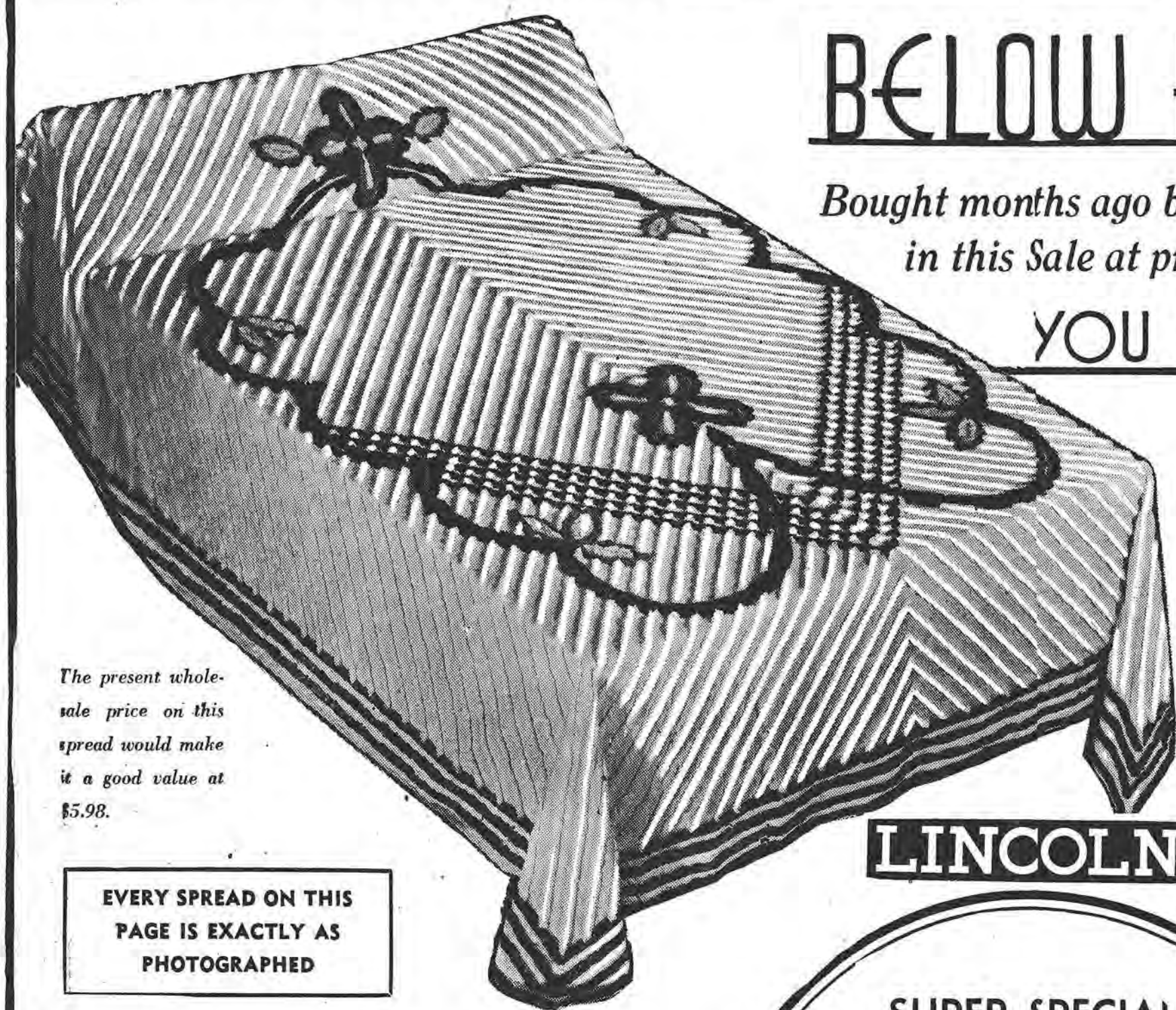
\$1⁸⁸

Richly tufted spreads in stun-
ning color combinations —
spreads that have every styl-
ing idea you could ask for.
Exquisitely designed and
blended thick, fluffy chenille
on heavy, fine quality sheet-
ing.

Genuine
"Normandie"
Brand So Well
Known For
Quality

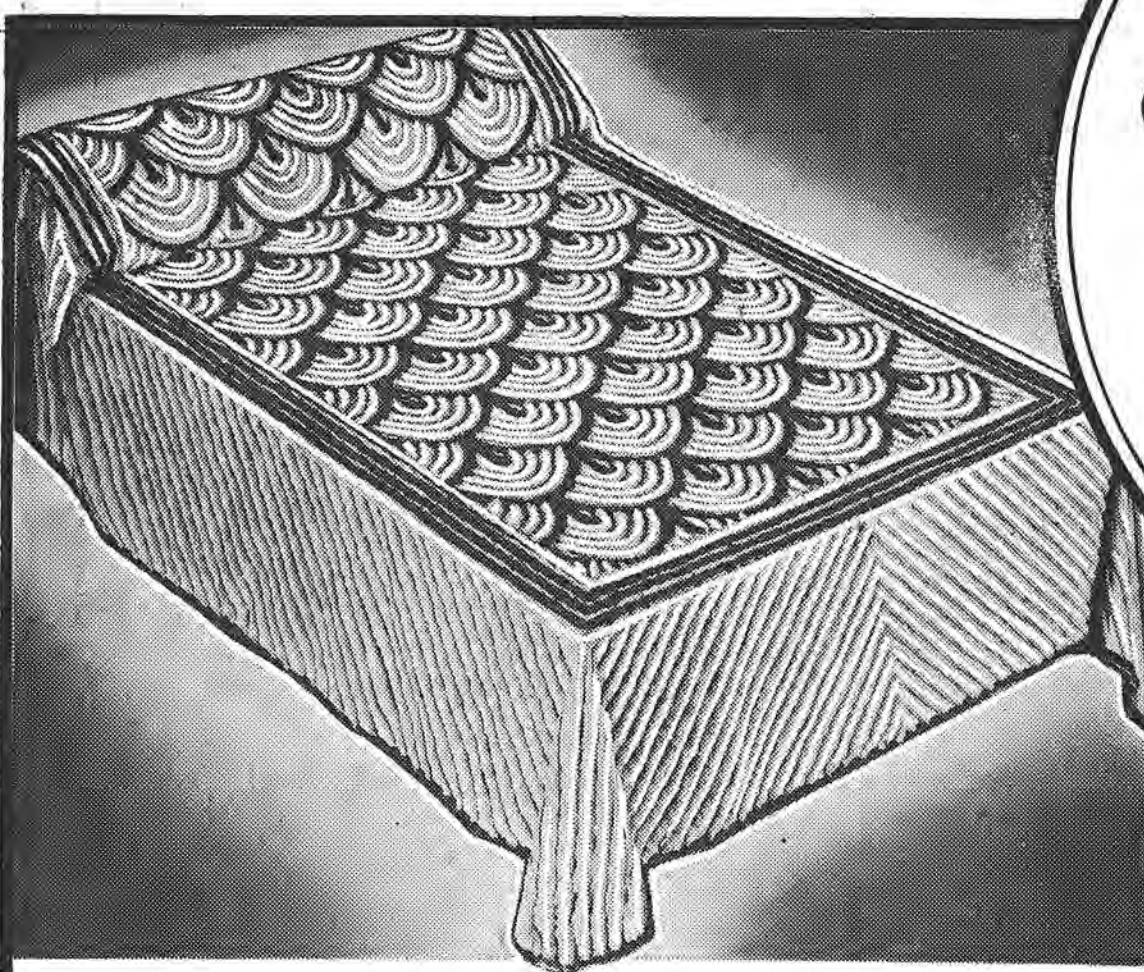
The Colors Are:

- Rose ● Gold
- Orchid ● Dusty
- Green ● Rose
- Peach ● Blue
- Cedar ● Wine



The present whole-
sale price on this
spread would make
it a good value at
\$5.98.

EVERY SPREAD ON THIS
PAGE IS EXACTLY AS
PHOTOGRAPHED



Genuine 12 Strand (not the ordinary 10)
EXTRA HEAVY PEPPERELL SHEETING
MODERNISTIC SHELL DESIGN
Velvet Finish — Multi-Colored — Genuine Normandie
CHENILLE SPREADS

YOU SAVE AT LEAST \$2

\$4⁹⁸

Row after row of thick, soft chenille really close
together — on heavy, fine pre-shrunk, 64 square
Pepperell sheeting — charmingly simple shell de-
signs dramatized in striking color combinations.
Your choice of single or full bed sizes in so many
lovely colors we haven't the space to list them all.

USE LINCOLN'S LAYAWAY PLAN ---

(Pay a small deposit -- the balance in small weekly payments)



A new low price
for such luxury!

Super Quality
Normandie DeLuxe

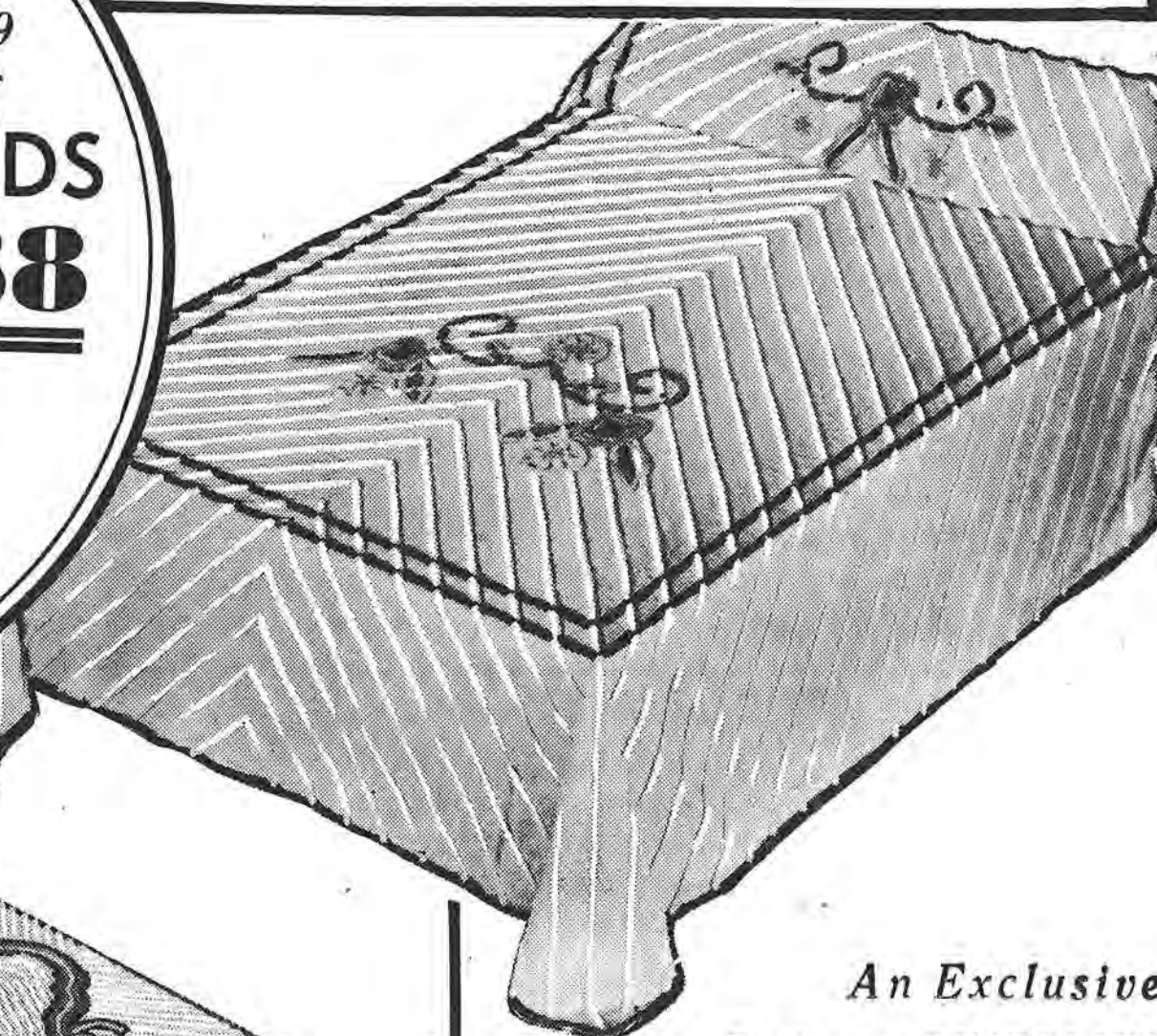
VELVET CHENILLES

YOU SAVE \$2.00

One of the most gloriously full, soft
chenilles you've ever seen! Rows of soft
tufting placed close together and grace-
ful floral center designs are worked in
lovely pastels to give this spread its
truly luxurious appearance.

\$5⁹⁸

WORTH \$7.98



An Exclusive
Design at LINCOLN'S

Genuine NORMANDIE
Deep Fluffy, Thickly Woven
SPREADS

Regularly \$3.98! You Save \$1.00

\$2⁹⁸

- Rose ● Gold
- Orchid ● Dusty
- Green ● Rose
- Peach ● Blue
- Cedar ● Wine

The cream of the crop — Normandie — more velvety tuft-
ing, richer color combinations, finer, closer workmanship.
Strikingly simple classic designs in rich combinations of the
thickest, deepest chenille you've ever seen. And, single or
full bed sizes.

OTHER SPREADS UP TO \$10.00

LINCOLN'S

MAIN ST. EAST AT ST. PAUL, ROCHESTER

Tremendous Value Offer
HOOVER
VACUUM CLEANERS

FACTORY
MODERNIZED
by Re-New
GUARANTEED
FOR ONE YEAR

14.95

50c DOWN
50c WEEKLY

Your opportunity to buy a famous Hoover Vacuum Cleaner at an amazing low price! Remember, this is a completely rebuilt, reconditioned machine that carries a new cleaner guarantee.

DUST-PROOF BAG
POWERFUL MOTOR
BLACK OR CHROME FINISH
MOTOR DRIVEN BRUSH

RUDOLPH'S
E. Main at South Ave. Open Saturday Evenings

DOLAN'S
MEATS — GROCERIES — VEGETABLES
600 JEFFERSON AVE.
We Deliver Phone Genesee 1417

Libby's Tail
EVAP. MILK
4 cans 25c

Chase & Sanborn
Coffee, lb. 22c

Quart Mason Fruit
Jars, doz. 65c

Spices 4 pk. 29c

All Flavors Royal
PUDDING
3 for 14c

COUPON
Pure
LARD
2 lbs. 19c
With Coupon

U. S. Inspected Young Steer
Boneless
RIB BEEF
ROASTS lb. 29c

Lamb O' Spring
LAMB 21c lb.

Milk-Fatted
FOWL 19c lb.

CLAMS, 100 for. 90c

OYSTERS, pint. 25c

Broilers, lb. 23c

Redeem Your Beech-Nut Soup
Cards Here!

CLAM BAKES SPECIAL PRICES
Buy the CHICKEN Prefer
Cuts of

LEGS lb. 37c BREASTS lb. 45c

NECKS lb. 10c WINGS lb. 23c

GIBLETS lb. 19c LIVERS lb. 45c

ANNIVERSARY SALE!
Save 30%
to 50%
On Entire
Output Of
Prominent
Factories

**SALE OF DRAPERY
SLIP COVER
UPHOLSTERY**

FABRICS

CHINTZ 18c
36 in. wide, Reg. 28c
to 40c yd.

Herringbone 35c
40 in. wide, 6 colors,
Reg. 50c yd.

CRASH (LINENIZED) 38c
50 in. wide, Reg. 60c yd.

DOMESTIC
TAPESTRY 98c
Large lot, 50 in. wide,
Reg. \$1.50 yd.

LINENS 69c
(HAND BLOCKED)
50 in. wide, Reg. \$1.19
Full Size Reponast
U. S. NAVY
SHEETS 98c
Reg. \$1.29 ea.

DENIM 48c
Sun and tub fast, 50
in. wide, Reg. 70c yd.

HOMESPUNS 48c
50 in. wide, 18 pat-
terns, Reg. 70c yd.

CRASH
TOWELING 4c
Reg. 5c

New Ruff-Tex 78c
Large lot, 50 in. wide,
Reg. \$1.50 yd.

DUSTITE & SERGE 48c
Sun and tub fast, 50
in. wide, Reg. 80c yd.

DAMASK 89c
Yarn dyed, 50 inch
width, Reg. \$1.29 yd.

**MILL END
SHOP**
71 Clinton Ave. So.
Opposite
J.E. Thompson Co.

PERSONALS

Mrs. William E. Dugan of Meigs Street, and Mrs. Edward C. Morris of Arnold Park, will be hostesses to the Beau Desire Reading Club on Monday in the home of Mrs. Dugan's daughter, Mrs. Louis S. Foulkes, Jr., Allen Creek Road. Mrs. Lewis H. Gilbert will review Carl Garner's book, "The River Hudson."

Mrs. Ella A. Smith of South Goodman Street returned Sunday from Chicago where she passed sometime as the guest of her daughter, Mrs. E. P. Vollertsen and Mr. Vollertsen.

Mrs. Joseph Huston, of Philadelphia who has been the guest of her daughter, Mrs. Maro S. Hunting, and Mr. Hunting of Clover Road, returned this week to her home.

Mrs. Charles P. Ford of Atkinson Street, returned last week from a motor trip from Southern California to Vancouver.

Miss Virginia Sunderland of Los Angeles, California is the guest of Mr. and Mrs. Philip T. Probst, of Highland Avenue. Before returning to her home, Miss Sunderland will visit the New York World's Fair and the San Francisco Fair.

Mrs. Victor W. Hurst of Bandringham Drive entertained The Current Event Kodak Group for luncheon today in her home.

Mrs. Stewart A. Maurer of Bonnie Brae Avenue will entertain the Stony Brook Garden Club for tea on Monday in her home.

Mr. and Mrs. Henry L. deZeng of Edgemere Road entertained at a Steak Roast on Saturday in their home.

Reverend and Mrs. Andrew Gillies of Nunda Boulevard left Sunday by motor for California where they will pass the winter with their daughter.

Mrs. Spencer Coole, of New-castle Road, entertained her bridge club for luncheon on Wednesday in her home.

Frederick M. Blossom of Peoria, Illinois was a guest in town over the weekend.

Mrs. John S. Davis of East Avenue has returned from Newton Center, Massachusetts, where she passed the summer with her daughter, Mrs. E. J. Ferguson and Mr. Ferguson.

Miss Margaret Brady formerly of Rochester and who now lives in Philadelphia, was the guest last week of Misses Mollie F. Still and Bessie Still of Alexander St.

Miss Caroline Willman of Oxford Street entertained at dinner on Tuesday at the Century Club before Frank H. Golea lecture.

Mrs. Lillian J. Kelly of Melville Street and Mrs. George Coons of Grand Avenue left yesterday for Washington, D. C. where they will spend a week.

Mrs. Walter V. Whitmore of Barrington Street and Mrs. Herbert F. Whitmore of Westminster Road, left Tuesday for Lake Placid and will return this weekend.

Mrs. John S. Davies of East Avenue entertained at luncheon on Monday at the Century Club.

Mrs. J. Sidney Hammond of Pittsburgh, was the weekend guest of her Mother, Mrs. Eugene J. Chapman of San Gabriel Drive.

Arthur J. Morton of Windmere Road returned last week from California where he passed several weeks.

Mr. and Mrs. Richard T. Reddington and son Richard Jr., of Edgemere Drive have taken a house on Park Avenue where they will reside for the winter.

Mr. and Mrs. Cornelius Zwierlein of 75 Lexington Avenue have just returned from a two weeks visit with Mr. Zwierlein's cousin in Freeport, Long Island. They also attended the World's Fair during their visit.

The Way To a Man's Heart

IRENE MUNZ

With the markets full of fruits and vegetables the problem is one of selection rather than how to use one thing in many different ways. Probably at this point after having used tomatoes for weeks on end the family may rebel at having them again but if you haven't served Stuffed Tomato so so by all means. Incidentally this a good way of using a small amount of left over meat.

STUFFED TOMATOES
Temperature: 400 degrees F. Time: 35 to 40 minutes.

3 T. drippings
1 T. chopped onion
1/4 c. chopped cooked meat

2 1/2 slices bread
salt and pepper
1 egg
4 medium potatoes

Melt drippings, add onion and cook until transparent. Add meat, the crumbled bread, salt and pepper to season and the beaten egg. Wash tomatoes and remove a thin slice from stem end. Remove most of pulp and add to meat mixture. Sprinkle inside with salt, drain thoroughly and fill tomatoes with the stuffing. Place in a baking pan, sprinkle with buttered crumbs, add 2 T. water and bake in a preheated oven.

Hot browned potatoes and Cheesed Cauliflower make an attractive plate, while a green salad bowl and Peach Trifle completes the meal. To prepare the potatoes, cut cooked potatoes into thick slices and dip in melted butter. Arrange 1 layer deep in a shallow pan and bake in the oven with the tomatoes.

To prepare the cauliflower, separate head into flowerets, drop into boiling salted water and cook until not quite done. Drain. Arrange in a buttered

baking dish and sprinkle generously with soft grated cheese. Place in oven until cheese is melted and just before serving, sprinkle generously with paprika.

The Peach Trifle is a grand dish combining sponge cake, peaches and custard. Because it is best made and thoroughly chilled several hours before serving it offers no last minute serving problems.

PEACH TRIFLE
Stale sponge cake boiled custard
sweetened sliced red tart jelly
peaches

Arrange thin slices of stale sponge cake in attractive serving dish. Add sweetened sliced peaches and pour over the peaches boiled custard, flavored with Sherry. Cut firm red jelly into small cubes and sprinkle over the custard. Chill thoroughly before serving.

BOILED CUSTARD
3 egg yolks
1/4 c. sugar
1/4 c. salt

2 c. scalded milk
1 t. sherry
flavoring

Mix the egg yolks, sugar and salt, add the hot milk and cook over hot water until mixture thickens, enough to coat a spoon. This will take 4 to 5 minutes and the mixture should be stirred constantly. Add the flavoring. If mixture should curdle, use egg beater to beat until smooth.

This menu not only is a delight to eat but is also easy on the food budget.

Church Group To Sponsor Lectures

Members of the United Chapter of Third Presbyterian Church will present a series of eight lectures beginning Wednesday, October 18th, at eleven o'clock in the Parish House on Meigs St. Mrs. Ethel Holmes Munz, of Buffalo will give six surveys on books and Mrs. Elsie Randall supplies two lecture themes.

It is announced that tickets may be obtained from chapter members or at Church office. Miss Emily W. Hoyt is chairman for the course, assisted by Mrs. Arthur Miller, Mrs. Angus Mackay, Miss May Wilson, Mrs. Peter W. Zeeveld. Following are patronesses: Mrs. John Scott Club, Mrs. J. DeWitt Butts, Mrs. Floyd Clark, Mrs. John S. Davies, Mrs. Robert Douglas, Miss Harriett A. Peters, Mrs. W. V. Page, Mrs. Paul C. Reed, Mrs. Frank S. Thomas, Mrs. Charles F. Turton, Mrs. Herbert G. Williams, Miss Meda E. Welcher, Miss Hattie L. Webber.

NOTICE OPEN TONIGHT For Official CAR INSPECTIONS

Come in Thursday or Friday night for your official car inspection test. We are remaining open till 9 P. M. for your convenience.

Firestone
TIRE SUPPLY & SERVICE STORE
East Ave. at Union St.

weis & fisher's

"rochester's showplace of furniture fashion"

Just a Few More Days to Take Advantage of This
SPECIAL FREE TRIAL Offer!

Weis & Fisher's co-operate with the Simmons Company to bring you the most liberal mattress offer ever made to the general public! You don't risk a cent to make the Beautyrest test!

MAKE THIS TEST! THAT'S ALL WE ASK

Try this
New Beautyrest
In Your Own Home For
30-Nights
... at Our Risk!

Try for yourself the mattress that's GUARANTEED FOR TEN YEARS... Discover how much more in comfort and deep, restful sleep the new deeper construction means in the Simmons BEAUTYREST! Stop in or telephone Weis & Fisher's. Try one of these amazing mattresses on your own bed. If, at the end of 30 nights, you don't agree that it's the most comfortable mattress you've ever slept upon, Weis & Fisher's will take it back and destroy it! No red tape... no strings attached to this offer. If you wish to keep your BEAUTYREST, you can pay for it with only ONE DOLLAR a week!

ONE DOLLAR A WEEK!

weis & fisher's
"rochester's showplace of furniture fashion"

Deeper... More Comfortable! Each individual coil is deeper... in its own separate cloth pocket, and each works independently of the others, yielding only where pressure is applied.

This 200-pound roller crushed and pounded a Beautyrest 489,000 times without breaking it down. That's why Simmons can guarantee Beautyrest for 10-years!

The United States Testing Co., Hoboken, N. J., found that the Beautyrest lasted 3 times as long as any other mattress tested!

SA...
OPEN...
KLA...
217 W...

SA...
Blue...
BLAC...

FREE...
CRO...
POP...

Pure Egg...
NOOD...
Chase & S...
COFF...
Dole's...
PINEA...
CAMA...
Kellogg's S...
WHEA...
Rich Cream...
SALA...
Washing...
FLUID...
AMM...
Diets A, B...
DOG...

Bonele...
L...
RO...

Fresh...
POR...
Cut fro...
BEE...
Fresh...
HOCK...
Fresh...
OYST...
Milk...
FOW...
Por...

Let...
Bro...
Liv...

SALE! ARMSTRONG SAFETY BACK FLOOR COVERINGS

Cemented To Your Floor Complete 79c

9 x 12 ROOM \$9.88

Everything complete. Floor covering, cement and labor.

FELT BASE HEAVY WEIGHT 33c

ALWAYS A SAVING ON ALL FLOOR COVERINGS

KLASS FURNITURE CO.
217 W. MAIN ST. Cor. Broad (at the Flat Iron)

SALADA TEA

Blue Label 1/2 lb. 39c
BLACK TEA 1/2 lb. 20c

At your Independent Store
(Cooperating with Berger-Kleifgen, Inc.)

FREE DELIVERY ON ORDERS OF \$3.00 OR MORE

Miracle FOOD MARKET
694 LAKE AVENUE

Open Evenings Thursday, Friday and Saturday

CROWDS AT MIRACLE ATTEST THE POPULARITY OF BARGAINS LIKE THESE

RINSO LARGE PKG. 16 1/2c	Penny SALE Lipton's TEA 1/4 lb. 20c additional 1/4 lb. 1c	Campbell's SOUP Most Varieties 3 CANS 25c
------------------------------------	--	--

Pure Egg NOODLES 1-lb. Pkg. 9c	Chase & Sanborn COFFEE 1-lb. Pkg. 21c	Dole's PINEAPPLE GEMS Can 9c
CAMAY SOAP Bar 5c	Kellogg's Shredded WHEAT Box 9c	Rich Creamy SALAD DRESSING Full Qt. 19c
Washing FLUID Gallon 10c	AMMONIA Qt. Bottle 9c	Diets A, B or C Red Heart DOG FOOD Can 7 1/2c

Coupon
Spring LAMB CHOPS 1 lb. 21c
Regular 29c Value With This Coupon

Boneless Rolled Pilets SPRING LAMB ROASTS 21c	Fresh, Lean Loin PORK ROASTS Rib End lb. 18c	Cut from U.S. Inspected Young Ste BEEF ROASTS lb. 18c
Fresh Pig HOCKS 3 lbs. 25c	Fresh Shucked OYSTERS pt. 25c	Milk Fatted FOWL lb. 18c
Arpeako Sliced Rindless BACON 25c	Fresh CLAMS c. 1c	Sugar Cured Rolled Corned BEEF 17c
CHICKEN PARTS Legs lb. 37c Breasts lb. 43c Livers lb. 45c	Wings lb. 23c Necks lb. 15c Giblets lb. 19c	

RADIO HIGHLIGHTS

THURSDAY
5:00 P.M. - WSAW - Carleton Quiz.
5:45 P.M. - WHAM - Adventures of Tom Mix.
6:00 P.M. - WSAW - Edwin C. Hill.
7:00 P.M. - WHAM - Easy Aces.
7:30 P.M. - WHAM - N.Y. State Police.
7:30 P.M. - WHEC - Joe E. Brown.
7:45 P.M. - WSAW - Inside of Sports.
8:00 P.M. - WSAW - Fred Goetz's Orchestra.
8:30 P.M. - WHAM - Good News of 1940.
9:00 P.M. - WHEC - Mayor Bowes.
10:00 P.M. - WHAM - Run, Crosby.
10:30 P.M. - WHEC - Columbia Workshop Festival.

FRIDAY
6:15 P.M. - WHAM - Radio Camera Club.
6:30 P.M. - WHAM - Bill Rogers Sports.
7:30 P.M. - WHEC - Professor Quiz.
7:30 P.M. - WHAM - Big Town.
8:00 P.M. - WSAW - Father Baker's Novena.
8:30 P.M. - WHEC - The Curtain Raisers.
9:00 P.M. - WHAM - Plantation Party.
10:00 P.M. - WSAW - Mike Fisher Orchestra.
10:30 P.M. - WHEC - Young Man with a Band.
11:00 P.M. - WHEC - Paul Sullivan News.

SATURDAY
7:45 P.M. - WHAM - Purdue Notre Dame Game.
7:45 P.M. - WSAW - Inside Sports.
8:00 P.M. - WHAM - Red Skelton Orchestra.
8:30 P.M. - WSAW - Ferde Grofe's Orchestra.
9:00 P.M. - WHEC - You Hit Parade.
9:30 P.M. - WHAM - National Barn Dance.
9:45 P.M. - WHEC - Saturday Night Serenaders.
10:00 P.M. - WHAM - Drums Goodman.
10:30 P.M. - WSAW - Sauerkrupf Club.

SUNDAY
7:00 P.M. - WHEC - The Shadows.
7:00 P.M. - WSAW - Father Conzheim.
8:00 P.M. - WHAM - Opera Auditions.
8:30 P.M. - WHAM - Peter Grant.
7:00 P.M. - WHEC - European News Roundup.
7:00 P.M. - WHAM - Alvin Family.
8:00 P.M. - WHEC - Aron Welles.
8:30 P.M. - WHAM - Charlie McCarthy.
9:00 P.M. - WSAW - Revival Meeting.
9:30 P.M. - WHEC - Sunday Evening Hour.
10:15 P.M. - WSAW - John Ingham's Orchestra.
12:00 P.M. - WSAW - Local Orchestra.

Jimmie Fidler in Hollywood

Continued From Page 1

Mass Powell's personality, and one of Metro's associate producers, reversed the usual Hollywood procedure and put the horse ahead of the cart—where the horse ought to be—for a change. Instead of trying to fit the story to an already established star, he decided to take the very excellent story and find players, no matter what their standing, who would fit the roles. The net result is a fine picture and a brand-new, ultra-valuable star in the person of Lana Turner.

Will this striking demonstration show Hollywood the silliness of trying to tailor stories for stars? Not on your life! We will go right on, and on, thinking always in terms of box-office personalities and blissfully overlooking the fact that "the story is the thing." We're determined, especially when we're wrong.

MUTTERINGS: Why don't the sob-sisters let Loretta Young have her broken romances in peace? Height of something or other: Paramount's \$90,000 exploitation campaign on "Rulers of the Sea," so good it needs no special exploitation—announced less than a week after the same studio fired 10 publicity workers to cut expenses. Wondering muse: Why doesn't the British government review Errol Flynn's publicity, get hep, and save manpower by letting him whip the Germans single-handed? There's something very Hollywoodish in the little item about Patricia Morison, on the screen just one year, gifting her parents with a town car. Francis X. Busher, who discovered how George Raft preserved the knife-edge crease in his pantaloons during that heat wave, can you think of Charles Boyer, now serving with the French army, as less than a major-general—I can't.

CUFF NOTES: The California State Chamber of Commerce has a special interest in "Elizabeth and Essex"—the first 10,000 yards of locally produced and manufactured silk are used in that picture. It's a new designation for John Hall—"The Fleet's Inn," which would have given him his first role since "Hurricane," has been indefinitely postponed by Sam Goldwyn. Have experiences shared in war-darkened Europe re-membered the Robert Montgomery's marriage?—looks like the answer is "yes."

The Rochester Sun

Published every Thursday by the Rochester Sun Corp., 5 St. Paul St., Rochester, N. Y.; O. C. Gerling, Pres.; F. B. Kelly, Vice-Pres.; Wm. Pfaff, Sec.; Wm. O. Bromley, Treas.

G. Curtis Gerling, Publisher
Eugene Davis, Adv. Director
Orville H. Allen, Editor
Frank Muench, Comptroller
NATIONAL REPRESENTATIVES,
James A. Coveney Co.

New York Office
Chicago Office
444 Madison Ave.
39 South State St.

CHESTER A. KOHLER
PREScription OPTICIAN

604 Temple Bldg. 6th Floor Stone 617C

SEE YOUR EYE PHYSICIAN TO-DAY
Broken Lenses Replaced Reasonably—Prescription Not Required
A Visit To My Office Will Convince You

EVENINGS 6 to 8

82 LUX ST.

THUR. FRI. SAT.

PEPSODENT Liquid DENTIFRICE

NEW! 25c SIZE 23c

FOR SPARKLING TEETH 39c

FORHAN'S
CLEANS TEETH
SAVES GUMS

Brilliant Teeth, Healthy Gums with this DOUBLE PROTECTION!

Forhan's costs no more than most ordinary tooth pastes, and the big new tube saves you money. Buy Forhan's today, and end half-ready care for all time.

LARGE TUBE 39c

3 FINE VALUES

PEPSODENT TOOTH POWDER
25c Size 19c

PEPSODENT TOOTH PASTE
25c Size 19c

PEPSODENT ANTISEPTIC
75c Size 59c

SPECIAL SALE

GIANT 14-OZ. SIZE WILDROOT HAIR TONIC

leg. 1.10 NOW 59c

Stock Up at this Price and SAVE!

Zonite ANTISEPTIC

The antiseptic that is so safe and sure that it is recommended for first-aid, dandruff, gargle, athlete's foot, etc. Wherever you wish to kill germs safely—use Zonite.

THREE SIZES
2 1/2 Oz. 23c
6 Oz. 47c
14 Oz. 79c

MODESS

Gives You Complete Protection!

You'll like Modess' lasting softness... supreme comfort and complete protection. Modess is always ready-wrapped for your convenience at Whelan's.

Regular and Junior Sizes

BOX OF 30 45c. 2 BOXES 89c

Whelan DRUG STORES
WHELAN DRUG CO., INC.

Right Now When Pennies Count Whelan gives you ROCK BOTTOM PRICES

140 CLINTON AVE. SO.
"Shop at the Friendly Store" MAIN 9020
CORNER COURT

CUT RATE PRICES

PHILLIPS MILK OF MAGNESIA 50c Size 21c	United Cross PAPER TOWELS 200's 9c
GRAMATAN HAIR TONIC, \$1.00 Size 49c	P. & G. SOAP TWO FOR 5c
MENTHOL INHALERS 3c	HINKLE'S Cascara Pills 100's 3c
WAX PAPER Extra Heavy, 160 Fl. 2 for 15c	RUSSIAN MINERAL OIL Full Pint 19c
CASCARA TABLETS, 5 Gr., 100's 11c	TYRA FACIAL TISSUES 200's, 3 for 14c
POND'S TUSSUES, 500's 16c	CLOUDY AMMONIA Extra Strong Quart 8c
SANITARY NAPKINS, 12's 2 for 17c	PAPER NAPKINS 100's Three For 11c
WHITE FLOATING SOAP, Large 6 oz. Cake 3c	OVALTINE Plain or Choc. 6 Oz. Size 33c

Special Value! WHELCO HAIR BRUSHES
Professional style. Natural wood finish backs with pure black sterilized bristles.
only 25c

BOWL COVERS
Finest, colorless oil silk. Sizes from five to ten inches.
SET OF 5 19c

BEAN POT
Guaranteed against breakage by heat. Excellent for cooking beans, pickling, beets, etc. Holds the flavor of the food.
Two Quart Capacity 25c

2-CUP PERCOLETTE
Makes two cups of coffee without waste. Only 25c

Look At This Value! STUDENT LAMP
Well built approved cord. Distributes light evenly.
Comes In Ivory Or Bronze Only 98c

KOTEX
3 Sizes: JUNIOR, REGULAR, SUPER
BOX OF 12 20c
2 BOXES OF TWELVE 39c

Sanitary Accessories
FIBS—THE KOTEX TAMPONS 12's 23c
KOTEX Wonderform Belt 23c
KURE Anodyne Tablets 12's 23c
KLEENEX 200's 13c, 2 for 25c, 500's 28c

FRESH DRESSED
TENDER LEAN RIB-END ROASTS

**PORK
LOIN**

You'll enjoy one of these
tender, lean corn-fed
pork roasts for Sunday's
dinner... priced extra-
low for Friday and Sat-
urday in all the big
Wegman stores.

18^c

TENDER JUICY PRIME
STANDING RIB BEEF ROASTS **lb. 22^c**

FRIDAY
AND
SATURDAY

You'll Find
Extra Savings
On Fine Foods
at

Wegmans
SUPER FOOD
MARKETS

2-OZ. BOTTLE BAKER'S PURE
VANILLA ea. **25^c**

HALF POUND PKG. BLACK
Foot's Tea **35^c**

JACOB'S 4-OZ. CAN BUTTON
Mushrooms **19^c**

LINENIZED SCOTT-
Tissue 3 rolls **20^c**

NO. 2 ROYAL RIO JUICE OF
Gr. Fruit can **15^c**

CRISP FRESH SKYFLAKES
Crackers pkg. **19^c**

GRAND PENN MOTOR
OIL 2 gal. can **\$1¹⁹**

PLAIN OR CHOCOLATE
Ovaltine lge. **59^c**
Small Size 33c

Heinz Products

MOST VARIETIES
HEINZ SOUPS, can **12^c**
HEINZ PURE TOMATO
KETCHUP, bottle **17^c**
TOMATO SAUCE or VEGETABLE
HEINZ BEANS, 2 cans **15^c**
HEINZ DELICIOUS COOKED
SPAGHETTI, 2 cans **15^c**
HEINZ COOKED
MACARONI, 2 cans **25^c**

Roasted Daily
Wegmans Favorite
**FRESH
COFFEE**
2 lbs. for **25^c**

GREEN GABLES
**SALAD
DRESSING**
25^c qt.

4-SERVING KRAFT
**MACARONI
DINNER**
10^c pkg.

12-OUNCE BOTTLE
**SENECA
ALE**
5^c 8 fl.

24½-lb. Sack
DAISY BRAND
**PASTRY
FLOUR**
65^c

**FINEST BUTTER
MONEY CAN BUY!**



EVERY PACKAGE OF
LAND O' LAKES
BUTTER CONTAINS
U.S. GOVT. CERTI-
FICATE OF QUALITY!

"88"—Score butter... the fin-
est your money can buy...
Land-O-Lakes! Take home a pound
this week-end. You'll note the
difference!

LAND O' LAKES

Wegmans
HOME OWNED FOOD MARKETS

FREE PARKING FOR
CUSTOMERS
AT ALL STORES

Darlings of Dance



Featured in the Floor show at the Chateau this week are
these five lovely maidens. Reading from the left they are:
Jinney Lee, Ruth Stevens, Honey Harlowe, Valerie Wardell and
Betty Bugle. Six other stellar acts are combined in the show.

Only enough flour is added to the cookie dough in the refri-
gerator to make it easy to handle. Cookies made from a soft
dough are more crisp, Chill-out and rolled.

After that remarkable 3rd YEAR
of aging—Windsor comes into
its own as the
"PRINCE OF GOOD
BOURBONS"

Even whiskey experts
are amazed at the match-
less quality of this great
3 year old bourbon!

**NOW
3 YEARS OLD!**

ASK
FOR WINDSOR
BY NAME AT
PACKAGE STORES
AND YOUR
FAVORITE BAR

This whiskey is 3 years old

© 1939, National Distillers Prod. Corp., N.Y.



Very Smoothly Aged
WINDSOR
STRAIGHT BOURBON WHISKEY

Mrs. Josephine C. Weir, 102 Thurston Rd.

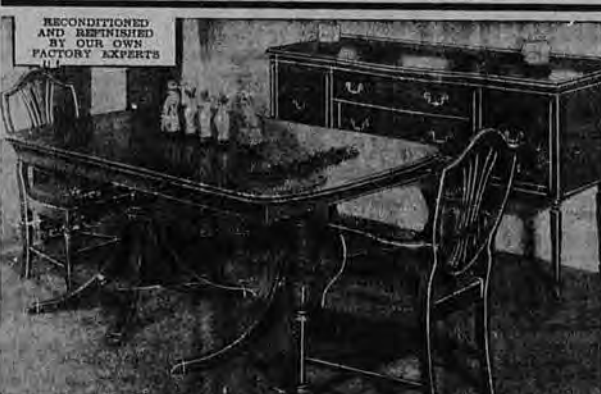
KITTELBERGER

\$30,000
STOCK OF FINE
FURNITURE
NOW BEING SOLD AT
LITTLE MORE THAN
HALF PRICE!



SALE!

THE HOTTEST SAVINGS IN YEARS



9-Pc 18th CENTURY
DINING ROOM
MAHOGANY SUITE **\$139**

GENUINE \$189 VALUE

Reg. \$169 9-Pc.
**DINING
ROOMS**
\$119

Reg. \$210 9-Pc.
**DINING
ROOMS**
\$142

CUSTOM-BUILT
**LIVING ROOM
SUITES**

**25% to 30%
Savings!**

Our insurance adjustment per-
mits us to offer you the famous
Custom-Built Kittelberger Liv-
ing Room Suite and Lounge
Chairs at genuine savings. Your
unrestricted choice of beautiful
new coverings totally undam-
aged from which to choose
from... we urge you to make
early selection!

LIVING ROOMS — WOW! WHAT BARGAINS!

2-CARLOADS—2
Nationally Famous
MATTRESSES

(We Are Not Permitted To Use
The Name)
Here's your opportunity to se-
cure one of the finest mattress-
es in America at a genuine
savings.

FAMOUS AIR-COOL
INNERSPRING
MATTRESS

Covered in the finest 8 oz.
woven stripe oxford, 300 coils,
cord handles, heavy stitched
air-ventilated borders, taped
French edges.

REG. \$26.75

\$1975

(Box Spring to Match)

Guaranteed Savings To 50%

3-Pc. WALNUT
**BEDROOM
SUITE \$76**

REGULARLY \$114

Reg. \$133

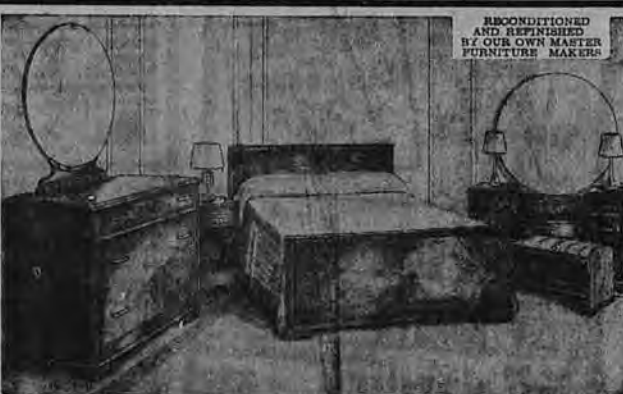
BEDROOMS

\$81

Reg. \$159

BEDROOMS

\$106



RECONDITIONED
AND REFINISHED
BY OUR OWN MASTER
FURNITURE MAKERS

KITTELBERGER

FURNITURE MANUFACTURING CO.

Open Daily to 5:30 and
Monday, Tuesday,
Wednesday, Thursday &
Friday Evenings 7 to 9

400-402-404-406-408 AVIS STREET
SECOND STREET BELOW RIDGEWAY—OFF DEWEY AVE.

**FREE DELIVERY
WITHIN
100 MILES**

TRUTHFUL ADVERTISING

THE ROCHESTER SUN, THURSDAY, SEPTEMBER 28, 1939

TRUTHFUL NEWS

PAGE SEVEN

BE WISE - FILL UP NOW
BEFORE PRICES GO UP

PENNSYLVANIA HARD COAL

STOVE NUT "Grade B"	9.35 TON CASH SHIPPED OFF	EGG STOVE NUT "Grade A"	9.95 TON CASH SHIPPED OFF
---------------------------	--	----------------------------------	--

COKE 8.25 ton

LAKE COAL CO. PHONE: 255
255 LYELL AVE. GLEN 538

Mary R. Quinlan, 130 Deanshire Ct.

Father Time worked on it for 3 long years... and it

"TASTES SIMPLY WONDERFUL!"

says the OLD TOWN TAVERN KEEPER

TOWN TAVERN
STRAIGHT RYE WHISKEY
NOW 3 YEARS OLD!

Year—that first taste of 3-year-old Town Tavern reveals an extra smoothness, mellowness and mildness that's simply pleasing!

ASK FOR TOWN TAVERN BY NAME AT PACKAGE STORES AND YOUR FAVORITE BAR

This whiskey is 3 years old

Copyright 1939, National Distillers Products Corp., New York, N. Y. 90 PROOF

New 1940 Plymouth Makes Local Bow



Season Collapses On Crusher-Bruiser Softball Teams

That now famous, if somewhat aged, group of business and professional men, known as the Currier Crushers and Barry Bruisers closed their season of twenty softball games last Saturday at Newport. The schedule, very much in favor of the Crushers in the early season play, wound up with Marty Barry's boys evening the games at ten all in the final weeks.

Saturday's clash was an eighteen inning affair with the Currier clan winning by a score of 10 to 8. Currier's new infield combination of Lunt, Gerling, Currier and Doherty, played errorless ball. Bob Doherty was a new sensation, fielding 31 chances perfectly in the hot corner. Bob Glanville, popular left fielder, made the impossible catch of the day and batted his usual .700. King McCluskey and Grier did fine work for the losers.

Casualties were De Leeuw (3), Kelly and Eisenberg. Umpires were Walsh and Rosenberg.

The game was followed by a clambake, speeches and plans for winter activities. Marty Barry officiated as Toastmaster.

Football Forecasts

There seems to be little difference of opinion among the Sun Board of Selectors as to the outcome of Saturday's games. Most of these listed are warm-ups and therefore the results is a foregone conclusion. Let's see how accurate they are—here are their selections.

GAME	SULLIVAN	Freckleton	LYONS
Alfred-Lehigh	Lehigh	Alfred	Lehigh
Colgate-NYU	Colgate	Colgate	Tie
Syracuse-Clarkson	Syracuse	Syracuse	Syracuse
Pitt-U. of Washington	Pitt	Pitt	Pitt
Notre Dame-Purdue	Not. Dame	Not. Dame	Not. Dame
Navy-William & Mary	Navy	Navy	Navy
Holy Cross-Manhattan	Holy Cross	Holy Cross	Holy Cross
L. S. U.-Mississippi	L. S. U.	Miss.	L. S. U.
Temple-Georgetown	Temple	Temple	Temple
Brown-Rhode Is. State	Brown	Brown	Brown

Triangle League Bowlers Unique

The Triangle League, Franklin Hall's Monday night circuit, presents what is possibly the greatest number of novelties in local bowling circles.

There is one team of deaf mutes, who probably get more of a kick out of bowling than any other team in the league. Then there is another team composed solely of southpaws, called, very aptly, the PORT SIDERS. It is believed that this is the only bowling team in recent years in Rochester whose members are all side-wheelers. Yet this organization, shooting for the 1-2 pocket instead of the 1-3, provide plenty of competition for their more orthodox opponents. Members of the team include "Pop" Dersch, "Babe" Laemlein, "Butch" Herbster, "Buck" Jones and "Weeper" Zick.

"Ed." Randall Says —

In other columns of the Sun today, we have tried to give you the highlights in scores rolled during the past week, but, obviously, it is impossible to do a complete job unless we receive score sheets from every hall. If you bowlers want to receive honorable mention when you earn it, please impress upon your league secretary or alley manager that it is necessary to send carbon copies of the score sheets to the Sun.

In the case of the downtown alleys, the Sun will be glad to pick the scores up every morning. Neighborhood alleys may place the scores in an envelope and mail them to the Rochester Sun, 5 St. Paul Street, if it is not convenient for them to bring them to our office.

Every New HAT HIT!

Thousands to Choose from

All One Price **\$1.25** NONE HIGHER

Jo Belle Hats

113 MAIN ST. E.
Between So. Ave. & Water St. E.

To insure tenderness in cookies, stir the dough or batter only enough to mix the ingredients when adding the flour.

Week End Quality Food Values
AT ALL

MOHICAN
MARKETS AND BAKERIES

MOHICAN DINNER BLEND COFFEE
Ground Fresh For You
lb. **14c** Try a POUND NOW!

YOUR CHOICE OF THESE MOHICAN BAKERS SPECIALS

APRICOT BUNS **12c**
French Hard ROLLS
DELICIOUS FRIED CAKES
DOZEN

2 DAY SPECIAL

MOHICAN SLICED **BREAD** Loaf **5c**

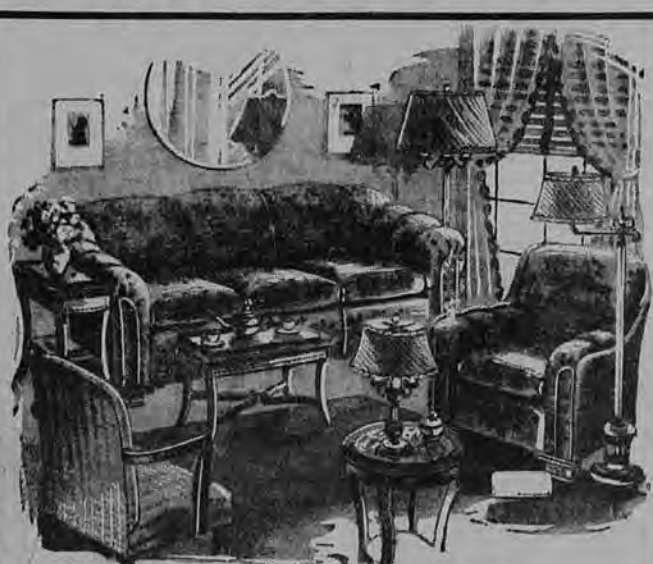
FOR A TIP-TOP DELICIOUS SUNDAY DINNER SERVE MOHICAN QUALITY GENUINE SPRING **LEG-O LAMB** **23c** lb.

Wealthy Cooking APPLES bu. **49c**
FLAKE WHITE SHORTENING 2 lbs. **23c**
VINEGAR In Your Own Jug gallon **10c**
OYSTERS—Fresh Daily pt. **25c**
RINSON, large package 2 for **33c**

SERVE PANCAKES ON THESE COOL BRISK MORNINGS.

Mohican Pancake Flour 2 50-oz. pkts. **15c** 5 lb. bag **21c**
MOHICAN PANCAKE SYRUP 2 jugs **25c**

BUY A COMPLETE ROOM OUTFIT FOR THE PRICE OF A SUITE ALONE



12 PIECES COMPLETE LIVING ROOM OUTFIT

\$84

\$3.50 DOWN DELIVERS

Everything included, nothing more to buy. Davenport, Lounge Chair, Occasional Chair, Coffee Table, 2 Lamp Tables, Junior Lamp, Bridge Lamp and 2 Table Lamps. Yes, we even include the coffee service at no extra charge.

ONLY AT MAJESTIC COULD YOU EXPECT VALUES LIKE THESE

Lower prices is more than just "ballyhoo" at Majestic... they're an established fact! We don't waste a lot of money on high rent and expensive fixtures. This saving is passed on to you. Then too, we buy carefully from the nation's leading manufacturers. Because we're satisfied with smaller profits than is usual in the furniture business, you can always save 20% to 40% here. Check these values and be convinced.

LOW RENT SPECIAL

FOR ONE WEEK ONLY

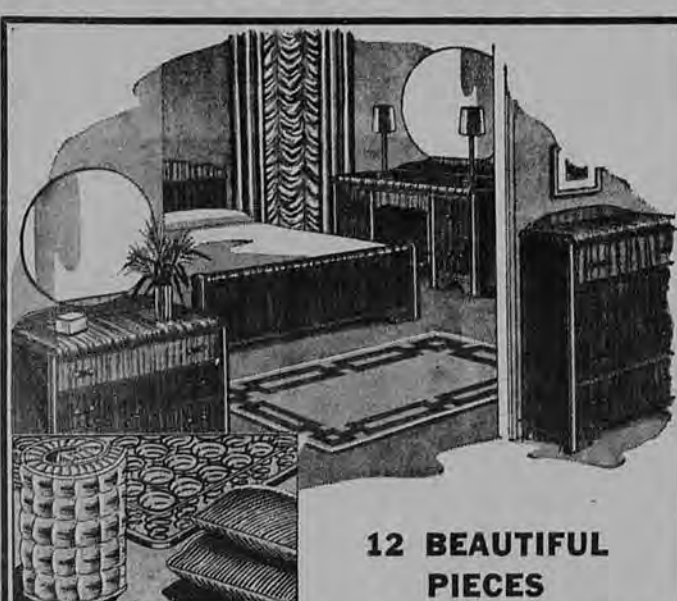
Nationally Known

VACUUM CLEANERS

\$5.95

45c DOWN—50c A WEEK

Fully guaranteed factory rebuilder. Give you all the service at a brand new vacuum at a fraction of the cost. Don't miss this low, low, low special! First come, first served. Quantity is limited.



12 BEAUTIFUL PIECES COMPLETE BEDROOM OUTFIT

\$79

\$3.50 DOWN DELIVERS

A beautiful suite in waterfall design. Besides the bed, chest and dresser or vanity, you get sturdy coil springs, mattress, 2 pillows, 2 boudoir lamps with lovely shades and a smart throw rug for the floor.

TAKE AS LONG AS 18 MONTHS TO PAY—\$3.50 DOWN DELIVERS ANY OUTFIT ON OUR FLOORS—OPEN EVENINGS

MAJESTIC FURNITURE CO.—204 Court St.

Knights Of Calvin Initiate New Members

Knights of Calvin will hold an initiation of new members next Thursday at their hall in Clifford Ave. at Remington St. at 8:00 P. M. sharp. The entertainment committee is arranging for

a gala affair for the evening and will serve refreshments. All Brothers interested in bowling are requested to be present as final alley arrangement is to be decided upon.



You'll get the same satisfaction when you try Schenley's **Light Red Label**



SCHENLEY'S *Light* **RED LABEL**

Just try "Schenley's Red Label" and you'll quickly agree that in whiskey "light is right."

For here is whiskey that gives pleasure in the modern manner. Flavor? Hearty yet not heavy! Body? Light yet full 90 proof! Call for Schenley's Light Red Label!

1/2 Pt. (8 oz.) .68c
Pt. (16 oz.) \$1.30
Qt. (32 oz.) \$2.53

At your favorite bar and package store

FASHION DETAILS THAT MAKE PLYMOUTH THE 1940 BEAUTY



Huge New Trunk is now illuminated. Spare wheel, mounted in trunk, is more accessible.



Luxurious New Interiors. Wider, deeper seats. Increased vision through larger windows, windshield.



Sealed Beam Headlamps give 50-65% brighter road lighting without added glare.



New Rear Doors...full width at the bottom for easy entrance. Running boards are optional.

1940 PLYMOUTH...NEW STYLE MORE ROOM, LUXURY RIDE



BE SURE TO TAKE THE GREAT LUXURY RIDE
Seats moved farther ahead of rear axle...wheelbase now 117". It's a ride incredibly smooth, soft, relaxed.



STEERING POST GEAR SHIFT—STANDARD, ALL MODELS
Shifting is a luxury, too—with steering post gear shift at no extra cost, new design transmission and clutch.



THE REAR SEAT RIDES LIKE THE FRONT
New chassis engineering, new body design, new appointments, all are part of the formula for the Luxury Ride.



This New Plymouth is the Biggest in History... the Low-Priced Beauty with the Luxury Ride!

Look at the new grace, luxury and distinction of Plymouth! Never has a low-priced car offered such value! You'll be amazed at Plymouth's new spaciousness...at the luxurious feel of the big Floating Power engine—Superfinished in vital parts for long-life smoothness.

Every new feature, every new engineering development, plays its part in bringing you a *Luxury Ride* at low price! Drive this new, big-value Plymouth today!

MAJOR BOWEN AMATEUR HOUR, C. B. S. NETWORK, THURS., 9-10 P. M. E. S. T.



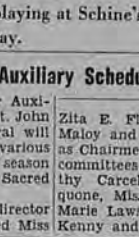
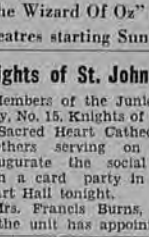
*All this
Luxury
AND
LOW PRICE
TOO!*

Easy to Buy!

Convenient Terms
Your present car will probably represent a large proportion of Plymouth's low delivered price...the balance in surprisingly low monthly installments. Plymouth Division of Chrysler Corporation, Detroit, Mich.

1940 PLYMOUTH THE LOW-PRICED BEAUTY WITH THE *Luxury Ride*

IT'S TRUE!



By Wiley Padan

Our Movie Critic Says

Since time immemorial, it has been popular to cry for "the good old days." Usually, though, the crier himself would be the first to complain if he had to actually return to them. But present day movie goers are sure of their ground when they lament the passing of real movie entertainment for the weak pictures now so prevalent. Youngsters are all in favor of today's shows. That's because they don't remember pictures of like "The Way of All Flesh," "Ben Hur," or other yesteryear masterpieces. Of course, today they can see twice as much (curses on the double feature) but twice as much usually means twice as bad. Take for instance the picture "Dust Be My Destiny" which opens at the Palace Theatre today. A good picture perhaps, as present-day bills run. But just try to compare this business with a picture like the original "Seventh Heaven," "The Hunchback of Notre Dame" or "Smiling Through." Get the point—today's showings are only a miserable imitation when compared with the real article. Oh yes, today at the Palace in addition to "Dust Be Something or Other," you can see "Hawaiian Nights." But who wants to? Don't blame the Palace Theatre for poor shows. Their brand of tripe is duplicated in other "leading" houses. At the Century they're showing "Here I Am A Stranger." When you see the acting of Richard Greene you'll readily admit that he told the truth. He should continue to be a stranger to the screen. Bobby Breen is also on the bill in a thing called "Way Down South." That's a good place for it.

Mr. Pollock's Rochester Theatre will show Edward G. Robinson in "Blackmail." Robinson is tops, according to many, but this isn't the best picture he has ever made by a long shot.

"I Married An Angel" Due At Auditorium



VIVIENNE SEGAL

Vivienne Segal, Dennis King and Rochester's own Isabelle Kimpal head a cast of ninety people who will open at the Auditorium Theatre for a two-day stand on Monday, October 8th.

The vehicle will be Dwight Deere Wilman's New York, Chicago and Boston success, "I Married an Angel." A matinee is scheduled for Tuesday with night shows on Monday and Tuesday.

"I Married an Angel" is one of the most important and successful productions that Mr. Wilman has made in his career as a Broadway producer. For one solid year it packed the Shubert Theatre in New York City and later on in Chicago duplicated its New York success by playing to absolute capacity for eight weeks. And so great was the demand for it in the Mid-Western city that the show has been booked back there for an extended engagement in the Spring.

Concert Series Seat Sale Extended At Eastman Theatre

In view of the last minute rush for tickets, it was decided this week by the Eastman Theatre concert management to extend the series seat sale an additional week.

That will afford prospective series ticket purchasers time until October 7 to choose their locations at the theatre box office.

Sale of single seats for the ten brilliant attractions will open Monday, October 8.

Opening with the operatic twin bill—"Amelia Goes to the Ball" and "Cavalleria Rusticana"—on October 20, the series comprises these stellar events:

SERIES A—Opera listed above; Kirsten Flagstad; Boston Symphony Orchestra; Georges Enesco and Myra Hess.

SERIES B—John Thomas; Yehudi Menuhin; Jozsef European Ballet; Josef Hofmann and Opera "Il Traviatore."

In Denmark, a sight that is especially interesting to tourists is an old church in the sand dunes, south of Skagen. Buried by a sand storm in the 18th Century, today only the tower is visible.

BEST ALLOWANCE IN TOWN FOR YOUR OLD RADIO

Trade-In Old Set As Down Payment! Week's Trial In Your Own Home!

BRAND NEW 1940 RADIOS PHILCO-ZENITH-RCA-G. E.

YOU MUST BE SATISFIED OR WE WILL EXCHANGE FOR ANY OTHER RADIO

NEW 1939's In Crates As Low As **1/2 PRICE**

OPEN SUNDAY AFTERNOON 2 'TIL 5

BRAUN'S

900 PORTLAND—OPEN EVENINGS

Mrs. Florence P. Turner, 380 Chamberlain Street

Car Owners, Car Dealers, Tire Dealers—Attention!

COYS

2 for 1 SALE

Two Tires for the Price of ONE

Pay Reg. Price For First Tire—GET THE SECOND FREE

Here is good advice **BUY NOW BEFORE PRICE INCREASE**

STANDARD TIRES			
SIZE	REG.	2nd TIRE	BOTH
5.50-17	\$10.90	FREE	\$10.25
6.00-16	\$11.10	FREE	\$11.10
HEAVY DUTY TIRES			
4.40-21	\$9.95	FREE	\$9.95
4.50-21	\$11.80	FREE	\$11.80
5.00-21	\$10.25	FREE	\$10.25
4.75-19	\$11.95	FREE	\$11.95
5.25-18	\$12.75	FREE	\$12.75
5.25-19	\$14.65	FREE	\$14.65
5.50-17	\$15.95	FREE	\$15.95
6.00-16	\$21.55	FREE	\$21.55
6.00-19	\$18.85	FREE	\$18.85
6.25-16	\$16.85	FREE	\$16.85
6.50-16	\$21.95	FREE	\$21.95

BATTERY SPECIALS

50% Off

Regular...\$3.45 ex
Standard...\$4.45 ex
Hy-Duty...\$5.75 ex
Ex-Power...\$7.30 ex

COUPON

THIS COUPON IS WORTH 50c CASH

SEPT. 28 TO OCT. 2

When Presented To Us While Purchasing One or More TIRES

Make Your Own Terms

COYS

Low as 50c Per Week

CREDIT TIRE STORE—Glen 5423

Open Evenings Until 9:30 Sat. 10 P.M.; Sun. 9-4 P.M.

424 Ridge Rd., at Dewey

HERE'S TRIPLE VALUE FOR YOU!

The outstanding 3 year old Kentucky Straight Bourbon Whiskey selling for around a dollar a pint.

THE TOP WHISKEY BUY FOR THE MONEY!

- 1 An old-timer—not a newcomer—enriched by an extra year of aging.
- 2 A quality whiskey since 1880—and made the quality way.
- 3 Fifty per cent older and 100% finer—as your own taste will tell you.

ASK FOR **Crab Orchard** BRAND KENTUCKY STRAIGHT BOURBON WHISKEY

On sale at your favorite bar or market.

COPYRIGHT 1939, NATIONAL DISTILLERS PRODUCTS CORPORATION, NEW YORK

WIN

Would you like to win a guest ticket to Howard in "I Love a Star"? easy way to first 25 persons in the correct questions receive two guest tickets. All answers were on neatness.

1. In Leslie Howard's "Pigmaliion", who star was introduced?
2. What national radio station, the director, mezzo, "a love"
3. In what country Bergman, female "Internesio"?
4. What was Edna's name three times?

Leslie Howard is a famous man.

Movie

All pictures listed in notes:

"Friday and Saturday Night"—Black Robinson; "Count Scott, Frances Dee."

FALACE—"But He's Got It, Priscilla, Mary."

REGENCY—"Fifth Avenue, James Ell, Speedway," Ann Payne.

CAPTOL—"In Name, Ray Francis, Carol Wash, Their Faces, Monica Granville."

CENTURY—"Here I Am, Richard Greene; Bobby Breen."

TEMPLE—"Bombs, Charles Farrell; Lynn Dale."

LITTLE—"Or Humar, Daria, Leslie Howard, Short Subjects."

"RIVIERA and DIXIE, Father," Baby Saxe, "Mr. Wong in China, Jeff, Marjorie Reynolds, and LINDA."

"STATS and LINDA, Chaz, Barton Maci, "Heilage of the venable, Donald W."

"CAMEO—"Man in, Louis Hayward, Je, Mette Takes a Vacation, Virginia Field."

GRAND—"Susanna, Shirley Temple, Ray, Visitation in Hap, Fred MacMurray."

LAKE—"Susanna, Shirley Temple, Ray, Visitation in Hap, Fred MacMurray."

MADISON—"MONROE, Time, Lionel Barry, "Susanne, Trill, George Hayes."

"WEST END—"Man in, Louis Hayward, Je, Mette Takes a Vacation, Virginia Field."

ENAMEL WARE SPECIALS

1 1/2 Qt.—4 Cup WHITE TEAPOTS Heavy White Seamed TEA BOTTLES Reeking of Coke P. 10c 1000's

CHAMBER PAIRS 10 Qt. with cover H. KA 211 NORTH

Empire Textile

WEAVERS & CO. Years of experience in the textile business. 409 Erie Bldg. Est. 1909

Want Ads :-

INNERSPRING mattresses, \$25.00, come with any at \$20.00; underspring mattresses, \$35.00, lowest price in town; 3 and 4-burner gas stoves, \$5.00 and up; all-steel combination range, \$35.00; living room suites, \$10.00 and up; lounge chairs—harry chairs, Logwood chairs, occasional chairs, \$2.50 and up; metal beds, \$3.25; coil springs, \$4.25; all-cotton mattresses, \$12.50; washing machines, \$10.00 and up; we pay \$10.00 up for silver or white enamel combination stoves, \$2.00 and up for coal stoves, \$2.00 and up for heater stoves, \$4.00 and up for gas ranges, Fabrics, 125 Plymouth Ave. North.

WOMAN who knows Viart to develop in Viart business. Pull or part time. Excellent opportunity. Call Main 1273, between 1:20 and 4 P. M.

FORMER Rochester Evening News Carriers desiring of obtaining Sunday Paper route Apply Syracuse American, 325 Clinton Ave. N.

SOAP—WAXES—POLISHES
Highest quality soap powder, 10 lbs., 85c. Less in larger quantities. Finest quality self-polishing or rubbing floor wax, \$1.50, gallon; paste wax, 35c lb.; cream emulsion furniture polish, \$1.50, gallon; cedar or Lemon Oil Polish, \$1.00, gallon. Manard Sales, 132 Jewel St. Glen 4495. Free Deliveries.

MEN—WOMEN. GET U. S. GOVERNMENT JOBS. Commence \$105. to \$175 month. Short hours. Prepare immediately for next examinations. No experience usually necessary. Common education usually sufficient. Full particulars and list positions FREE. Write today care Franklin Institute, Dept. S. 15, Rochester, N. Y.

WIN GUEST TICKETS

Would you like to win guest tickets to see Leslie Howard in "Intermezzo, A Love Story". Here is an easy way to do it. The first 25 persons who send in the correct answers to the questions below will receive two guest tickets. All answers will be judged on neatness and accuracy.

1. In Leslie Howard's last picture "Pygmalion", what feminine star was introduced?
2. What nationality is Gregory Ratoff, the director of "Intermezzo", a love story?
3. In what country was Ingrid Bergman, feminine star of "Intermezzo", born?
4. What was Edna Best's last picture at Loew's?
5. Name three pictures in which Leslie Howard has starred and name the feminine star who played opposite him in each.

Leslie Howard takes a new star in his arms. His great career is climaxed. Her great career is started. In this worldly drama of a famous man beckoned from home by a girl's golden beauty.

SEND ALL ANSWERS TO CONTEST EDITOR ETC.
OPENS THURS. OCT. 5th

LOEW'S

Movie Guide

All pictures listed today except as noted:
Friday and Saturday only.
ROCHESTER—Blackmail, Edward G. Robinson; Coast Guard, Randolph Scott, Frances Dee.
PALACE—Dust Be My Destiny, John Garfield, Patricia Lane; Hawaiian Nights, Mary Carlisle, Johnny Downs.
REGENCY—Fifth Avenue Girl, Ginger Rogers, James Ellison; Indianapolis Speedway, Ann Sheridan, John Payne.
CAPITOL—In Name Only, Cary Grant, Kay Francis, Carol Lombard; Angels Wash Their Faces, Fred Astaire, Rita Hayworth.
CENTURY—Here I Am a Stranger, Richard Greene; Way Down South, Bobby Bren.
TEMPLE—Bombs Over London, Charles Farrell; Death of a Champion, Lyne Overman, Virginia Dale.
LITTLE—Of Human Bondage, Bette Davis, Leslie Howard; also selected Short Subjects. (Start Saturday).
RIVIERA—Dixie, Randolph Scott; Father, Baby, Sandy, Misha, Auer; Mr. Wong in Chinatown, Boris Karloff, Marjorie Reynolds.
STATE and **LIBERTY**—Big Town, Barton MacLane, Tom Brown; Heritage of the Desert, Evelyn Venable, Donald Woods.
CAMEO—The Iron Mask, Louis Hayward, Joan Bennett; Mr. Moto Takes a Vacation, Peter Lorre, Virginia Field.
GRAND—Susanna of the Mounties, Shirley Temple, Randolph Scott; Invitation to Happiness, Irene Dunn, Fred MacMurray.
LAKE—Susanna of the Mounties, Shirley Temple, Randolph Scott; Invitation to Happiness, Irene Dunn, Fred MacMurray.
MADISON-MONROE—On Borrowed Time, Liane Hartman, Una Merzari; Sunset Trail, William Boyd, George E. Stone.
WEST END—The Iron Mask, Louis Hayward, Joan Bennett; Mr. Moto Takes a Vacation, Peter Lorre, Virginia Field.

AUDITORIUM MON. and TUES. MATINEE TUESDAY OCT. 9-10

Dwight Deere Wiman presents
DENNIS KING • VIVIANNE ISABELLE
KING • SEGAL • KIMPAL
In Rodgers & Hart's Greatest Musical Comedy Hit
I MARRIED AN ANGEL
WITH
BOBBE ARNST NORMAN ROLAND DAN DAILEY, JR.
Company of 100 including 50 ADORABLE DANCING ANGELS
NIGHTS: Orch. \$2.50-2.75; Loges, \$2.50; Bal. \$1.10; \$1.20 Tax
MAT.: Orch. \$2.00; Loges, \$1.50; Bal. \$1.10-1.50; Tax
Make checks payable to Will R. Coria. If self-addressed, stamped envelope is not enclosed, tickets will be held at the box office.

EASTMAN THEATRE—OCT. 7 FATHER HUBBARD

Famous "Glacier Priests" in Person
LECTURE—MOTION PICTURES
"Cliff Dwellers of the Far North"
Matinee and Evening—Seats (Reserved) 50c-75c-\$1-\$1.25
SEATS ON SALE NOW AT BOX OFFICE

SEE and HEAR

JOHN CHARLES THOMAS KIRSTEN FLAGSTAD BOSTON SYMPHONY THE JOOS BALLET
as well as two grand operas and four other famous artists in the

EASTMAN CONCERTS

Only NINE DAYS Left
to Get Your Series Seats
Choose locations still available in two series of five concerts each. Price range is \$4.50 to \$10 for each series.
SINGLE SEAT SALE BEGINS OCTOBER 9

SPORTS REVIEW

Money Players?



ESTEL CRABTREE

HARRY DAVIS

Crabtree, Davis Play Hero Roles In Wing Win

Because the Red Wings num- several "money players" ing them, Rochester is ling Louisville for Little id Series championship right. Every man on the team been in there fighting all the regular league sea- but it's been many a day e this city has seen a finer onstration of delivering n the chips are down than shown last Saturday night Sunday afternoon at Red g Stadium.

Saturday night, Estel Crab- already voted the league's valuable player proved his t to that title by banging a homer in the ninth innin- ve the Wings a tie (they went on to win) with ark. Had Newark won the s it would be the Bruins, in- f of the Wings now fac- the Louisville Colonels. Half 1,000 fans were already leav- the stadium when "Crabby" d the game out of the fire, on Sunday, before a y cheering 15,000 crowd, y Davis mounted the hero's um with a single in the i inning driving in Carden nwater to give the home a 2-1 victory and the play- series. There have been r batters than Crabtree and, but you can't make a Red fan believe that now, 15's to lead the league in bat-

Save \$ on TIRE REPLACEMENTS

We can save you MONEY... on Guaranteed, Reconditioned Used Truck and Passenger Tires... All Sizes from \$1.00 up.
3 Month Guarantee
405 MAIN STREET WEST
213 MONROE AVENUE

LEEDS CLOTHES

FACTORY TO WEARER

WE SAVE YOU \$5 to \$10 ON EVERY GARMENT

High-type suits in plain or sport back models. Single and double-breasted 36 to 42 in the group. Double-breasted overcoats, some with set-in sleeves, some raglans, 35 to 42 in the group!

SUITS TOPCOATS O'COATS
FREE! With This Coupon Only
Reg. \$2.95 Rutledge
FELT HAT
With Every Suit or Coat
\$13.85

LEEDS SIDNEY NUSBAUM MANAGER
30 ST. PAUL ST.
(Our Only Rochester Store)

CORRECTION!

In last Thursday's issue of the Sun the price of Old Overholt was incorrect. The price should have read \$2.23 a fifth.

Swings Into Scores

Lipsky's enviable 673 for after team. Other matches onday's night shelling re- l in E. A. Z. Novelly win- two from Smalline Drugs, m Dalry's two wins from r Ice and Big Elm Cigar s clean sweep of three s from RKO Theaters.

Genesee Hall Elmer Swee- aced the Genesee leagu- 657 which helped his team ds Press, to a clean sweep Qualtop Beverages. Hefel- aced by Reban's 628 and 617 took three from Da- bwald while Carr Drugs the winner of two games Cool Chevrolet.

ce League No. 2 results University won two from s. Franklin won three Exchange and Bronson 2 from Lyell. Individual of this league were Bloo- th 673 and Baricell with

An Important Price Announcement

By NATIONAL DISTILLERS PRODUCTS CORPORATION

BACK in 1933, we pledged to our customers lower prices on our fine bottled in bond whiskies as in- creased sales and production brought costs down. Now once more we keep that pledge with substantial price reductions on the two most distin- guished bottled in bond rye whiskies

Mount Vernon
100 PROOF
U. S. Bottled in Bond Maryland Straight Rye WHISKEY
NOW \$2.39 FIFTH (25.4 fl. oz.)
Was \$2.50
NOW \$1.50 PINT (16 fl. oz.)
Was \$1.60

OLD OVERHOLT
100 PROOF
U. S. Bottled in Bond Pennsylvania Straight Rye WHISKEY
NOW \$2.23 FIFTH (25.4 fl. oz.)
Was \$2.50
NOW \$1.40 PINT (16 fl. oz.)
Was \$1.60

TREAT YOURSELF TO THE BEST... AT THE LOWEST PRICES IN 26 YEARS

Copyright 1939, National Distillers Products Corporation, New York

If you SIP for quality—
and SHOP for price—
here's your whiskey!

NATIONAL'S EAGLE WHISKEY

If you want a perfect, mild, gentle whiskey, we ask you to try National's EAGLE. And we ask you to compare its price, its body, its aroma and its taste with any blend at any price.

ENAMELED WARE
SPECIALS
1 1/2 Qt. - 4 Cup WHITE TEAPOTS 25c
Heavy White SEAMLESS TEA KETTLES 49c
Roasting or Cake PANS 15c
16 Qt. - 16 Qt. with cover 49c
H. KATZ
231 NORTH ST.

Empire Textile Weaving Co.
IRENE HENKERY
Weavers & Menders
Treats Moth Holes
Blends, repairs and mends washable linens, garments, curtains and linens.
409 Empire Bldg. 5 St. Paul St.
Est. 1909 STONE 3192

LOBSTER DINNER \$1.00
EVERY FRIDAY
SERVING FROM NOV. 4-9
ODENBACH'S
CLINTON SQUARE

Old Set Payment! Trial In Home! ADIOS A-G. E. WE RADIO CE Terms Low As \$1.00 a Week. Attention! For 1 LE The Price of First Tire—AND FREE NOW CASE TRUCK TIRES 0% OFF \$14.95 3 Ply \$19.95 5 Ply \$24.95 0 Ply in Each and Tire Quarter ON PON IS CASH ed To Us ing One or RES r Week TIRE 1.5423 Until 9:30 9-6 P.M.

Knights Of Calvin Initiate New Members

Knights of Calvin will hold an initiation of new members next Thursday at their hall in Clifford Ave. at Remington St. at 8:00 P. M. sharp. The entertainment committee is arranging for a gala affair for the evening and will serve refreshments. All Brothers interested in bowling are requested to be present as final alley arrangement is to be decided upon.



You'll get the same satisfaction when you try Schenley's Light Red Label



Just try "Schenley's Red Label" and you'll quickly agree that in whiskey "light is right." For here is whiskey that gives pleasure in the modern manner. Flavor? Hearty yet not heavy! Body? Light yet full 90 proof! Call for Schenley's light Red Label!

1/2 Pt. (8 oz.) . 68c
Pt. (16 oz.) \$1.30
Qt. (32 oz.) \$2.53

SCHENLEY'S Light
RED LABEL

IT'S TRUE!

By Wiley Padar



"The Wizard Of Oz" playing at Schine's Riviera and Dix Theatres starting Sunday.

Knights of St. John Auxiliary Schedules Card Party

Members of the Junior Auxiliary, No. 15, Knights of St. John of Sacred Heart Cathedral will inaugurate the social season with a card party in Sacred Heart Hall tonight. Mrs. Francis Burns, director of the unit has appointed Miss Zita E. Flanagan, Miss Ma Maloy and Miss Eileen Embu as Chairmen for this event. Committees include: Miss Dorothy Carrell, Miss Celia C. Quone, Miss Irene Cullen, M. Marie Lawson, Miss Margal Kenny and Miss G. Gilligan.

FASHION DETAILS THAT MAKE PLYMOUTH THE 1940 BEAUTY



Huge New Trunk is now illuminated. Spare wheel, mounted in right side, is more accessible.



Luxurious New Interiors. Wider, deep-cushioned seats. Increased vision through larger windows, windshield.



Sealed Beam Headlamps give 50-65% brighter road lighting without added glare.

1940 PLYMOUTH...NEW MORE ROOM, LUXURY



BE SURE TO TAKE THE GREAT LUXURY RIDE
Seats moved farther ahead of rear axle...wheelbase now 117". It's a ride incredibly smooth, soft, relaxed.



STEERING POST GEAR SHIFT—STANDARD, ALL MODELS
Shifting is a luxury, too—with steering post gear shift at no extra cost...new design transmission and clutch.



THE REAR SEAT RIDES LIKE THE FRONT
New chassis engineering, new body design, new appointments, all are part of the formula for the Luxury Ride.



This New Plymouth is the Biggest in History... the Low-Priced Beauty with the Luxury Ride!

Look at the new grace, luxury and distinction of Plymouth! Never has a low-priced car offered such value! You'll be amazed at Plymouth's new spaciousness...at the luxurious feel of the big Floating Power engine—Superfinished in vital parts for long-life smoothness.

Every new feature, every new engineering development, plays its part in bringing you a *Luxury Ride* at low price! Drive this new, big-value Plymouth today!

MAJOR BOWEN AMATEUR HOUR, C. B. S. NETWORK, THURS., 9-10 P. M. E. S. T.



1940 PLYMOUTH THE LOW-PRICED BEAUTY WITH THE LUXURY RIDE

GRAND OPENING BINGO

Sunday Night, Oct. 1st
8:30 Sharp
All Cash Prizes
ALSO DOOR PRIZES
23 Games 25c
Union League Hall
GREGORY AT SOUTH AVE.

WARNING! TO HOME OWNERS

A leaky roof can do immeasurable damage to your home without your notice. IT HASN'T LOOKED OVER NOW!
Prices Will Never Be Any Lower
TERMS AS LOW AS \$5.00 PER MONTH.
PIONEER ROOFING CO.
314 WILDER BLDG.
MAIN 475

GLIDE HALL BINGO

EVERY THURSDAY AND SUNDAY
1203 JAY ST. cor. GLIDE ST.
Mt. Read via Jay St. Bus
23 GAMES—25c

League Sponsors Open Forum Meeting At "Y"

American League for Peace and Democracy will sponsor an open forum meeting tonight at 8:15 in the Monroe Y.M.C.A. Subject under discussion will be "Keeping America Out of the War." The public is invited.

FURNITURE RECONDITIONED

Re-upholstering, Refinishing 3-pc. Suits re-covered in fringed cloth \$29.50. Occasional Chairs, \$2.00; Caneback Chairs, \$7.50.
Textile Upholstering Co.
MAIN 4833

Nusbaum's Lining Store

Now Located at 88 Mortimer St. We carry a complete stock of linings for ladies and men's coats. Our prices are always the lowest.
Rear of Palace Theatre
Tel. STONE 4647

FREE RADIO INSPECTION

Maybe it's just a tube needed! Low cost repairs on any Home or Auto radio. Written Guarantee.
GRANGER'S 82 SPRING ST.
Call Main 3123

BINGO

AT ITS BEST
CHILI RECREATION HALL
509 CHILI AVE. AT THURSTON
Every
TUES., WED AND SAT. — 8 P. M.
40 — CASH PRIZES — 40
ADMISSION 25c
Worthwhile Door Prizes
Benefit
Holy Annunciation Church

HIPPODROME BINGO

EVERY
MONDAY NIGHT
AT THE
ARENA
87 STONE ST.
Near Court St.

ADMISSION
40c
PLAY IN COMFORT!
Come to Rochester's most complete Bingo Hall — New, modern sound system, proper lighting and ventilation and comfortable seats for all.

PLAYERS HAVE WON
\$24,000
AT OUR GAMES

ROLLER DROME BINGO

Friday Nite--8:30
Sponsored by
Memorial Drum and Bugle Corps, Booster Club, American Legion.

\$1,000 in CASH PRIZES
Grand Prize
\$500
Or Choice of 1940 Chevrolet or Plymouth

Admission **\$1.00** No Extras
186 CLINTON AVE., N.

Plymouth Spiritualist Church BINGO

EVERY SATURDAY EVENING
23 Games 25c
CASH AWARDS
Plymouth & Troup Sts.

BINGO Matinee

Grand Opening **WEDNESDAY, OCTOBER 4**
EVERY WEDNESDAY AFTERNOON AT 2 P. M.
MOVIES START AT 1:30

BIG CASH PRIZES
23 Games For 25c

Now you can play Bingo in the afternoon and spend the winnings on the evening's fun!!

Arnett Theatre

THURSTON ROAD AT CHILI AVENUE

ROLLER DROME BINGO

184 Clinton North
Every Wednesday
8:15 P. M.

BINGO
27 GAMES
ADMISSION
40c
BIG CASH PRIZES

Everybody Plays BINGO!

4-5-6 and 7 Ways to WIN
in various exciting and entertaining games. The new way to play Bingo.

Admission Only
25c
More Floyd Gibbons Pictures To Come

Free Entertainment GAMES AT 8 SHARP

West Avenue Manor
Corner West Ave. & Hancock St.
Every Mon., Wed. and Fri.
23 GAMES for 25c
8:15 P. M. Sharp

BINGO PARTY

Franklin Stebbins Court
Order of the Amaranth
19th Ward Republican Club
HAWLEY ST.
Sat., Sept. 30th, 8 P. M.
23 Games 25c

BINGO

SUNDAY EVE 8:15 P. M.
30 Field St., near Monroe
20 GAMES 25c
Free Refreshments

BINGO

West Avenue Manor
Corner West Ave. & Hancock St.
Every Mon., Wed. and Fri.
23 GAMES for 25c
8:15 P. M. Sharp

BINGO PARTY

Franklin Stebbins Court
Order of the Amaranth
19th Ward Republican Club
HAWLEY ST.
Sat., Sept. 30th, 8 P. M.
23 Games 25c

BINGO

SUNDAY EVE 8:15 P. M.
30 Field St., near Monroe
20 GAMES 25c
Free Refreshments

SEP 28, 1939

Sponsors Open

ing At "Y"

League for Peace

will sponsor an

meeting tonight at

Monroe YMCA.

er discussion will

America Out of the

blis is invited.

NITURE-

DITIONED

Refinishing 3-4c

in 15 minutes

Chair, \$2.00;

Chair, \$1.50

holstering Co.

IN 4633

Lining Store

at 43 Monroe St.

plete stock of linings

men's coats

the lowest

ance Theatre

PHONE 4647

FREE

RADIO

INSPECTION

Maybe it's just a tube

needed? Low cost

reairs on any home or

Guarantee.

'S 82 SPRING ST.

Call Main 3122

ch

8:30 O'clock

nee

WEDNESDAY,

OBER 4

T 2 P. M.

ZES

25c

and spend the

tre

NUE

ME

on North

Wednesday

M.

O

27

GAMES

BIG

H PRIZES

GO

Maner

8 Hancock St.

and Fri.

for 23c

Sharp

PARTY

in Court

AMERICAN

Club

ST.

8 P. M.

25c

men

0

15 P. M.

ear Monroe

25c

men

TRUTHFUL ADVERTISING

THE ROCHESTER SUN, THURSDAY, SEPTEMBER 28, 1939

TRUTHFUL NEWS

PAGE ELEVEN

ROCHESTER SUN SPORTS REVIEW

Kay Murdock Leads

Buonomo Bowlers

Monday Night

No less than sixteen 600 totals were registered in the strong Buonomo circuit on Monday night. Leading the pack was Kay Murdock with a good 666. Right on his heels were Zurich with 648, Irwin's 645, Cliff Burleigh and Walker's 632, Gersley had 629, Frank Braunigam 617, Clay Kaul 615, Bernie Schuerman 613, Herb Scheuch 611, Dr. Long, Bill Hoefner and Ford 605, Court 604, Joe Lusardy 601 and Turnbull 600.

BOWLING

WITH
"ED"
RANDALL

I wonder how many bowlers realize the authority that is vested in the foul judge and how many league secretaries take the trouble to insist that only one thoroughly qualified be employed and permitted to act in this important capacity. I wonder how many league secretaries

inquire of the alley manager whether he has supplied the foul judge with a copy of the A. B. C. rule book, whether various types of fouls have been carefully explained and whether the individual who is employed has been requested to study and analyze all playing rules which pertain to his duties, particularly the various foul line rules and just what constitutes a violation of the foul rule, or a deliberate or palpable foul.

One of the requirements of the A. B. C. whenever claims for high score awards are submitted, is that they must be supported by properly executed affidavits and endorsements by the city association officials, together with the original score sheet signed by the opposing team captain, in addition to which a foul judge or umpire must have been employed at the time the score was bowled, in order to make it legitimate and eligible for official consideration.

How many times have you heard a bowler come back after having a foul called and insist strenuously that he did not foul. Maybe these "squawks" were justified. I believe it would be a wise procedure to make sure, before the season gets any older, that the league secretaries investigate and determine whether or not the foul judge who is employed when the season starts is familiar with the playing rules of the A. B. C., so that when he does render a decision there is no doubt on his part or others familiar with the rules, that he is fully qualified. In all sanctioned games, the officials of the league agree that they will abide by all the requirements of the A. B. C. and greater confidence in the foul judge will build up greater confidence in the manner in which the league is operating.

DO YOU KNOW... that the distance from the center of the No. 1 pin spot to the foul line is exactly 8 feet? ... that it is the duty of all city associations of the American Bowling Congress to conduct an annual tournament for the purpose of determining the various champions in their respective cities? ... that all bowling leagues should be induced to join the city bowling association as soon as they are formed for the reason that, under A. B. C. rules, all bowlers in sanctioned leagues are positively prohibited from bowling in any unsanctioned leagues or tournaments? ... that bowling alleys should be not less than 41 inches nor more than 42 inches in width? ... that from the point opposite the No. 1 pin spot, gutters shall be of square bottoms, whence they shall commence a gradual decline into the pit? ...

Women Bowlers Active

In Genesee League

The Genesee Ladies League unfolded a lot of good bowling last Monday night. Outstanding was Johnson's 375, which is good bowling any time of the year. Her games of 212-196-187 were a material aid in Eisenberg's sweeping the series with Lincoln Printing. Hilbert's 521, Gray and Shea's 511 and Turiano's 506 total also deserve honorable mention. Results of other team matches: Roast Beef Tavern won three from Sommers Garage. Decker's Dairy took two from Royal Crown Cola. Pure Quill won all three from Fabian's. Houck Bros. were winners of two games from Rivers. Furniture while Alnoworth's swept three from Biedek's.

Amalgamated Ladies League resulted in a close sweep, for Bond Sack Co. over Michaels-Stearn No. 5, Bond Tropical over Michaels-Stearn No. 3, Hickey-Freeman over K. H. T. Sack Co. No. 1 over Michaels-Stearn No. 1. Fashion Park Vests were winners of two games from K. H. T. Canvas as was Michael Stearns No. 4 from Bond Vest.

Semi-Pro Football

Listed At Stadium

Plans to convert the airport stadium in Scottsville Rd. into a football gridiron were announced this week as workmen began filling the infield and covering the track.

According to present plans games featuring prominent local semi-pro aggregations, will be played on Wednesday and Friday nights. Among the teams scheduled to play at the stadium are the Coldwater Rams, Vays, Malis, Tartars, Webster and the Kelletts.

A twenty-five cent admission charge has been set for these games.

Andy Varipapa recently bowled his 46th perfect game during an exhibition on the West Coast. He's the world's head man in that department. Wonder how he wears 46 gold medals.

Bowling Season Swings Into

High With Better Scores

The sharpshooters are beginning to get the range lugging from the scores rolled in the major leagues this week. Over at Elm Hall, Ray Benson set the pace with an excellent 733. Displaying mid-season form Ray banged in games of 161-219-238 to score his good total which helped his team, Browne's Marble Bar to a high single game of 1080 and a grand total of 3,041 for two wins over Barge's Smoke Shop.

Uncle Sam's Stores took two from Selo Auto Parts helped considerably by the consistent 861 of Marky Chafel. Big Elm Dairy swept their three game series with Comfort Restaurant, aided and abetted by Goldmark's 641. Despite Crandall's good 650, Brass Rails dropped two games to Lake Coal. Woltzack's Bakery won two from Daw Drugs de-

Money Players?



Crabtree, Davis Play

Hero Roles In Wing Win

Because the Red Wings number several "money players" among them, Rochester is battling Louisville for Little World Series championship right now. Every man on the team has been in there fighting all during the regular league season, but it's been many a day since this city has seen a finer demonstration of delivering when the chips are down than was shown last Saturday night and Sunday afternoon at Red Wing Stadium.

Saturday night, Estel Crabtree, already voted the league's most valuable player proved his right to that title by handling out a homer in the ninth inning to give the Wings a tie they later went on to win with Newark. Had Newark won the game it would be the Bruins, instead of the Wings now facing the Louisville Colonels. Half the 4,000 fans were already leaving the stadium when "Crabby" pulled the game out of the fire.

Then on Sunday, before a wildly cheering 15,000 crowd, Harry Davis mounted the hero's rostrum with a single in the ninth inning driving in Carden Gillenwater to give the home team a 2-1 victory and the play-off series. There have been better batters than Crabtree and Davis, but you can't make a Red Wing fan believe that now, it's great to lead the league in batting but, oh boy, just think what a timely base knock means when it wins a game, a series and about a thousand iron men per Red Wing. Hat's off to Crabtree and Davis.

Fuller Out For

Aquinas Opener

With Ed Fuller out because of a sprained hand, Coach "Johnny" Sullivan has had to change his previously announced lineup for the season opener at Aquinas Institute, scheduled for Saturday at Edgerton Park, when the Irish take on Holy Family team of Auburn. George Demmert will get the call to start at guard in Fuller's place. The rest of the line-up remains intact with Bob Bauer at quarter, Hank Conly, fullback, and Harry O'Neil and Bob Landry at the halfback posts. On the line will be Jim Kearney, Hank Lally, Ray Manglin, Elmer Nacca, Don McOmber and Demmert. Chuck Maggio will show at center.

First Bowler: "Why the tooth-brush in your coat lapel?" Second bowler: "That's my class pin. I go to Colgate."

Save \$ on TIRE REPLACEMENTS

We can save you MONEY... on Guaranteed, Reconditioned Used Truck and Passenger Tires... All Sizes from \$1.00 up.

3 Month Guarantee
405 MAIN STREET WEST
213 MONROE AVENUE

LEEDS CLOTHES

FACTORY TO WEARER

WE SAVE YOU \$5 to \$10 ON EVERY GARMENT

High-type suits in plain or sport back models. Single and double-breasted 36 to 42 in the group. Double-breasted overcoats, some with satin sleeves, some raglans. 35 to 42 in the group!

SUITS TOPCOATS O'COATS

FREE! With This Coupon Only
Reg. \$2.95 Rutledge
FELT HAT
With Every Suit or Coat

\$13.85

LEEDS SIDNEY NUSBAUM MANAGER
30 ST. PAUL ST.
(Our Only Rochester Store)

CORRECTION!

In last Thursday's issue of the Sun the price of Old Overholt was incorrect. The price should have read \$2.23 a fifth.

SPECIAL COAL

STOVE \$9.05
EGG OR NUT
PEA \$8.25
Rice, \$6.20

ARDEAN R. MILLER

STOCK ALE

LOUDLY ACCLAIMED AS THE FINEST ALE IN ROCHESTER

More Hops • More Malt • More Age
DRAUGHT • BOTTLES
EVERYWHERE

AMERICAN BREWING CO. • Rochester, N. Y.



Our Family's Recipe

put up by the Wilken Family that's been distilling 53 years. Just taste it!

Harry E. Wilken
1/2 Pint 60c (8 oz.)
Pint \$1.14 (16 oz.)
Quart \$2.20 (32 oz.)

At your favorite bar and package store

Blended Whiskey 54.8 Proof,
75% Grain Neutral Spirits, The Wilken Family, Inc., Aldous, Schenley P. O., Pennsylvania.

A Gathering Place For Sophisticates

★ to DINE
★ to DANCE
★ to DRINK

famous for
DINNERS SUNDAY

A full course dinner deluxe... best of good foods, skillfully prepared and delectably served!

\$1.00

CLAMBAKE!
Most famous feast of the Fall season! Tickets are going fast... so get yours today!

\$1.75

ROCHESTER'S METROPOLITAN NIGHT CLUB
The CHATEAU
MONROE AVENUE at 12 Corners



New Accounts

OPENED IN 5 MINUTES
AND YOU CAN BUY

TIRES

AS LOW AS **43¢** A WEEK

UNIT PARTS Corp.

1185-1223 MAIN ST. E.
CULVER 250

IMPROVE Your BOWLING

Own your own Brunswick MINERALITE BOWLING BALL

15.95 50c Down
Pay Only... **50¢** A WEEK



Rudolph's Is Your Bowling Ball Headquarters

RUDOLPH'S
S. Main at South Ave.

An Important Price Announcement

by NATIONAL DISTILLERS PRODUCTS CORPORATION

BACK in 1933, we pledged to our customers lower prices on our fine bottled in bond whiskies as increased sales and production brought costs down. Now once more we keep that pledge with substantial price reductions on the two most distinguished bottled in bond rye whiskies in the country... both accepted for generations as standards of American whiskey excellence, and the most popular of all U. S. bottled in bond ryes today. The quality of these whiskies is identically the same as it has been down through the years. "Our Word Is as Good as Our Bond."

Mount Vernon

100 PROOF

U. S. Bottled in Bond Maryland Straight Rye WHISKEY

NOW \$2.39 FIFTH (25.4 fl. oz.)
Was \$2.50 Fifth

NOW \$1.50 PINT (16 fl. oz.)
Was \$1.60 Pint

OLD OVERHOLT

100 PROOF

U. S. Bottled in Bond Pennsylvania Straight Rye WHISKEY

NOW \$2.23 FIFTH (25.4 fl. oz.)
Was \$2.40 Fifth

NOW \$1.40 PINT (16 fl. oz.)
Was \$1.50 Pint

TREAT YOURSELF TO THE BEST... AT THE LOWEST PRICES IN 30 YEARS

Copyright 1939, National Distillers Products Corporation, New York

Refrigerator Cookies Are Always Popular

Refrigerator cookies are baked as needed so that it is easy to have fresh cookies to serve in a few minutes. The rolls of cookie dough, wrapped in waxed paper, may be kept in the refrigerator for several days. To make dainty tea cookies, shape the dough into rolls about 1 inch in diameter. Or store a ball of dough, and when ready to bake, make little "marbles" of the dough. These spread on the cookie sheet during baking and make dainty little round cookies.

Tanks used in warlines were so named in the hope that the enemy would believe that they were simply water carriers.

Answer To Last Week's Crossword Puzzle

ACROSS
1. BUREAU
2. BUREAU
3. BUREAU
4. BUREAU
5. BUREAU
6. BUREAU
7. BUREAU
8. BUREAU
9. BUREAU
10. BUREAU
11. BUREAU
12. BUREAU
13. BUREAU
14. BUREAU
15. BUREAU
16. BUREAU
17. BUREAU
18. BUREAU
19. BUREAU
20. BUREAU
21. BUREAU
22. BUREAU
23. BUREAU
24. BUREAU
25. BUREAU
26. BUREAU
27. BUREAU
28. BUREAU
29. BUREAU
30. BUREAU
31. BUREAU
32. BUREAU
33. BUREAU
34. BUREAU
35. BUREAU
36. BUREAU
37. BUREAU
38. BUREAU
39. BUREAU
40. BUREAU
41. BUREAU
42. BUREAU
43. BUREAU
44. BUREAU
45. BUREAU
46. BUREAU
47. BUREAU
48. BUREAU
49. BUREAU
50. BUREAU
51. BUREAU
52. BUREAU
53. BUREAU
54. BUREAU
55. BUREAU
56. BUREAU
57. BUREAU
58. BUREAU
59. BUREAU
60. BUREAU
61. BUREAU
62. BUREAU
63. BUREAU
64. BUREAU
65. BUREAU
66. BUREAU
67. BUREAU
68. BUREAU
69. BUREAU
70. BUREAU
71. BUREAU
72. BUREAU
73. BUREAU
74. BUREAU
75. BUREAU
76. BUREAU
77. BUREAU
78. BUREAU
79. BUREAU
80. BUREAU
81. BUREAU
82. BUREAU
83. BUREAU
84. BUREAU
85. BUREAU
86. BUREAU
87. BUREAU
88. BUREAU
89. BUREAU
90. BUREAU
91. BUREAU
92. BUREAU
93. BUREAU
94. BUREAU
95. BUREAU
96. BUREAU
97. BUREAU
98. BUREAU
99. BUREAU
100. BUREAU

Smooth AS Silk
Kessler's Private Blend Whiskey
Priced Right

Headquarters for Clambakes
Fresh Corn Fed Rib-End Roasts
PORK LOIN **18c** lb.
Beef Roasts **18c** lb.
Sauerkraut **18c** lb.
Pig Knuckles **18c** lb.
Oysters **23c** pl.
Fresh Cup-Up Chickens **18c** lb.
Milk Fatted Fowl **18c** lb.
Milk Fatted Broilers **25c** lb.
FREE Delivery On Orders of \$1.00 or More!

CLARK'S MARKETS
905 NO. GOODMAN
Near Bay, Culver 4870
824 PORTLAND AVE.
Stone 471

ACHTER'S

COUPON SPECIALS

81 CENTRAL PARK
387 E. MAIN ST.
428 STATE STREET

COUPON
BUTTON 2 for 5c
PIPE CLEANERS 1c
DISH CLOTHS 2 for 3c
LAUNDRY SOAP 2 1/2c

COUPON
MATCHES 2c
NEEDLE BOOKS 1c
ADHESIVE STRIPS 1c
RAYON HOSE 14c

SPECIAL SALE ON LAMPS and LAMP SHADES
Beautiful Selection
New Fall Styles
Priced Exceptionally Low
(Right Reserved To Limit Quantities)

RINSO 15c
LARGE BOX
(LIMIT 1)

HY-TEX QUALITY TOILET TISSUE
1,000 Sheet Rolls **3 FOR 11c**
(Limit 6)

WOODBURY'S SHAVE CREAM
LARGE 35c SIZE **6c**
(Limit 1)

WILDROOT HAIR TONIC
LARGE \$1.10 SIZE **59c**

HAARLEM OIL CAPS
35c Box of 24 **17c**

FITCH'S TALCUM
25c SIZE **9c**

KEN-L-RATION DOG FOOD
15c SIZE **6c**

AGAROL LAXATIVE
\$1.00 Size **79c**

HINKLE PILLS
Bottle of 100 **3c**

SEIDLITZ POWDERS
25c Box of 12 **8c**

RESINOL OINTMENT
60c Size **34c**

PROPHYLACTIC TOOTH BRUSH
Reg. 50c **29c**

COD LIVER OIL CAPSULES
Box of 100 **49c**

DOAN'S KIDNEY PILLS
75c Size **33c**

NOXZEMA CREAM
75c Size **49c**

PINKHAM'S VEG. COMP.
1.35 Size **74c**

PALMOLIVE SHAMPOO
Large Size **23c**

THIS SALE TODAY THRU SATURDAY

DAW'S
Rochester's Original
Cut-Rate Drug Stores
56 Clinton Ave. So. 31 Main St. East 553 Main St. East 452 Ridge Road W. 880 Main St. West 475 Goodman St. North

YOU CAN DEPEND ON DAW'S
to fill your PRESCRIPTION exactly as your doctor ordered... at the lowest possible cost to you. BRING YOUR NEXT PRESCRIPTION TO DAW'S, and be convinced!

TOBACCO DEPARTMENT SPECIALS

Daw's Lead Again... With New Deep Cut Prices!

CIGARS
GARCIA-GRANDE R. G. DUNN HABANERO FORTY-FOUR RECOLLECTION LA AZORES
Box of 25 **99c**
Box of 50 **\$1.95**

UNBREAKABLE POKER CHIPS
50c Value
Box of 100 **29c**

ALL 5c CIGARETTE TOBACCOS
BUGLER — BOUNTY — BULL DURHAM — TOP KITE — DUKE'S MIXTURE
3 FOR 8c

GEM RAZOR FLASHLIGHT RAZOR BLADES SHAVING BRUSH
29c 59c 33c 39c

TOBACCO POUCH
Lined With Genuine "PLIOFILM"
ODORLESS WILL NOT CRACK! MOISTURE-PROOF! WILL NOT DRY UP!
Regularly Sold at 35c (Limit 2) **13c**

POCKET WATCH
GUARANTEED **88c**
\$1.25 VALUE

PRINCE ALBERT
69c

PLAYING CARDS
BRIDGE OR PINOCHE
deck **19c**

BUY CANDY AT DAW'S
Always Fresh! Always Lowest Prices!
It costs much less to appease your sweet-tooth at DAW'S! AND selling so much MORE candy, you're always assured of absolute FRESHNESS! Take advantage of these week-end specials, and treat yourself to GOOD candy and extra low prices!

HERSHEY'S OR NESTLE'S BARS, large size **2 For 23c**

CRACKER JACKS **3 for 10c**

CHERRIES Chocolate Covered 1 lb. box **23c**

Barbara LEE
Assorted Chocolates
Pound Box **29c**

MILK OF MAGNESIA TABLETS
25c Tin of 30 (Limit 2) **8c**

DR. LYON'S TOOTH POWDER
25c SIZE (LIMIT 1) **9c**

Chocolate-Covered PEPPERMINT PATTIES
1/2-lb. Box (Limit 2) **11c**

H-B Cough DROPS
6c Size **3c**

PEROXIDE PINT BOTTLE **7c**

BICARBONATE of SODA
Pure U. S. P. Pound **8c**

CASHMERE Bouquet TALC
25c Size **2 for 29c**

PACQUINS HAND CREAM
28c Size **19c**

WOODBURY'S After-Shave LOTION
50c Size **21c**

BARBASOL Shave Cream
50c Size **19c**

EPSOM SALTS
Pure U. S. P. Pound **3c**

MAR-O-OIL SHAMPOO
\$1.00 Size **48c**

GLYCERINE SUPPOSITORIES
25c Size **8c**

PERBORATE OF SODA
60c 1-lb. Can **33c**

LUX SOAP **3 FOR 14c**

BABY GAYS Q-TIPS
25c Size **11c**

PSYLLIUM SEED
Pound **17c**

ROCHESTER'S
WEEKLY
SHOPPING
GUIDE

VOL. 11 No. 49

The Rochester Sun

TRUTHFUL NEWS

TRUTHFUL ADVERTISING

ROCHESTER, NEW YORK, THURSDAY, OCTOBER 5, 1939

DELIVERED
TO 74,700
ROCHESTER
HOMES

If You Do Not Receive Your Copy Regularly PHONE STONE 6001

IMPORTANT ANNOUNCEMENT

Formal Opening

ELEANOR'S Smartwear

653 Monroe Avenue

3 Blocks East of
Goodman Street at
Boardman

Suits Coats
Dresses
Sportwear

for
Women Misses Juniors

DOWNTOWN FASHIONS
at
Neighborhood Lower
Prices.

COUPON

Clip this coupon, fill in the
desired information, bring to the
Shop Friday or Saturday,
you may win a \$14.95 Lovely
New Fall Dress.

(No Purchase Necessary)

Name

Address

Telephone

Dress Size

Fidler in Hollywood

HOLLYWOOD. — I never see
Lynn Bari promenading down
the main drag at Twentieth
Century-Fox without taking
time out for amusement at the
uncertainties of Hollywood life.

Her story, more clearly than
most, shows how dependent
young players are on the whims
of Lady Luck. It also attests to
the infallibility of those
gentlemen who pride themselves
so much on their ability to pick
star material at first glance.

Lynn spent four years in the
Twentieth Century stock com-
pany, playing tiny bits and pos-
ing for publicity pictures. And
for four years not one of the
studio's big directors or pro-
ducers so much as noticed her
existence. No one could have
blamed her had she given up
the struggle — as 999 girls out
of 1000 would have done under
similar circumstances, for being
"in stock" is merely a dignified
version of being an extra.

Not until Gregory Ratoff, who
as an actor had talked with her
on various sets, turned director,
did she get a break. And then
things happened. In twenty
months she has played 18 lead-
ing roles. The studio now re-
gards her as one of its most
valuable personalities and it's
an odds-on bet that she will be
starred before long.

Of late, I've been getting pub-
licity which refers to her as
"Lynn Bari, the Twentieth Cen-
tury-Fox discovery." I'd like to
laugh — and I would if I could
quit thinking how many Lynn
Bari are eating their hearts out
in Hollywood while waiting for
(Continued on Page 6)

Sun Offers Football Contest For Downtown Quarterbacks

Can you pick the winners in collegiate football games?
Do you think you can do a better job than the Rochester Sun
Board of Selectors? If you can, you may win five dollars, for
that's the prize the Sun is offering in a contest beginning next
week.

Each week the Sun Board of
Selectors make their choice of
winners in Saturday's games.
Starting this week, we'll give you
a chance to compete with them.
We're printing the list of games
scheduled for October 21st in to-
day's paper. Our Board of Selectors
will choose the winners of these
games in next Thursday's Sun.

Now all you have to do is take
today's list, check the teams you
think will win and mail your
selections to the Rochester Sun
Sports Editor, 419 Burke Bldg.,
5 St. Paul St.

To the first person sending in a
list of winners, more nearly
correct than the members of our
Board of Selectors, we will award
a prize of five dollars. For ex-
ample, if Freckleton picks 9 win-
ners, Sullivan picks 11 winners
and Lyons picks 9 winners, all
you have to do is pick 12 winners
to cop the five dollars.

We don't think our selectors
choices can be bettered. But
there are a lot of downtown
quarterbacks who disagree.

Therefore, this contest should
be simple for such street corner
athletes as "Fox" Fogarty, Otto
Baurele and Charlie Birdsell.

Don't forget, cut out the list
now, make your selections and
mail to the Sun. Then watch
next Thursday's Sun for our
choices. Winner will be an-
nounced on October 26th and
each Thursday thereafter.

Here is next week's list:

Alfred-Buffalo
Army-Columbia
Brown-Colgate
Dartmouth-Navy
Cornell-Princeton
Duke-Pitt
Fordham-Tulane
Syracuse-Georgetown
Indiana-Wisconsin
Illinois-S. California
Minnesota-Purdue
Ohio State-Northwestern
Notre Dame-S. Methodist
Penn.-Yale
Rochester-Rensselaer

Make your selections and mail
early. Remember, first one to bet-
ter the best selector on our board
wins the prize.

Job Clinic Gets Underway Tonight

Among the classes scheduled to
get underway tonight at Monroe
Evening High School will be the
"Job Clinic." Formed as an aid
in preparing people for employ-
ment, this class was a pioneer
venture of the Adult Education
Department last year. It is re-
ported that several members
were successful in locating em-
ployment.

Again leading the group will
be Sam Greenfield who brings
to the classroom the practical
knowledge and actual experience
of an Employment Interviewer,
associated with the New York
State Employment Service.

Fashion Revue Slated For Auto Show

The latest fashions in both
cars and costumes will be on
display at the 32nd annual Auto
Show which opens at Edgerton
Park, October 14 to 21. This an-
nouncement was made by Ed-
ward C. Schoen, Show Manager,
who stated that a complete
Fashion Revue, which will in-
clude new '39 car models as well
as living models, will be staged
at the Auto Show nightly at 8
p. m.

Music for the Fashion Revue
will be furnished by Charles
Siverson's orchestra, and Ken
Sparron's "Streamliners" on al-
ternate nights during the seven-
day course of the exhibition.

According to Mr. Schoen, some
50 to 60 gowns of ultra-modern
design will be displayed in the
Fashion Revue against an at-
tractive setting of new 1940 car
models interspersed with palms
and flowers.

Mr. Schoen said that the
Fashion Revue will be considered
as an integral part of the Auto
Show, and that no extra admis-
sion fee will be charged for view-
ing this special attraction.

This is the first time that a
special major attraction has been
added to the Auto Show, in ad-
dition to the regular display of
new cars.

The 32nd annual Auto Show
will be not only the "earliest"
show of its kind ever staged in
this city, but it will also be the
first 1940 Auto Show to be staged
anywhere in the country this
year, beating even the National
Auto Show in New York City by
twenty-four hours.

Nineteen makes of America's
leading cars will be on display.

New Grid Coaches



Burns Beach and Royal Brown who will coach football
teams representing city high schools.

High School Football Due Nov. 11th

Burns Beach and Royal Brown Signed As Coaches

After a lapse of more than
25 years football will definitely
return to the Rochester High
Schools on November 11th when
a team representing the high
school east of the river meet
their west side rivals, probably
at Franklin High field.

Coaches have been appointed,
calls for candidates have been
sent out and equipment is on its
way, promised for delivery about
October 15th.

Leading the east side will
be Coach Burns Beach, athletic
director at Franklin. His squad
will be made up of ten boys each
from East, Monroe, Washington,
Tech and Franklin High. Prac-
tice will be held at Franklin
field.

Announcement of the first
game brings to a culmination
years of effort on the part of
local football-minded fans who
have never given up the dream
of seeing the high school game
revived locally.

Two years ago the Board of
Education finally gave its con-
sent to the football program,
only on condition that no money
be drawn from the educational
(Continued on Page 3)

Club Committee To Play Cards

Members of the service com-
mittee of the Rochester Zonta
Club will hold a card party to-
morrow evening at eight o'clock
at the Cornucopia Restaurant
on Broad St. Proceeds of the
affair will be used for the ser-
vice work of the organization.

Miss Esther Toomey and Miss
Helen Rendall are co-chairmen
and their committee includes:
Miss Mercedes Brayer, Mrs. Mar-
garet Leach, Miss Alva Fritz,
Mrs. Carolyn Grove, Miss Ger-
trude Le Roux, Miss Marie La-
chelle, Miss Evelyn McDow-
ell, Miss Ruth Merling, Mrs.
Margaret Nolin, Miss Veronica
Maher, Mrs. Edna Saul, Miss
Flora Vogel, and Mrs. Madeline
Wojcik.

West High Parents Schedule Meeting

First of a series of meetings
planned for parents of West
School students will take place
on October 7th in the school ca-
feteria. Supper will be served at
6:30 P. M. after which a pro-
gram, entitled "A Professor's
Quiz" will be held. During this
period, questions concerning the
school will be discussed.

The program is being held
under the direction of a com-
mittee, headed by L. B. Cart-
wright, president of the West
High Community Association.
All parents are urged to at-
tend this meeting and reserva-
tions for the supper can be
phoned to the school. Those who
prefer may come for the quiz
only which will begin at 7:45.

Lauer's

50 STATE STREET

Lauer's Solid Maple
CRICKET CHAIR

\$3.95

Use them in your
living room, bedroom
or den. This sturdy
chair, with its
colorful fabric, is
cheerful to look at
and comfortable to
sit in.

Folding Bridge Set
ROUND TABLE
and
4 CHAIRS

\$9.95

Steel constructed with a
fabric top - sturdy...
easy to fold.

Budget Terms On Any Purchase at Lauer's

**TWIN BED
STUDIO COUCH**
With
BACK and ARMS

\$29.75

Pre-arranged and you can
open this comfortable studio
couch into a full size bed or
into twin beds if you wish.

Budget Terms On Any Purchase at Lauer's

**Comfortable
LOUNGE CHAIR
and OTTOMAN**

\$29.75

This is the type of chair that
you can lean back in and relax
with perfect comfort. It's a
not too bulky. All of its size is
in the seat and back, not in
useless trim.

INNERSPRING MATTRESS

Over the coil spring construction of this
Lauer Diplomat Mattress there is a layer of
Mexican steel made into a quilted pad. This
steel protects the soft layers of felt that form
the cushion of the mattress from the curves
of the springs. This protection gives your
mattress more comfort and longer life. You
may have your choice of color in the ticking.
Free orders accepted.

\$16.75

81 DELIVERS

2 TWIN BEDS COMPLETE

You may have your choice of maple, mahogany
or walnut poster beds. Included at this
low price are two Simmons single deck helical
coil springs and two Texas cotton Lauer's
mattress. You'll sleep better in twin beds
and you may buy them at Lauer's inexpen-
sively. You need pay only one dollar a week.

\$39.50

81 DELIVERS

ECLIPSE SLEEP CHAIR

There's a Bed Inside

This comfortable chair opens into a bed for
one person. It is unbelievable but it's true.
See the demonstration on Lauer's bedding
floor tomorrow.

\$19.75

82 DELIVERS

SALE Sure-Fit

Knitted Furniture Covers

AS ADVERTISED IN LIFE MAGAZINE

READY-TO-PUT-ON
6-Piece Set
\$9.95

Includes covers for
davenport, chair,
4 cushions. Extra
chair covers \$3.95
\$1.00 DOWN
\$1.00 MONTHLY

A quick, easy way to give your
furniture that "re-upholstered"
appearance, at little cost. The
"SURE-FIT" feature keeps them
securely in place, so they won't
creep, slide or twist. They cover
unightly, worn, or spotted
furniture and the new, bright
colors will change the entire
decorative scheme of your room.
Don't wait! Buy them today!

"LIFE" pattern, is exclusive with this store and comes in MAHOGANY, GREEN,
WINE and BLUE. It's easy to select the correct covers for your furniture.
Remember—Sure-Fit Knitted Covers are elastic-like in quality, and are self-adjusting.

USE THIS COUPON IF YOU CAN'T COME IN
Check davenport and chairs nearest your style.
Mark color desired in blank squares. Use these color code letters:
B—Blue W—Wine G—Green M—Mahogany

If You Have a Lauer Account, Just Write "Charge It."

Lauer's
50 STATE ST.

FILL THIS IN TODAY: Send No Money

Please send me the SURE-FIT Life
Pattern: Furniture Covers as checked
DAVENPORT SIZE: CHAIRS Size Necessary
Name: _____
Address: _____
I'll Pay Driver \$1.00 On Delivery and \$1 Weekly

LAUER'S STORE OPEN FRIDAY EVENING 'TIL 9

**Rochester Women
LOOK TO VANITY**
For Super
Millinery
Values At
\$1.98

Most women know Vanity offers the best style, variety, quality at this price, because of big scale specialized buying. All colors, styles, headpieces.

\$1.00
IS AN
EVERY DAY
SALE PRICE

For Hundreds of
Smart Styles in
Vanity Thrift Dept.

Vanity
MILLINERY
48 E. MAIN At Front St.



CURT
Comments

In the gilded magnificence of Monte Carlo there has been an air of reserve and dignity sketched against a background of opulence. No cries of "Come on Big Dick" or "Be there Eighter from Decatur" have ever sullied the hush of its marbled halls. The click of the roulette ball and the low pitched drone of the croupier and his "Madame Mes-sieurs et Faites les jeux" have been the only indication that fortunes are being won and lost on the turn of the card or the course of the little white ball.

But the traditions of this place of Chance have been shaken to its very foundations. Perhaps its been the lean years since the last great war and the grim necessity of meeting its weekly pay roll that has led at any rate the word now common to a thousand American halls, theaters, churches and amuse-ment parks may suddenly ring out amid the full dress and de-cadence of the world's most famous gaming rooms. The word ladies and gentlemen is "BINGO" or its french equivalent. Yes, the Monaco gambling lords have capitulated. Bingo is now being played at Monte Carlo as Loto Monagasque and not surprising is the report that the tables for baccarat and roulette are now second choice to America's game for the home folks.

This and That: Gil Nussbaum the dashing young barrister had the time of his life at a club function the other evening. Such famous dived-in-the-wool Repub-licans as Sam Dicker and Harry Frank were introduced to Jack Curtin Democratic nominee for Supervisor in the Town of Bright-on as Mr. Cohen and Mr. Smith, Brightonites, with Democratic leanings. Mr. Curtin was sup-posed to give them the sales talk. Mr. Nussbaum and his newly in-troduced friends, be amused. Nobody ever reported Curtin as being slow on the draw so he obliged with his platform and "the why you should vote for me" business. The GOP boys were enjoying it immensely until Mr. Curtin said, "It was very nice of Mayor Dicker and yourself to listen Mr. Frank" Anyway, Mr. Nussbaum was amused.

For a well turned out gal with chic beauty and conversational ability Mary Jane Wolf will take honors at any party. . . . Heck Rogers, sometimes known as "Porgy" entered off to Canada to be on hand for the first flight of ducks. . . . The house special at the swank Barclay in New York is called the Barclay Plunge. . . . Two and you take a dive. . . . Helen Kane who looks like the society section pictures of those young things that are re-turning to Vaasar or Smith, in-stead of a young matron, floors her new acquaintances when they learn that she has five young Kanes. . . . Remember when you could tell a cigarette smoker by the stains on his fingers? And girls wore button shoes and were proud of their long hair? Those were the days when all the cute young things were called flappers and made daily trips to Whittles, Page and Shaw and Sammy Ernst's shoe-shining parlor.

Fifty-six of the fifty-nine players on the Texas Christian squad are Texas boys. Its now quite possible that there will be an Irishman on the Notre Dame squad. . . . Bill Eisenberg will become a floorwalker in Novem-ber when the Stork is scheduled for his first visit. . . . The Old Oriental, Jap Apperman, insur-ance salesman non pareil and sports referee, keeps his athletic figure with three hours a week on the handball court. . . . Back in the days of tin bathtubs Deputy City Clerk Bob Clifford was the envy of every small boy as he swung the tiller behind the plunging grays and clanging bells of old Fire Truck 5.

Don Burke's new shoe store has all the air of the swank Fifth Avenue shops. Lots of pastel colors and not a shoe in sight. After years of old-timers like Charlie Helmsman and others, Penn is pinning its hopes a second year on the youngster George Munger, one of the youngest coaches in football.

FASHION FRAMES
"According to Type"

And Bausch-Ground Lenses
"According to Prescription"

Resulting from Bausch Eye Examinations.
Charge Accounts for Convenience

E. E. BAUSCH & SON CO.
6 MAIN ST. E. 61 EAST AVE.

Mrs. Annie Barlow, 41 Avondale Pl.

Special Offer
Thursday, Friday and
Saturday ONLY!

8x10 PHOTO
Painted in Oil
With Every Order
OF \$3 Or Over

You may order your portrait in any one, or more than one, of the following styles: If order amounts to \$3 or over, an additional photograph, painted in oils, will be in-cluded.

8x10 BUFF PORTRAITS \$1.00 EACH
8x10 PLATINUM FINISH \$2.00 EACH
8x10 VIGNETTE ETCHINGS \$2.00 EACH

OR ANY 3 PHOTOS FOR
THE PRICE OF 2

No appointment needed Proofs shown

Neisner's STUDIO—MAIN FLOOR
200 East Main St.

KOMINZ Special Purchase!
FACTORY RETREAD TIRES

Fine Quality Tires Expertly Re-Treated
For Extra Long Wear

Your Choice
Of Size

5.25x17	5.50x17	6.00x16	6.50x16
---------	---------	---------	---------

3⁹⁵

PAY ONLY
50¢ A WEEK

Fine Quality, Top Grade
NEW TIRES
Guaranteed 12 Months

Size	List	2 For
4.75x19	9.46	9.46
5.25x17	11.90	11.90
5.50x17	12.16	12.16
6.00x16	13.20	13.20
6.25x16	14.26	14.26
6.50x16	15.30	15.30

Sale Prices Include Your Old Tires

Truck Re-Treads
32x6
8 Ply \$7.95

New 6.00x16
Goodyear
All Weather
995 Ex.

Now At KOMINZ...
THE NEW FLORENCE
OIL HEATERS
Sturdy, Steel
Construction
Throughout
\$13.50 Up

Complete Stock of New
GAS RANGES \$39.95 Up

KOMINZ TIRE CO.
NOW THREE STORES OPEN EVERY EVENING
468 Ridge Rd. W. | 182 Monroe Ave. | 417 Monroe Ave.
At Dewey Ave. | at Savannah St. | At Averill Ave.

FOOD
News and Views
BY IRENE MUNTZ

At this time of year there is no limit to the number of vege-tables that may be served and when one considers the number of ways each vegetable may be prepared the question arises as to why vegetables are served just buttered or creamed. Take squash for instance, not only are there several different kinds of squash but there are many dif-ferent ways of serving it.

ACORN SQUASH AND SAUS-AGE MEAT—Temperature 375 F. Time: 45-50 minutes. Cut small acorn squash in half and remove seeds and strings. Season with salt and pepper and arrange in a shallow baking pan. Place 1/4 lb. sausage meat in each half of squash and bake in a preheated oven. Pour off any excess fat before serving.

There are many different ways to serve peppers and one of the best way is stuffed. An unusual stuffing is one made with sal-mon. Use 4 medium sized pep-pers, cut a slice from the stems end of pepper and remove seeds. Parboil in salted water for two minutes then drain. Fry 1 small onion minced in 1 T butter, add 1/2 cup soft bread crumbs, 1 cup salmon, 1/2 cup milk, 1/2 teaspoon salt, 1 teaspoon lemon juice and 1 egg, mix light and stuff pep-pers. Cover with buttered bread crumbs, arrange in baking dish, and bake 15 to 20 minutes in a 400 F. oven.

For averageable dish especial-ly nice to serve with fish there nothing better than Devil'd Beets.

hunches beats 1 t salt
1 c vinegar 1 t sugar
1 onion 1 t mustard
1/2 c cream 1 t Worcestershire sauce
Cayenne

Cook the beets until tender, peel and slice. Mix the rest of the ingredients, bring to the boiling point and pour over the beets.

With plenty of cabbage on the market there is no better vege-table to use. To cook cabbage so that the flavor of it is delicate and the texture tender not mushy, shred the cabbage then drop in boiling salted water and cook 8 to 12 minutes. Drain and serve with melted butter, white sauce or cheese sauce.

With the approach of winter, to insure the best food for your family, be sure to include two vegetables besides potatoes in the menu every day. If possible the ones should be leafy and raw. Give your family a head start by serving plenty of vege-tables this fall and winter.

MARRIOTT'S
FRENCH DRY CLEANERS
QUALITY CLEANING — REASONABLE PRICES

GENESEE 2310 31 RIVERVIEW PLACE UNION SHOP
414 GENESEE STREET

IT'S HERE

The new **MAGIC MARGIN ROYAL** PORTABLE

Standard Typewriters Rented, 3 Months \$6

CITY TYPEWRITER

160 S. CLINTON NEXT TO R. R. 1. STONE 3424

NEW 1940 Stromberg-Carlsons

Now thousands more can say, "I own a Stromberg-Carlson"

No. 420-L

Large Walnut Con-solide, 12-inch Speaker. Seven Tubes, includ-ing Rectifier and Bi-focal Indicator, Elec-tric Flash Tuning Buttons, Standard and Short Wave Ranges. Phonograph Con-nection.

TERMS \$1 A WEEK

HICKSON'S
MAIN AT FRANKLIN Opp. EAST AVE.

There is nothing finer than a Stromberg-Carlson

Crab Orchard
THE TOP WHISKEY BUY FOR THE MONEY

TREAT YOURSELF TO A TRIPLE VALUE

Now three years old — enriched and mellowed to perfection by an extra year in the wood.

An old-timer, not a new-comer — a quality whiskey since 1880 and made the quality way.

The outstanding three-year-old Kentucky straight bourbon whiskey selling for around a dollar a pint.

ON SALE AT YOUR FAVORITE BAR OR PACKAGE STORE

ASK FOR Crab Orchard

90 PROOF

CRAB ORCHARD
Kentucky Straight Bourbon Whiskey

ROCHESTER DEALERS OFFER SPECIAL PRICES AND TERMS

In their
OLD RANGE ROUND-UP

MODERN GAS RANGE give accurate control, perfect results. The last word in convenience, cleanliness and economy. Cook the better way, with gas. Modernize your kitchen with a beautiful gas range that will beautify your home and bring endless happiness and enjoyment. Choose the one best suited to your needs from a variety of models. Prices and terms which will please you.

"MAKE COOKING EASY" with a MODERN GAS RANGE

SEE THESE AT ANY OF THE FOLLOWING DEALERS:

CARROLL RADIO SALES, Inc. 329 Thurston Road
FRENCHMAN & SWEET, Inc. 304 State Street
FURSTOST APPLIANCE, Inc. 409 Chili Avenue
LAUER FURNITURE CO. 50 State Street
McCURDY & CO. 355 Main Street E.
ONTARIO DISTRIBUTING CORP. (See your nearest Crosley Dealer)
WOLK AUTO SUPPLY, Inc. 221 Joseph Avenue

E. C. POMMERENING & SON 1106 Lezell Avenue
REDEKER BROS. 214 Main Street E.
ROCHESTER NORGE CORP. (See your nearest Norge Dealer)
ROPER RANGE & FURNACE CO. 48 St. Paul Street
SEARS, ROEBUCK & CO. 273 Monroe Avenue
SIBLEY, LINDSAY & CURR CO. 228 Main Street E.

ROCHESTER GAS & ELECTRIC CORPORATION

VIKING
Window Shades
Own Your Own Roller
Shades
WASHABLE
and made in
WEST HIND
MADE

GAMROD HARMAN
75 EXCHANGE ST.

KOMINZ TIRE CO.
NOW THREE STORES OPEN EVERY EVENING
468 Ridge Rd. W. | 182 Monroe Ave. | 417 Monroe Ave.
At Dewey Ave. | at Savannah St. | At Averill Ave.

weak, painful
Arches?

CONFORMALS
were made
for you

Foot Conditions Scientifically Analyzed at no Cost to You.
C. P. OTIS—F. K. CALDWELL
Rochester Foothealth Center
4 HOTEL SENECA ARCADE

Chrysler Announces 1940 Line



The "Beautiful Chrysler for 1940". This picture shows the Royal 6-passenger sedan destined to be one of the most popular models in the line. This car has a wheelbase of 122½ inches, 3½ inches more than the corresponding model of 1939, and 168 horsepower, as against 100 horsepower in 1939. On display at C. W. Fields, Inc., 157-167 Court St.

New 1940 Chrysler Models Feature Better Floating Ride

Longer wheelbases on all models, plus many tested engineering features, combine to give the new 1940 Chrysler models better balance on the road and a Floating Ride that reaches new highs in motoring comfort, according to C. W. Fields, local Chrysler distributor.

Some years ago Chrysler Corporation engineers found that by placing a car engine farther forward in the frame and moving the seats ahead, car weight would be more evenly distributed and an easier, more comfortable ride would result. The longer wheelbases of the 1940 models have aided greatly in achieving a practical redistribution of weight. The engine and

body are located well forward in relation to the rear wheels. As a result the rear seat is entirely ahead of the rear axle housing and passengers on both front and rear seats are "cradled" between the axles.

The new 1940 "Floating Ride" thus achieved is the sum of many other Chrysler engineering developments. Among these are independent front wheel springing, tapered leaf rear springs made from tough Amola steel, and balanced spring action. Spring leaves on the new Chryslers are thin, especially at the ends. The tapered ends increase the contact area of each leaf and provide a desirable restricting action.

Independent coil front springs and tapered leaf rear springs are synchronized in action and react with approximately the same frequency. This is an important contribution to the new kind of Floating Ride because it results in a smooth, comfortable and level ride for passengers in either front or rear seats.

Silent "U" threaded spring shackles prevent sideways movement of the rear springs. Because little movement takes place at the front end of the rear springs the springs at this point are suspended in rubber-cored bushings. The slight movement of the spring eye is absorbed by rubber, and because there is no metal-to-metal contact, quiet operation is assured. Double action aero-type hydraulic shock absorbers control both upward and downward movements of the front and rear springs. A ride stabilizer minimizes the tendency of the car to sway when rounding curves. The 1940 Chrysler Traveler, New Yorker, Saratoga, and Crown Imperial, have a rear stabilizer in addition to the stabilizer in the front.

Airwheel tires contribute to making the 1940 Chryslers among the easiest riding cars on the road. Ribbed treads on the front tires minimize tire hum and All Weather treads on the rear tires give better traction.

To make freshly washed windows sparkle, wipe them with tissue paper when they are dry. The flavor of waffles is improved by adding peaches, bananas, or strawberries, to the waffle mixture.

K. of C. Plans Columbus Day Fete

Joining with Knights of Columbus councils throughout the country the Rochester unit will observe Columbus Day with a dinner and special program at Hotel Sagamore next Thursday evening, beginning at 6:30 p. m.

Combined with the celebration of this patron's day will be exemplification of an honorary degree on members in the order over 25 years and having attained the age of 75. Grand Knight Joseph P. Flynn will be in charge of the degree. Speaker for the dinner will be Cornelius J. Milliken, telegraph editor of the Elmira Star Gazette and a K. of C. leader in that city. Toastmaster will be Daniel F. Fitzgerald, past grand knight of Rochester Council. The committee is headed by Harry B. Crowley, past district deputy. Tickets are being handled by Theodore J. Houck.

Reservations will close at noon Wednesday and are being made at the Knights of Columbus office, Columbus Civic Center, 50 Chestnut Street.

Sauer Kraut Supper To Be Held Tonight

Annual sauer kraut supper of the Church of Peace will be held tonight beginning at 5:30, in the church parlors on Caroline St., corner of Mt. Vernon Ave. Tickets, which are 50c may be purchased at the door.

Van Dyck, in his entire life, painted only 70 pictures yet people all over the world, some of them even professional connoisseurs, profess to own "Van Dycks."

Auxiliary Plans Card Party

Members of the Letter Carrier's Auxiliary will play cards in the Ballroom of Hotel Seneca next Thursday night to raise funds for club activities to be undertaken this season.

A committee under the direction of Mrs. E. J. Weber, general chairman has arranged the program.

Others who will serve on committees include: Mrs. Charles Schaffer, Mrs. Joseph Hart, Mrs. John Eckhart, Mrs. Frank Greutman, Mrs. Ed-

ward Wiegler, Mrs. Charles Eberhardt, Mrs. Raymond O'Connor, Mrs. Ida Lang, Mrs. Norman Scherff, Mrs. Raymond Doersam, Mrs. E. J. Weber.

Mrs. Clarence Conrad, Mrs. Eric Erbelding, Mrs. Theodore Reininger, Mrs. Frank Heuther, Mrs. George Weber, Mrs. John Hyde, Mrs. George Overburg, Mrs. Charles Kosbab, Mrs. Earl McCann, Mrs. Oscar Hoepfl, Mrs. Norman Scherff, Mrs. Edward Hoepfl, Mrs. William Ward, Mrs. William Schneider.

LINCOLN-ALLIANCE AUTOMOBILE LOANS at Low-Cost Bank Rates

The Lincoln-Alliance is pleased to offer a new low-cost Auto Loan service to buyers of new or used cars. It's simple and business-like. *First:* Select your car. *Second:* Have your dealer appraise your present car. *Third:* See one of our officers about financing the balance.

Advantages of Lincoln-Alliance Auto Loans

1. Low financing cost. A substantial saving over most financing methods.
2. No co-makers or endorsements necessary. Car serves as security.
3. Only the relatively inexpensive fire and theft insurance required.
4. Establishes your credit with a local bank that can serve you in many ways.
5. Nine conveniently located bank offices where payments may be made and personal contacts had with bank officers.

NEW CAR LOAN CHART

BALANCE TO BE FINANCED	FOR 12 MONTHS		FOR 15 MONTHS	
	TIME CHARGE	12 MONTHLY PAYMENTS	TIME CHARGE	15 MONTHLY PAYMENTS
\$150	\$ 7.89	\$13.16	\$ 9.72	\$10.65
200	10.53	17.55	12.96	14.20
250	13.16	21.93	16.19	17.75
300	15.79	26.32	19.43	21.30
350	18.42	30.71	22.67	24.85
400	21.05	35.09	25.91	28.40
450	23.68	39.48	29.15	31.95
500	26.32	43.86	32.39	35.50
550	28.95	48.25	35.63	39.05
600	31.58	52.64	38.87	42.60

Typical Example

In the following we show how to figure what it will cost to finance a typical purchase:

New car	\$750.00
Fire and Theft Insurance on \$750 car if financed with us	6.00
Total	\$756.00
Assuming trade-in allowance for old car	256.00
Balance to be financed	\$500.00
Financing charge at 5% discount	26.32
Total balance to be paid	\$526.32
Repayable in 12 monthly payments of	\$43.86

The above is assuming that you wish to pay for your car in twelve months. Financing over longer periods can be arranged to meet your convenience. Loans on used cars not over three years old are at slightly higher rates. Whatever your financing problem in purchasing a car, come in and talk it over with one of our officers.

We welcome your application for a Lincoln-Alliance Auto Loan
at any of the nine offices of the

LINCOLN-ALLIANCE BANK AND TRUST COMPANY

183 MAIN STREET EAST
33 EXCHANGE STREET
1495 LAKE AVENUE

886 MAIN STREET WEST
460 NORTH GOODMAN ST.
560 MONROE AVENUE

520 PORTLAND AVENUE
NEWARK, N. Y.
BROCKPORT, N. Y.

Member Federal Reserve System

Member Federal Deposit Insurance Corporation

GOOD NEIGHBOR VALUE TRADE IN your old razor on a new SCHICK CAPTAIN



\$2.75 ALLOWANCE ON YOUR OLD RAZOR
Safety, straight edge or electric
Regardless of Make or Condition
Reg. Price **\$12.50**
Your Razor **2.75**
NET ONLY \$9.75
50c Down, 50c Weekly

Here's everything you want in a dry shaver! New, more powerful motor, closer shaving, yet cannot nick or cut the tenderest skin. Try this Schick Captain . . . learn what real shaving comfort is!

\$1 Extra Allowance to owners of Old Schick Shavers

RUDOLPH'S
E. Main at South Ave. Open Saturday Evenings

EAGLE is made for the man



who wants a
MILDER whiskey

at a **MILDER** price



If you want a perfect, mild, gentle whiskey, ask you to compare its price, its body, its aroma and its taste with any blend at any price.

Capt. 1939 National Distillers Products Corp., N. Y. C.—90 Proof. 40% straight whiskey, 60% grain neutral spirits.

Rochester's Greatest Wine and Liquor Store — OPEN EVERY EVENING TIL MIDNIGHT
NOW IS THE BEST TIME TO STOCK UP!
LIVADAS WINE & LIQUOR

LIVADAS Special Purchase!
RED LABEL
BLENDED WHISKEY
\$1.85 Full Quart
Compare! \$2.25 Value
From One of America's Finest Distillers!
NOTE!
The straight whiskey in this product is 4-yr. old 51% straight whiskey, 45% neutral spirits, distilled from grain. Distilled, blended and bottled by the large distillers in the world. A very spectacular purchase makes very possible this low price... a policy, selling at the lowest possible price, consistent with this high quality.

IMPORTED LIQUORS ARE HIGHER... BUT LIVADAS PRICES ARE STILL LOW!

Our Famous Whiskey!
LIVBRO RYE
90 Proof
51% 4-Year Old Whiskey
\$2.10 Full Quart
COMPARE! \$2.95 VALUE!
The straight whiskey in this product is 4-yr. old 51% straight whiskey, 45% neutral spirits, distilled from grain. Distilled, blended and bottled by the large distillers in the world. A very spectacular purchase makes very possible this low price... a policy, selling at the lowest possible price, consistent with this high quality.

NO FINER QUALITY
LIVBRO
90 PROOF
GIN
\$1.45 Full Quart
Compare! \$1.98 Value
Distilled from Grain
A fine quality gin at a spectacularly low price! Smooth and mellow to suit the finest taste. Try this famous LIVBRO brand and you'll adopt the habit if you are a connoisseur. We claim there is no better gin at any price. Try it and you'll agree with us.

Sensational Sale... Despite Rising Cost!
KING GEORGE IV One of Scotland's Finest!
BLENDED SCOTCH WHISKEY
100 per cent Scotch Whiskies
By the World Famous Distillers Agency Ltd. Edinburgh, Scotland
Distilled, Blended and Bottled in Scotland
Compare! \$2.49 86 Proof
\$3.29 Value! Fifth
We were very fortunate in being able to land this fine Scotch to sell at this remarkably low price. Superbly smooth, soft, flavorful.

SANDY HOLLOW
STRAIGHT RYE WHISKEY
90 PROOF
Compare! \$2.25 Value!
\$1.64 Full Quart
This fine quality whiskey is the result of careful distillation and natural three years old.

We are still able to offer you these fine imported
Cheuvent Wines
At Before War Prices
GRAVES.....fifth 89c
SAUTERNE...fifth \$1.00
HAUT SAUTERNE fifth 1.15

IMPORTED FRENCH AND ITALIAN VERMOUTH
Large 30-oz Bottle
89c
Compare! \$1.35 Value!

GLENMORE KENTUCKY DERBY
STRAIGHT BOURBON WHISKEY
A fine quality whiskey carefully distilled and matured naturally in charred oak barrels. A smooth, pleasant whiskey when used either straight or in mixed drinks.
\$1.76 Full Quart
Compare! \$2.25 Value!

EARL'S COURT SLOE GIN LIQUEUR 60 Proof
The main characteristic flavor of this product is derived from Berries. A very choice brand at a very low price.
FIFTH \$1.29
COMPARE! \$1.90 VALUE!

Meadville Straight RYE WHISKEY
Bottled in Bond Under U. S. Government Supervision
This famous brand of whiskey has been distilled by the Baltimore Pure Rye Dist. Co. Through our large buying power we give you this wonderful buy.
Full Qt. \$2.39
Compare! \$3.25 Value!
3 Bottles \$7.00

PIEDMONT CLUB
STRAIGHT BOURBON WHISKEY
90 Proof
This whiskey is 2 1/2 years old. The rich body, full flavor and fine aroma of this Bourbon whiskey are results of extreme care in distillation and careful supervision of storage under ideal conditions in new white oak barrels.
\$1.29 Quart
Compare! \$1.85 Value!
1.85 3 Quarts \$3.79
Compare! \$1.85 Value!

Dry California
WINES
Our Famous Livbro Brand
• Burgundy • Barbera • Zinfandel • Chianti • Cabernet • Reisling
99c Full Gallon
CALIFORNIA SWEET ROSEBUD BRAND
Alcohol 19 to 21% by Volume
A real bargain in a fine quality wine, bottled at the winery.
• PORT • TOKAY • SHERRY • MUSCATEL
\$1.25 Full Gallon

Castana GOLD LABEL
West Indies RUM
85 PROOF
Compare! \$1.98 Value!
\$1.49 Fifth
An extraordinary fine quality rum for your cocktail arrangement.

LIVADAS BROS.
A Name You Can Trust
183 MONROE AVE.
N. Y. S. License L4229
FREE DELIVERY CALL STONE 5549

The Rochester Sun
Published every Thursday by the Rochester Sun Corp., 5 St. Paul St., Rochester, N. Y.; C. C. Gerling, Pres.; F. B. Kelly, Vice-Pres.; Wm. Pfaff, Sec.; Wm. G. Bromley, Treas.
G. Curtis Gerling, Publisher
Eugene Davis, Adv. Director
Orville H. Allen, Editor
Frank Muench, Comptroller
NATIONAL REPRESENTATIVES:
James A. Coveney Co., 444 Madison Ave.
New York Office
Chicago Office
39 South State St.

Memorial Club Sponsors Thursday Activity
Harr's Memorial Club will sponsor a recreational activity tonight, and each succeeding Thursday in the 19th Ward Republican Club Hall at 251 Hawley St. Money raised through these programs will be devoted to the new church building fund. Officers of the club include Mrs. Pearl Tygart, Mrs. Annette Brown, Mrs. Ethel Ochseider and Mrs. Dennis.

Sacred Heart P.T.A. Sp. Lnncheon
Parent-Teachers of the Sacred Heart sponsor a luncheon party in the school Tuesday at 1:30 p.m. to be the first of a series to be held during the year.

WEGMANS
Wegman Quality Prime Steer
SHOULDER ROAST OF BEEF
18c lb.
Enjoy a taste tempting roast now while Wegmans offer you a bargain price. Quality — cut from grain fed beef that has been government inspected and passed. Prime juicy cuts that will cook up into tender roasts.
STANDING RIB ROAST OF BEEF lb. 22c

Fresh Coconut GOLDEN ORANGE
LAYER CAKES
25c Ea.
Fresh Fruit
LARGE DELICIOUS PRUNE KUCHENS
19c Ea.
Home Grown
LARGE WHITE CAULI- FLOWER
10c Hd.
Fancy New
LARGE FLORIDA GRAPE- FRUIT
3 for 20c
BEST PURE CANE GRANULATED SUGAR 10 pound sack **57c**
24 1/2 POUND SACK DAISY PASTRY FLOUR **65c**
PHILLIPS' DELICIOUS PREPARED SPAGHETTI can **5c**
LARGE SIZE PACKAGE BISQUICK ea. **26c**
NO. 2 GOLDEN GLORY TENDER SWEET JUNE PEAS 3 cans **25c**
12 OUNCE BOTTLE SENECA ALE ea. **5c**
IMPERIAL 28 OUNCE GINGER ALE OR CLUB SODA 4 bots. **25c**
14 OUNCE CERTIFIED PURE TOM. CATSUP bottle **9c**
CAMPBELL'S NEW PACK TOMATO SOUP 4 cans **25c**
SILVER SKILLET CORNED BEEF HASH can **12c**
WEGMAN'S FAVORITE BLEND FRESH COFFEE 2 pounds **25c**

HERE'S YOUR GUARANTEE! HIGHEST GRADE BUTTER
U. S. CERTIFICATE OF QUALITY IN EVERY PACKAGE
It's 93 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. Unquestionably America's finest butter for table and cooking.
LAND O' LAKES BUTTER
NOW!
"93" Score—tops in butter quality. Try it yourself and see if you, too, don't like its obvious goodness.
Wegmans HOME OWNED FOOD MARKETS
FREE PARKING FOR CUSTOMERS AT ALL STORES

OPEN EVENINGS
KLASS
217 W. MA
CLARK'S Is Special
CLAM BAKE
For a finer clam bake than ever, try Clark's first! No overcooking or too large. Give us a try for a fine dinner.
Milk Fatted FOWL
Free Priced at 10c
Milk Fatted, FRESH ROASTING CHICKEN
(4 lbs. average)
Fresh Dug CLAM
Cherryroast each
Fresh Shucked OYSTER
(direct from the beds)
Fresh, Home Made SAUERKRAUT
FREE
906 NO. G
Near Bay, C

TRUTHFUL NEWS

THE ROCHESTER SUN, THURSDAY, OCTOBER 5, 1939

THRUTHFUL ADVERTISING

PAGE FIVE

Sacred Heart P.T.A. Sponsors Luncheon

Parent-Teachers Association of the Sacred Heart School will sponsor a luncheon and card party in the school hall next Tuesday at 1:30 P.M. This will be the first of a monthly series to be held during the season.

Members of the committee who will serve under the direction of Mrs. Charles Lawson and Mrs. Frank McDonald, co-chairmen have been announced by Mrs. Clarence S. Burgess. They include: Mrs. Joseph Jansen, Mrs. C. J. Jordan, Mrs. Joseph Joyce, Mrs. John Kelly, Mrs. Louis Kohl, Mrs. J. D. Kohler, Mrs. Frank Martin, Mrs. Francis Manning, Mrs. Harold Klein and Mrs. William Klem.

Mohican Enlarges Ridge Rd. Store

The Mohican Company has completed the rebuilding program undertaken at Lewiston Avenue store.

One of the first firms to locate in this busy Rochester neighborhood, The Mohican have been forced to rebuild and enlarge twice now.

With the additional 100 square feet of space, The Mohican now offers a complete new set-up with larger front entrance, a new parking space entrance and every department enlarged for better service to the many Mohican customers.

The Ridge Road store is managed by Edward J. Bransley, who has been connected with The Mohican Co. for over 20 years in various capacities.

Alhambra's To Play Bridge

The Alhambra Auxiliary will conduct a desert bridge at Oak Hill Country Club next Tuesday beginning at 1 P.M. Mrs. Clarence Lofink, president of the auxiliary, has named Mrs. Otto Shults general chairman.

Others who are serving on committees include: Mrs. Emmet J. O'Neill, Mrs. Frank Beaucalre, Mrs. Eugene Bopp, Mrs. William Woerner, M. S. Harold Dorsey, Mrs. George Schroeder, Mrs. John Skelly, Mrs. Paul Predmore.

Aides who will serve as hostesses at the bridge include: Mrs. Harold Brown, Mrs. James Crowley, Mrs. John P. Carney, Mrs. Patrick Dwyer, Mrs. Alfred Doud, Mrs. Joseph A. Fischer, Mrs. Frank B. LeSchander, Mrs. Joseph Murphy, Mrs. Anthony Masucci, Mrs. Victor Monahan, Mrs. Gerald Monahan, Mrs. Thomas Whalen and Mrs. Norman O'Brien.

Arthur Lane Wins National Sales Contest

National Budget Department Manager's Club is honoring Arthur Lane, Budget Department Manager of the Unit Parts Rochester, Corp., naming him top man in a contest sponsored by that organization. Mr. Lane led the entire country in operation of his departments at the local company's headquarters in Main St. E.

Mr. Lane, who has been connected with Unit Parts for the past fifteen months has spent his entire business life in the budget field and has brought to Rochester a fifteen year experience gained in Chicago and other metropolitan areas. Some of the largest organizations in the country competed in the contest which showed his winning.

New Dress Shop Opens On Monroe Ave.

With the slogan "Downtown Fashions at Neighborhood Lower Prices," Eleanor's Smartwear opened its doors at 653 Monroe Ave. this week. Carrying a complete line of smart fashions for women and misses, this shop is operated by Mrs. Eleanor Dickinson, formerly connected with several leading women's apparel shops. In addition to a direct New York buying connection, Mrs. Dickinson will have the advice and counsel of her husband, former ready-to-wear buyer at E. W. Edwards and Son Store.

Elsewhere in the Sun today is an advertisement from Eleanor's offering an opportunity to get a \$14.95 dress free of charge.

Rochester Choir Plans Party

At the regular weekly rehearsal of the Rochester Community Choir, on Monday evening at Edgerton Park plans were made for the Choir's Annual Halloween party.

Clayton McCormick and Miss Ann VanBeenan were appointed Co-chairmen with Mrs. Cornell, Mr. Crewdson, Mr. Wm. Engel, Margaret Graham, Hilda Hegnauer, and Mrs. Vogelsang assisting.

Joan Lee Heads Embassy Show

Headed by Miss Joan Lee, known as "The Queen of Swing," a burlesque show called "The Vanities" will open at the Embassy Theater in South Ave. tomorrow. Daily showings are scheduled with a gala midnight show slated for Saturday night.

Slager Post To Resume Weekly Parties Soon

Plans for the resumption of the weekly band concerts and bingo parties by the Slager Band Post of the American Legion were nearing completion this week. Opening date will be announced within the next few days. All money raised through these parties will be used for post and band activities. Members of the post are in hopes that those who enjoyed these parties last spring will again plan to attend and bring their friends with them.

SUNDAY DINNERS
Served from Noon to 9 P. M.
85c and \$1.00
Friday's Special
LOBSTER
\$1.00
Every Friday From Noon to 9 P. M.
ODENBACH'S
CLINTON and MAIN

LANG'S
Just Completed
A New Lot of
SKIRTS
Specially
Priced
\$2.95
Values
To \$5.95 Others \$3.95
57 MORTIMER STREET
(Near Central Theatre)
Mrs. Ella B. Griffin, 20 Rising Place

ACHTER'S
OFFER
COUPON SPECIALS
... IN 3 STORES ...

81 CENTRAL PARK Corner Sci. St.	387 E. MAIN ST. Free Parking at the Gibbs St. Sta.	428 STATE STREET Near Brown St.
---	--	---

All Stores Open Every Night Until 9 P. M. Including Sat.

COUPON TOILET TISSUE 1,000 Sheet Roll 3c	COUPON CLOTHES PINS 40 Count 5 1/2c
COUPON TOOTH PICKS Approx. 1,000 50 box 3c	COUPON PAINT All Colors can 7c
COUPON Spiral Shorthand PADS 6c	COUPON PAINT BRUSHES 6c
COUPON Black Back Unbleached MUSLIN Reg. 12 1/2c yd. 7 1/2c	COUPON PARING KNIVES 2c

All Coupons Good Thurs. Oct. 5th thru Wed. Oct. 11th

SPECIAL SALE:
COCOA DOOR MATS
Small Size \$1.09 Value **87c** | Large Size \$1.39 Value **99c**
(Right Reserved To Limit Quantities)

Smooth AS Silk
KESSLER'S
BLENDED WHISKY
Priced Right
Kessler's Private Blend-A Blended Whisky, 25% straight whisky-75% neutral spirit distilled from grain. 98 Proof. Julius Kessler Distilling Co., Inc., Lawrenceburg, Indiana.
Mrs. Katherine Shedd, 12 Faraday Street

SPECIAL SALE OF GRUNOW RADIOS
12 TUBES
\$39.95
AND OLD RADIO
REG. \$119.95 VALUE
BRAUN'S
122 Stone 122 Stone
900 PORTLAND—OPEN EVENINGS

SALE! Inlaid Color Thru to Back FLOOR COVERINGS
Cemented To Your Floor Complete
99c
9x12 ROOM **\$11.88**
Everything complete. Floor covering, cement and labor.
Inlaid linoleum. Standard gauge. Bur-lap back. \$1.75 quality.
\$1.09
OPEN EVENINGS
KLASS FURNITURE CO.
217 W. MAIN ST. Cor. Broad (at the Flat Iron)

CLARK'S Is Specialist for CLAM BAKES
For a finer clam bake... see Clark first! No order too small or too large. Give us a trial! Phone for quotation.

Milk Fatted FOWLS
For Priced at 18c

Milk Fatted Fresh ROASTING CHICKENS
(4 lbs. average) 22c

Fresh Dug CLAMS
Cherry Stone each 1c

Fresh Shucked OYSTERS
(direct from the beds) 23c

Fresh Home Made SAUERKRAUT
lb. 6c

FREE Delivery On Orders of \$1.00 or More!

CLARK'S MARKETS
906 NO. GOODMAN Near Bay, Culver 4870 | 824 PORTLAND AVE. Stone 471

MOHICAN
VISIT OUR "BRAND NEW" MARKETS AND BAKERIES
LEWISTON AVENUE MARKET!
FOLLOW THE CROWD
THE MOHICAN MARKET
465 LEWISTON AVENUE
100 More Square Feet of Floor Space. Separate Entrance From Parking Space. Increased Space in Every Department. A "Newer" Finer Mohican Market To Serve You. And All Mohican Markets Celebrate With Outstanding Quality Food Values.

PORK Sliced White Rib Ends, Lb. LB. 17c	BREAD Sliced White Double Wrapped LF. 5c	BUTTER Mohican Fresh Meadowbrook LB. 31c	GRAPES Fresh Tokay And Seedless LB. 5c
---	--	--	--

MOHICAN EXCLUSIVE BRANDS

The contents of these packages represent the very highest quality obtainable. Our buyers had these foods packed under the Mohican label so as to assure our customers of the same fine quality the year around. We are mighty proud of these foods and earnestly urge you to try each and every one—we are certain that you will be more than pleased. Remember, these are sold only at Mohican!

Mohican Fancy Pack CHILI SAUCE, 2 bts. 25c	Mohican Fancy Pure PRESERVES, 2 lb. jar 29c	Mohican Special Blend FRESH COFFEE, 1 lb. 19c	Mohican New 20-oz. Package PANCAKE FLOUR, 7c
14-oz. Bottle Mohican FANCY CATSUP, 2 for 25c	Mohican Fresh Genuine MAYONNAISE, 1 qt 33c	Mohican Assorted Pure JELLIES, 3 glasses 29c	Mohican New Pack PAN. SYRUP, 2 bts. 25c
Quart Jar Mohican SALAD DRESSING, 25c	38-oz. Jar Mohican Pure APPLE BUTTER, 16c	Mohican Special Blend FRESH COFFEE, 1 lb. 19c	Mohican New Pack PAN. SYRUP, 2 bts. 25c
14-oz. Bottle Mohican FANCY CATSUP, 2 for 25c	38-oz. Jar Mohican Pure APPLE BUTTER, 16c	Mohican Assorted Pure JELLIES, 3 glasses 29c	Mohican New Pack PAN. SYRUP, 2 bts. 25c
Quart Jar Mohican SALAD DRESSING, 25c	38-oz. Jar Mohican Pure APPLE BUTTER, 16c	Mohican Assorted Pure JELLIES, 3 glasses 29c	Mohican New Pack PAN. SYRUP, 2 bts. 25c
14-oz. Bottle Mohican FANCY CATSUP, 2 for 25c	38-oz. Jar Mohican Pure APPLE BUTTER, 16c	Mohican Assorted Pure JELLIES, 3 glasses 29c	Mohican New Pack PAN. SYRUP, 2 bts. 25c
Quart Jar Mohican SALAD DRESSING, 25c	38-oz. Jar Mohican Pure APPLE BUTTER, 16c	Mohican Assorted Pure JELLIES, 3 glasses 29c	Mohican New Pack PAN. SYRUP, 2 bts. 25c
14-oz. Bottle Mohican FANCY CATSUP, 2 for 25c	38-oz. Jar Mohican Pure APPLE BUTTER, 16c	Mohican Assorted Pure JELLIES, 3 glasses 29c	Mohican New Pack PAN. SYRUP, 2 bts. 25c
Quart Jar Mohican SALAD DRESSING, 25c	38-oz. Jar Mohican Pure APPLE BUTTER, 16c	Mohican Assorted Pure JELLIES, 3 glasses 29c	Mohican New Pack PAN. SYRUP, 2 bts. 25c
14-oz. Bottle Mohican FANCY CATSUP, 2 for 25c	38-oz. Jar Mohican Pure APPLE BUTTER, 16c	Mohican Assorted Pure JELLIES, 3 glasses 29c	Mohican New Pack PAN. SYRUP, 2 bts. 25c
Quart Jar Mohican SALAD DRESSING, 25c	38-oz. Jar Mohican Pure APPLE BUTTER, 16c	Mohican Assorted Pure JELLIES, 3 glasses 29c	Mohican New Pack PAN. SYRUP, 2 bts. 25c

Auto Show "Emblem" Contest!

ALL YOU HAVE TO DO —
Secure the trademark emblems of the cars which will be on display at the Auto Show and paste in the squares above the names. If you cannot find the trademark wanted in the advertisements in newspapers or magazines, get a piece of literature from the car dealer and clip from that or sketch in trademark yourself. You don't have to be an artist. Make it correct; that is sufficient.

BUICK	CADILLAC	CHEVROLET	CHRYSLER	DE SOTO
DODGE	FORD	HUDSON	LA SALLE	LINCOLN
Lincoln Zephyr	MERCURY	NASH	OLDSMOBILE	PACKARD
PLYMOUTH	PONTIAC	STUDEBAKER	WILLYS	AUTO SHOW EDGERTON PARK OCT. 14-21

WHEN you have succeeded in filling each square with the proper emblem, cut out the entire group of squares as one unit, paste it on a sheet of paper or cardboard bearing your name and address, and mail it, TOGETHER WITH A TWENTY-FIVE-WORD SENTENCE TELLING "WHY I'M GOING TO THE AUTO SHOW", to the "Auto Show Emblem Contest" Editor, Rochester Sun.

Judges will be Ed Randall of the Rochester Sun, John P. Street, of Hart-Conway Advertising Agency, and Edward C. Schoen of the Rochester Automobile Dealers Association.

Decisions of the judges are final.

All entries must be in the hands of the Contest Editor by midnight Monday, Oct. 16.

PRIZES:
1st Prize ... Portable Radio — 2nd Prize ... Pair of Fog Lamps
And To The Next 48--2 Admission Tickets Each For The
AUTO SHOW - Edgerton Park - Oct. 14-21

JIMMIE FIDLER IN HOLLYWOOD

(Continued from Page 1)
a fair chance. Their plight is no laughing matter.

PERSONAL OBSERVATIONS: unrecognizable — he's stuck to Bob Taylor tries hard to be bows that long... Joan Craw-

BE WISE - FILL UP NOW
BEFORE PRICES GO UP

PENNSYLVANIA HARD COAL

STOVE NUT **9.35** TON CASH SHOVELED OUT
EGG STOVE NUT **9.95** TON CASH SHOVELED OUT

COKE \$8.95 ton

LAKE COAL CO. PHONE: 255
LYELL AVE. GLEN 538

AT YOUR FAVORITE **Schine Theatre Sunday**

RIVIERA and DIXIE
CAGNEY and RAFT
"Each Dawn I Die"
GEORGE BANKROT
JANE BRYAN
THESE GLAMOUR GIRLS
LIV ATRES-LARA TURNER

LIBERTY and STATE
THE WIZARD OF OZ
JUDY GARLAND
FRANK MORGAN
RAY BOLGER
JACK HALEY
BERT LAHR
"NIGHT WORK"
MARY BOLAND CHARLIE RUGGLES

MADISON and MONROE
ROBERT DONAT
"Goodbye Mr. Chips"
GREER GARSON
MILLION DOLLAR LEGS
LITTY KARLE JACKIE COOPER

CAMEO
BENNY LANCOUR
ARNOLD ROCHSTER
"TIVE CAME BACK"

WEST END
ANDY HARDY
ROONEY STONE
PARKER - HOLDEN
HOLLOWS
"TIVE CAME BACK"

LAKE
SONIA TIGHE
HENRIE-POWER
GIVING BERTINA
SECOND FIDDLE
Jane Withers in "BOY FRIEND"

GRAND
Jeanette MacDonald
with PAUL GABLE
"THE CHAMP"

Extra! MADISON
ON THE STAGE!
SINGERS-DANCERS-COMEDY
all in addition to our Big 2 Feature Show

Arnett Theatre Offers Game Matinee

Something new in the way of bingo games is now being offered to patrons of the Arnett Theatre on Thurston Rd. No longer will it be necessary for bingo devotees to wait until the sun goes down to play their favorite game, for this theatre has scheduled a bingo matinee every Wednesday afternoon beginning at 2 o'clock. It is reported that 23 regular games will be played with large cash prizes being offered by the management.



Robert Donat and Greer Garson in "Goodbye Mr. Chips" at Schine's Madison and Monroe Theatres starting Sunday.

Our Movie Critic Says —

Four stars, three balls and a couple of hip hop hoorays for the Temple Theatre. They deserved top billing for the frankness and honesty used in presenting their programs to the press this week. A publicity release from that theatre came across this desk the other day, and here's the way it began: "A double feature horror show... for RKO Temple... starting Friday." Really, when a theatre manager himself claims he has a horror (or horrible) show, that is something. Of course, the Temple Theatre might have used more proper English had they said "A horrible double feature show, etc. etc. but we got the idea all right just the way it was."

Can't you imagine all shows really being honest with their patrons in trailers and publicity stories? For instance, Mr. Golden over at the Palace Theatre might say something like this: "Honey-moon in Jail" is now showing at the Palace Theatre. Fred McMurray and Madeleine Carroll try very hard to give you some entertainment. That they fail miserably isn't entirely their fault, the story is very weak to begin with. Jackie Cooper and Freddie Bartholomew in "Two Bright Boys" make one dull picture for the other half of our program. Don't be mad at us, picture fans, we have to take the picture they send us, so, you see, we can't always come up with a good one. We will appreciate it if you'll come this week though. Our profit for this quarter is none too good.

Then over at the Century Theatre, publicity might read something like this: "We're now



James Cagney, starring in "Each Dawn I Die" at Schine's Riviera and Dixie Theatres starting Sunday.

Movie Quiz Winners

Below are the winners in the Loew's Sun Quiz for this week. If your name is on this list, call at the Rochester Sun Office, 419 Burke Bldg., before Monday noon and receive your tickets to Loew's Theatre. Answer this week's quiz and you too may win free tickets — you'll find it on another page of this paper.

Sylvia Noll, 991 Lifford Ave.
Hazel Culliton, 12 Salisbury St.
Floyd Ungas, 367 Columbia Ave.
Violet Pinkerton, 129 Hawley St.
Bob Smith, 4 Costa Pl. Pl.
Mrs. Leo Hollister, 872 University Ave.
Mary Ellen Flannery, 47 Shepard St.
Lola Bailey, 39 Asbury St.
Mrs. Helen Orin, 81 Glendale Pl.
John Maser, 284 Averill Ave.
William Reid, 112 Lake Ave.
Wendall Watkins, 116 Meritt St.
Mrs. Jack Brown, 30 Coventry Ave.
Madeline Shattuck, 27 St. Paul St.
Harry Winter, 212 Tienmont St.
Bert Crowley, 103 Tienmont St.
Mrs. Leah Sadick, 346 Norton St.

John Gee, the Pirate pitching rookie, is so tall (six feet nine) he can drop bombs on home plate. And does, sometimes.

EMBASSY THEATRE
ONLY STAGE SHOW
CLORIFIED BURLESQUE
35 STARS mostly GIRLS
WEEK OF PHIL OCT. 6
"THE VANITASE"
with
ZONIA DU VALL
JOAN LEE "QUEEN OF SINGING"
LEO CANFIELD
35 STARS — 35
Midnite Show Saturday NITE 10:30

WIN GUEST TICKETS



Here's your chance to win guest tickets to see "Golden Boy" with Barbara Stanwyck, Adolph Menjou, and William Holden. An easy way to do it: The first 25 persons to send in the correct answers to the questions below will receive two guest tickets. All answers will be judged on neatness and accuracy.

1. Who is Barbara Stanwyck's famous husband?
2. What member of the cast of "Golden Boy" is reputed to be one of Hollywood's best dressed men?
3. How old is Columbia's new romantic star?
4. Who is the wife of the author of "Golden Boy", Clifford Odets?
5. In what picture did Barbara Stanwyck play the sacrificial mother?
6. What is Adolph Menjou's hobby?

The great Broadway success... now a memorable picture!

Send All Answers to Contest Editor
Rochester Sun, 419 Burke Bldg.

OPENS THURS. OCT. 5th

LOEW'S

ROCHESTER'S MOST COMPLETE BINGO DIRECTORY

BINGO
West Avenue Manor
Corner West Ave. & Hancock St.
Every Mon., Wed. and Fri.
23 GAMES for 25c
8:15 P. M. Sharp

Everybody Plays BINGO!
Free Entertainment
STARTS AT 7:15 P. M.
GAMES AT 8 SHARP

Notice
Additional Units in the Sun, Wm. Rogers Silverware offer may be obtained at the Rochester Sun office, 419 Burke Bldg. Sets available every Friday.

BE SURE TO READ THE ROCHESTER SUN FRONT PAGE

BINGO SUNDAY NIGHT
8:00 Sharp—All Cash Prizes
23 Games 25c
ALSO POON PRIZES
Union League Hall
GREGORY AT SOUTH AVE.

BINGO
Plymouth Spiritualist Church
EVERY SATURDAY EVENING
23 Games 25c
CASH AWARDS
Plymouth & Troup Sts.
8:30 O'clock

Home of the Original 4-5-6 and 7 Ways to WIN
in various exciting and entertaining games. The new way to play Bingo.
Admission Only 25c
Plenty of Free Parking Space.

THURS-FRI & SAT. HOLLYWOOD BINGO HALL
35 PULLMAN AVENUE
(Just A Step From Kodak Park)

BINGO
2011 E. MAIN ST.
Tues. and Sat. 8:15 P. M.
23 GAMES 25c

BINGO
Every Thursday 8 P. M.
251 Hawley St.
23 GAMES 25c
Cash Prizes
Harris Memorial Club
Benefit New Church Fund

BINGO
AT ITS BEST
CHILI RECREATION HALL
509 CHILI AVE. At Thurston
Every
Tues., Fri. and Sat.—8 P. M.
40-CASH PRIZES-40
ADMISSION 25c
Worthwhile Door Prizes
Benefit
Hellenic Orthodox Church

COUPON
Clip this coupon and present to Ted "Bingo" Brown for a special reduction on airplane flight.

BINGO - 8 O'CLOCK
EVERY SUNDAY NIGHT
— 23 GAMES 25c —
Bauman-Baynes Hall
333 DRIVING PK.
NEAR DEWEY

BINGO
Every Wed. Night at 8:30
333 DRIVING PARK AVE.
Over Bauman & Baynes Store
Side Entrance
23 GAMES... 25c

BINGO
Every
Thursday 8 P. M.
39 CASH PRIZES 35c
Cornish Furniture Co.
Cor. Webster & Persells Ave.

BINGO MATINEE
Every Wednesday Afternoon
Games Start At 2 Sharp
BIG CASH PRIZES
23 Games—25c
Enjoy this fascinating game in the comfort of the
ARNETT THEATRE
Thurston Road at Chili Ave.
(Take Genesee Pk. Blvd. Bus—Get Off At Thurston)

\$1,000 IN CASH PRIZES
GRAND PRIZE
\$500
Or Choice of 1940 Chevrolet or Plymouth
ROLLER DROME BINGO
FRIDAY NITE 8:30
SPONSORED BY MEMORIAL DRUM AND BUGLE CORPS., BOOSTER CLUB AMERICAN LEGION
Admission \$1.00 No Extras
186 CLINTON AVE., N.

HIPPODROME BINGO
EVERY MONDAY NIGHT
AT THE **ARENA**
87 STONE ST.
Near Court St.
PLAYERS HAVE WON \$24,000 AT OUR GAMES

Roller Drome
184 Clinton North
Every Wednesday
8:15 P. M.
BINGO
27 GAMES
ADMISSION 40c
BE EARLY FOR THE "EARLY BIRD" 8:15 P. M.
BIG CASH PRIZES

LET'S TALK FACTS!

We'll Leave The Ballyhoo To Others



For twenty-four years the Seneca Stores have been in business in Rochester, doing business with Rochester people—in fact, a part of Rochester itself. Therefore we believe we know the buying habits of Rochesterians. If we didn't, we would have been out of business a long time ago. But just the opposite is true. Our experience has

been one of continual expansion, and today we occupy three large stores. It wasn't so long ago that one store was big enough to take care of our business. In other words, we are growing every day, and yet we are not surprised — "We planned it that way". Let's go behind the scenes and see why our growth is only natural. . . .

First of all, this is one of the most completely stocked stores in the city and every piece of merchandise on our floors is nationally famous for outstanding quality. (For instance, let's take a glance in our refrigeration department. (Incidentally, we don't know of any one who has sold more refrigerators than the Seneca Stores.)

On our floors you will find, complete lines of 4 national advertised makes.

No "orphans of the storm", no distress merchandise, but honest to goodness, outstanding values". In every other department you will find the same story. Washers, ironers, radios, tires, electric, gas and combination ranges, sewing machines, in fact, appliances almost beyond number.

Then two, you will find our newest division, the jewelry department, just as interesting. Nationally advertised watches; diamonds that are the market's finest and other jewelry items of like repute. We insist that every piece of merchandise in our store be a genuine super-value or there is no room for it under our roof.

Now just a word about prices. Let's be frank about it! Every store must make a profit or it cannot remain in business. That is as true of us as the largest or the smallest store in town. But, AND

THIS IS IMPORTANT, there is a lot of difference in various store's operations toward making this profit. Each one is faced with many expenses, including rent, light, heat, sales staff, book-keeping, office workers, warehouse expense, taxes and similiar items. Of course, how much we have to charge for merchandise depends on how much we have to pay for it. We found out a long time ago that the larger the quantity we buy, the lower is the cost to us. And that is the keynote of our business. Here's what we mean: Instead of locating in a hige - rent district, putting up an expensive building, and all the other folderol formerly considered necessary, we keep our expenses at a minimum. We can afford to sell at lowest prices because we sell so much, we are able to buy large quantities to get the largest discounts available. Rochester people like to buy discounts. Well, that's fine, because we sell discounts. When you hear "I can get it for you wholesale," remember, people are buying almost that way every day of the week right here in our store.

Need we say anything about our original and unique method of payment? Everybody in Rochester knows that we originated and maintain the idea of "You Pay Only 2 Nickels A Day At Seneca Stores". And we mean it. Think of it! You come to our store, choose the merchandise you like best, and simply say "deliver this to my home now. I will pay you 2 nickels a day until the article is paid for". That's easy, isn't it? Why, it's the most painless method of payment ever devised.

Come in and pay us a visit. Don't worry about salesmen trying to high-pressure you. We don't do business that way. If you want to buy, we will be glad to help you; if you only want to look around, you are just as welcome. Ask our salesmen all the questions you want. They may be in their shirt sleeves, but when it comes to appliances, they know what they're talking about. We are a friendly store, proud of our reputation for fair dealing and know you will be proud to deal with us.

Don't forget, no matter what you hear, read or see, Seneca Stores is yet to be undersold on nationally advertised merchandise.

Seneca Stores, Inc.

149 Monroe Avenue

Semet-Solvay COKE

The Number To Call For That
Better Coke—Always Kept Under Cover

Gen. 586

PAYNE & DUNHAM

Mrs. Agnes Hogan, 39 Warwick Avenue

9.95
Cash
Showered
Off

X-Rays High In Emco Bowling League

In the Emco eight-team league, rolling at Genesee Hall on Monday night, X-Rays came through with a high total for the league of 2350. Graham had high three individual score with 890, while Kimball with 207 was high scorer for a single game. In the league matches, every team won two out of three, X-Ray over Neg., Robo over Veri, Pos over Pel and Pan over Port.

Beautyrest Beats Slumber King at Elm

Simmons four-team league rolling at Elm Hall on Monday night resulted in Beautyrest winning 3 from Slumber King, with Stapleton's 572 for the losers going for Sweetie. In the other match, Princess took three from Deep Sleep, Beadle's 510 for the winners being the feature.

Say You Saw It In The "SUN"

Russi Rolls 668 In Reynolds League

Russi's 668 and Milt Wood's 625 highlighted matches in the Reynolds League on Monday night. Russi's good total helped his team, Rust Advertising Art, to win two games from A. R. Gundry, Inc., while Woods' team, Brahm & Gaffield, also took two from Frear's Undertakers. The Fogarty Five took advantage of their 48 pin handicap to snare two games from Ellicott & Fisher. Chuck's Place, with the help of Eusman's 552 swept their match with Shirley Jean Shop while A. R. Gundry Macks and A. R. Gundry Brockways took two games from Decker's Dairy and Hunt's Hardware.

Cool Chevrolet Beats Simonds Press In Genesee League

Monday night's contests in the Genesee League brought forth some matches that should have made the rafters ring at the venerable South Avenue amusement center. Simonds Press took the palm for high team total with a 2754. Latoy's 626 and Jim Brennan's 235 went for individual honors.

Cool Chevrolet and Simonds Press put on a cat and dog affair that, ended in the Automobile Men winning two games, with the narrow margin of only 24 pins difference between the two teams. Steeves' 585 and Brennan's 574 were highlights for Cool's with Doyle's 580 and Herb Saucke's 577 starting for the Printers. Barney's Restaurant made a clean sweep of their three games with Davis-Howard, Latoy's 626 and Stetson's 599 featuring for the victors. Carr Drugs won three from Quatlops. A. Streb with 579 and Stewart with 579 helped the Carr cause immensely. Hetzler Joe, aided by Kerber's 578, took two from Ailing & Miles.

Pure Quill Team Cops Honor In Ladies League

Genesee Ladies, in their weekly matches Monday night, turned in scores that would be a credit to many men's leagues. Have a look! Pure Quill hit for the amazing total of 2730. Martin led the shelling for the team with 599, followed by DeVonis with 579, Hilbert 556, Hartleben 556 and Sellmayer 437. Martin's 599 was high three game individual score for the league. She started like a champion with 233 and 238 but, alas, slumped to 128 in her third game. Hilbert's good, and I mean good, 241 was high individual effort for the league.

Pure Quill's good total gave them three wins over Sommers Garage, Eisenberg's also sweeping their match with Decker's Dairy. Marge Johnson started for the victors with 532. Rivers Furniture took three from Royal Crown Cola, while Houck's team, winning two from Roast Beef Tavern. Mrs. Finzer turned in 554 for Houck's with Mrs. Rodman's 523 the high effort for the losers. Lincoln Printing took the measure of Braun's for three games as Soldi's Spaghetti beat Fabian's three games for the other match in the league.

Weinstein Stars In J. Y. M. League

Weinstein proved to be the star of the J.Y.M. League at Elm Hall on Sunday night with his 619 total. Wolks and Sachs won their three games from Gordon and Weiner, with Libsks and Pelons taking two from Barnett's and Fox.

Madara Rolls 495 In Lawyers League

Madara's 495 was high in the Lawyers Co-Operative League, rolling at Genesee Hall Monday night. Gemew copped high single game honors with 190. Simmonds won two from Sioux and Comanches did the same with Apache.

BOWLING

WITH
"ED"
RANDALL



The Louisville Bowling Association publishes a Bulletin containing news of activities in that community and the latest issue, according to the A. B. C. Bulletin contains a number of hints which many Rochester bowlers might do well to adopt.

A number of leagues in Louisville have adopted the plan of having each member pay five cents per man per bowling night to pay their entry fees in the five-man event of the city tournament. They contend that the extra five cents is never missed and when tournament time rolls around the entry fee is paid.

There is a suggestion that team captains invite their sponsor around to the alleys and let him meet other members of the team. He will appreciate your patronage. If he has supplied your team with shirts it's because he wants the general public to know you are rolling on the shirt he provides, you are not fulfilling your obligation to him.

Has your league treasurer filed the bonding application with the A. B. C.? All bowlers have a right to this protection and the nice thing about it is that it costs your league nothing. Ask your treasurer today if he is bonded — you certainly have a right to know.

Make this pledge and keep it throughout the season: "I will make every effort to be present and ready to bowl at the scheduled time of all my league games so that I will not inconvenience my teammates and fellow league members."

Have you written the Rochester Sun to tell us that you not only participate in bowling but like to read about it? That is the

only way we have of knowing whether or not it is worth our while to put so much bowling news in our sports pages.

DO YOU KNOW: that The American Bowling Congress awards a gold medal or ring to every man who bowls a perfect 300 score in sanctioned competition and a silver medal for 299 and bronze for 298? That the American Bowling Congress provides, without charge, insurance covering prize funds of each league desiring such protection? That Hank Marino, of Milwaukee, former national match game champion, has nine perfect games in Congress-sanctioned events in his credit? That bowling balls shall not in any case exceed 27 inches in circumference nor exceed 16 pounds in weight? Under ABC rules any player who wildly throws his ball into the gutter or who deliberately commits a foul, shall be immediately removed from the game or series and balance of players shall complete game unless a substitute member of said team is present and can take barred bowler's place?

Norm Minch Rolls 659 At Franklin

Norm Minch ran away with individual honors in the Franklin League at Franklin Hall last Thursday night with a good 659 total. Runner-up was Ken Sealey who had 636. Honorable mention must also be given to Freddie Rizzo with 623, Kay Murdoch, 614 and Bill Knapp, 613.

Royal Crown Cola swept their series with Honey's Restaurant, winning all three. Chaplin Dairy took two from Simonds Press. Hadlock's won three from Alyce Chase Chocolates. Chateau Lunch won two from Ontario Blewit. Co. Claridge Hotel made a clean sweep of their match with Globe Amusement and Ryan Carting did the same to Dawn Creameries. Other teams winning three were Franklin Grill at the expense of Perry's Florists and Adcraft Printers over Hetzler Ice.

Arpeako Team Bowls Friday at Elm Hall

Friday night, at Elm Hall is Arpeako night. The meat boys have a peppy eight-team league. There are very few "ham" bowlers and not many "beefs" at the foul judge. Last week, the Nuggets won three from Nutfranks, with E. Sylvas throwing in a 592 for the losers. Tender Ham team took two from the Bacon team, making a liar out of the old saying, although Lons brought home the smoked ham with an excellent 589. Pienies took two from the De Luxe Beef. Steamers doing the same to Butter team.

Say You Saw It In The "SUN"

IS EPILEPSY INHERITED?
CAN IT BE CURED?

A booklet containing the opinions of famous doctors on this interesting subject will be sent FREE, while they last, to any reader willing to the Educational Director, 235 Fifth Avenue, New York, N. Y., Dept. 81297.

FREE RADIO INSPECTION

Maybe it's just a tube needed! Low cost repairs. Home or Auto radio. Western Guarantee.

GRANGER'S

NUSBAUM'S
LINING SALE
MILL ENDS
(from 1 to 5 yards, 14 Price
88 Mortimer St.
Rear of Palace Theatre

FURNITURE RECONDITIONED

Re-upholstering, Refinishing 3-pc. Buffet re-covered in fringed cloth \$26.50. Occasional Chair \$2.00. Cogswell Chairs, \$7.50
Textile Upholstering Co.
MAIN 4632

Empire Textile Weaving Co.

WEAVERS & MENDERS
Tears, Melt Holes
Durns renovated and made invisible in garments, sweaters and linens
409 Burke Bldg. 561 Paul St. Est. 1909 STONE 212

"Factory Close-Outs" - SURPLUS STOCKS

Available Again To The Men and Young Men of Rochester



The Clothing Market Factory Building.
Retail Showrooms—Ground Floor

CLOTHING MARKET

150 ST. PAUL cor. ANDREWS
Open Fri. and Sat. Evenings 'til 9
FREE PARKING—NEXT DOOR

Hundreds upon Hundreds of "Freshly Tailored"
Rochester Made Garments NOW BEING CLOSED
OUT DIRECT TO THE PUBLIC at a Price you
have Here-To-Fore Believed Impossible.

ROCHESTER MADE SUITS AND TOPCOATS AND OVERCOATS

COME DIRECT
to our Show Rooms
choose one of these
fine Rochester
Made Garments at
this low price.

\$15
Every
Garment
Worth
\$25
or More



Here's where YOUR MONEY GOES FARTHER!

OPEN
EVERY
EVENING
UNTIL
9



11-PIECE COMPLETE LIVING ROOM

An outstanding living room outfit, with all the following pieces included at this record-low price! See it at MAJESTIC... a positive indication of the way in which our low-rent location saves you money! A small deposit holds for future delivery!

• Luxurious
• Davenport
• Comfortable
• Lounge Chair

• Two End
• Tables
• Coffee
• Service

• Coffee Tables
• Floor Lamp
• Two Table
• Lamps

BUY ON EASY TERMS

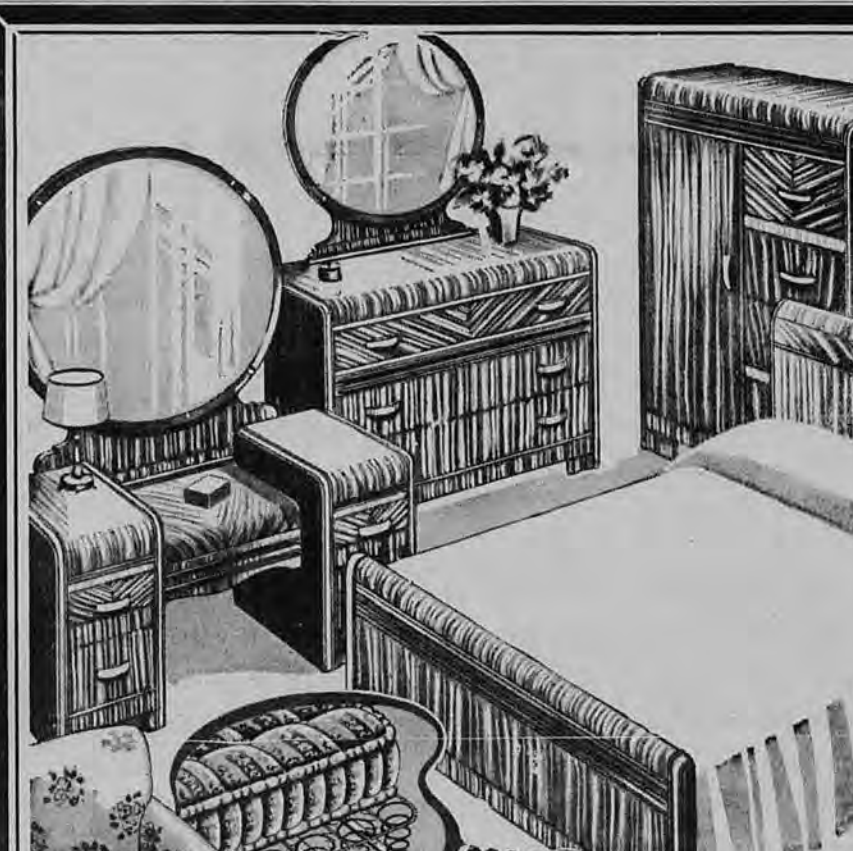


3-PIECE POSTER BED OUTFIT

COIL SPRINGS
AND
MATTRESS
INCLUDED

Think of it! An entire bed outfit at this low price. A genuine \$29.50 value. Check this at any store in town, you'll save at Majestic.

EASY
TERMS
95c
Week



COMPLETE 14-PIECE BEDROOM GROUP

Style, distinction, and fine construction... plus the added advantage of all the extra pieces that go to make a COMPLETE modern bedroom. Easy to pay the MAJESTIC way...

\$84

• FULL SIZE BED
• DRESSER OR
• VANITY
• CHEST ROBE
• BOUDOIR CHAIR
• COIL SPRING
• MATTRESS
• 2 PILLOWS
• BED SPREAD
• PAIR BOUDOIR
• LAMPS
• THROW RUG

\$3.50 DOWN
DELIVERS

MAJESTIC FURNITURE CO.

Where Prices Are Always Lower.
Out of the High Rent District.

204 COURT ST.

Near Clinton Ave. So.

TRUTHFUL NEWS

THE ROCHESTER SUN, THURSDAY, OCTOBER 5, 1939

THRUTHFUL ADVERTISING

PAGE NINE

ROCHESTER SUN SPORTS REVIEW

Syracuse - Cornell Tilt Tops Area Grid Card

Syracuse, N. Y.—Football hysteria in this sector hits its earliest peak in many years this week as Cornell and Syracuse prepare to stage another thriller in their sensational grid rivalry Saturday at Ithaca.

Last year, the Big Red and Orange staged a memorable meeting, won by Syracuse 19 to 17, in what sports writers termed, "the greatest" finish of the 1938 football season, and undoubtedly one of the most sensational of all time.

Many of the boys who have made history in the past two years in this series will be in action again, and both teams will show newcomers with lots of promise. Syracuse will have Harold (Babe) Ruth, little halfback and Phil Allen, end, the lads who caught the three winning touchdowns passes in last year's classic.

Other Orange veterans who will be bulwarks are: George Hooper and Red Heater, the senior tackles; Johnny Congdon and Hugh Daugherty, guards, and Whitey Piro, crack end. Behind these are the much-discussed Syracuse sophomores, who get their first big test. Tops here are Gene Hopkins and Jerry Courtney, backs; Bernie Batten, end, and Bill Moser, guard.

Cornell will have a veteran backfield, with a rebuilt forward line, mostly juniors. Syracuse must stop star backs as Capt. Vince Eichler, Mel Baker, Hal McCullough, Ken Brown and Walt Matuzek, added by such new linemen as Lou Balfano and Bill Murphy. Up front, the big Cornell guns will be the giant tackles, Nick Draho and Fred West; Kirk Hershey and Alva Kelley.

High School Football

(Continued from Page 1)
fund. \$25,000 was needed to restore the gridiron game to all the schools, and that was the goal of the committee who took charge of a fund-raising campaign. Pledges totalling \$6,500 were finally collected, but beyond that, no funds were forthcoming.

Then the football enthusiasts offered the plan now put into effect. That was to take two teams, one from the east side high schools the other from the west side and put them on the field. Money already available was enough to equip teams. It was felt that actual interest in the sport could be accurately gauged by the measure of interest shown in the 1939 schedule.

Both Beach and Brown bring to their squads actual football experience gained in college play and training. Beach starred for Lawrence College in Appleton, Wisconsin, in undergraduate days. His experience with athletics of all types have been largely gained in the Rochester School system.

Brown was the original football coach at Irondequoit High school when the gridiron sport was introduced there in 1933. One of his teams at that institution tied for second place in the Monroe County League a few years back. At present, Brown is connected with Charlotte High as athletic coach.

According to Herman J. Norton, who is directing operations, Roe Millinetti, former West High boy and Bill Nugent, basketball star at Marshall will assist Royal Brown with his west side squad. Nick Zozna, East High athlete of other years will assist Beach.

Football Forecasts

With "Johnny" Sullivan and "Bucket" Lyons tying for second place, "Howie" Freckleton came out on top in his football predictions last week. All three members of the Rochester Sun Board of Football selectors tripped on the Colgate-N. Y. U. fracas and

the Temple-Georgetown game. But then, a consensus of the country's leading selectors showed that, they too were wrong. Freckleton gained his lead on Sullivan and Lyons in choosing Alfred against Lehigh and Mississippi over Louisiana. That saying "I told you so!"

gave Freckleton eight out of ten with Sullivan and Lyons showing six out of a possible ten winners. Who is the best man this week? Here are their predictions. Many will disagree with some of their choices, but let's wait until Sunday morning before we start saying "I told you so!"

GAME	SULLIVAN	FRECKLETON	LYONS
Cornell-Syracuse	Cornell	Cornell	Cornell
Rochester-Oberlin	Rochester	Rochester	Oberlin
Clarkson-Alfred	Clarkson	Clarkson	Clarkson
Colgate-Duke	Duke	Duke	Duke
Columbia-Yale	Yale	Columbia	Yale
Fordham-Alabama	Fordham	Fordham	Fordham
Notre Dame-Georgia Tech	Notre Dame	Notre Dame	Notre Dame
Hobart-Kenyon	Hobart	Hobart	Kenyon
Holy Cross-Louisiana	Holy Cross	Holy Cross	Holy Cross
Manhattan-St. Bonaventure	Manhattan	Manhattan	Manhattan
Niagara-Canisius	Niagara	Niagara	Canisius
Minnesota-Nebraska	Minnesota	Minnesota	Minnesota

Irish Tackle Canisius Frosh Saturday

Aquinas football warriors are in for a busy afternoon next Saturday when they stack up against the strong Canisius College Freshmen at Edgerton Park.

Coach John Sullivan will start the same team that conquered Holy Family in the rain last Saturday with the exception of George Deonnet who will be replaced by Ed Fuller at the half-back post.

Great things are expected of Bobby Bauer, Irish quarterback who scored both touchdowns last week. His brilliant blocking and kicking did much to spark the Deser Avenue lads.

"Bob Bauer," says Coach Sullivan, "is one of the best quarterbacks I've had at Aquinas. His blocking and kicking prowess should do a lot to keep us up there this season. I suppose it's only natural that he should be well grounded in the fundamentals of football though. He's just a chip off the old block."

The "old block" to whom Sullivan refers is Billy Bauer former star player in the days of the Scapars, one of Rochester's most famous pro teams of yesterday.

Rochester League Shows Good Totals at Elm Hall

Elm Hall's star circuit, the Rochester League, went to town Monday night and when the pins had finished flying, some of the best totals to date had been registered.

In the five-man division, Wolteak Bakery provided the fireworks with their total of 3138. Members of the team were consistently setting up this mark. Orzel led the pack with 688, Bloom, 657, Skibby, 606, Kocinski, 602 and Lesniak, 585. The

bakery boys hit 1138 for their game, also something to shoot at for the rest of the season. Skibby set the pace in this game with 246, followed by Orzel with 235, Lesniak 233, Bloom 223 and Kocinski, 201. Orzel's 688 was good for high individual three-game mark while Taylor's 249 took down high single game honors.

Joe Louis puts easily. Just ask Uncle Sam's income tax collector.

OFFER GOOD UNTIL OCT. 31st

SPECIAL!
Men's Suits or Topcoats
Ladies' Suits, Plain Coats or 1-Piece Dresses
DYED BLACK or NAVY BLUE \$1.99

Phone Glen. 1102
EMPIRE CLEANING & DYEING WORKS

Free Call And Delivery

Mrs. Ida M. Huggan, 60 Lehigh Avenue

Loudly Acclaimed As THE FINEST ALE IN ROCHESTER
Tam Shanter STOCK ALE
More Hops • More Malt • More Age
DRAUGHT • BOTTLES
EVERYWHERE
AMERICAN BREWING CO. • Rochester, N. Y.

\$895
3-PASSENGER ROYAL COUPE DELIVERED IN DETROIT
Federal Tax Included, Transportation and State or Local Taxes extra.
Dual horns and cigar lighter additional.

It's Racy! It's Roomy! It's Better!
THE BEAUTIFUL CHRYSLER!



Illustrated: 6-passenger Royal Sedan, \$995*

THE QUALITY CAR THAT GIVES MORE FOR YOUR MONEY!

A BEAUTY IN EVERY LINE!
A complete modern unit of design! Long, low lines... sweeping curves... graceful front end... new beautiful rear with smart, curved non-glare window... trunk lines of low-swinging grace. Longer wheelbase... even lower center of gravity!

A BEAUTY FOR ROOM!
Big, deep seats... inches wider. Air-foam seat cushions standard in all models. 3 inches more leg room. Big, wide doors like house doors.

A BEAUTY IN APPOINTMENTS!
An exquisite new instrument panel of moulded plastic... handsome new hardware... magnificent upholstery fabrics of custom car quality... more vision in the new, bigger windows!

A BEAUTY FOR PERFORMANCE!
For 1940, new High-Torque engines... smoother, more powerful, more economical, with famous Floating Power and Superfinished bearing surfaces, smooth to as little as a millionth of an inch! Flashing pickup... tireless touring speeds... worlds of reserve power! Chrysler's famous All-Steel bodies and hydraulic brakes... and on some models Chrysler's newest miracle, Fluid Drive. The beautiful Chrysler is 1940's greatest value! See it, and drive it, today!

* Tune in on Major Bowes, Columbia Network. Every Thursday, 9 to 10 P. M. Eastern Standard Time.

BE MODERN *Buy Chrysler!*

THERE IS A WELL-EQUIPPED CHRYSLER DEALER NEAR YOU... ASK HIM FOR A DEMONSTRATION
* SEE CLASSIFIED SECTION OF 'PHONE BOOK

C. W. FIELDS Inc.

DISTRIBUTOR

157 - 167 COURT ST.

Stone 140



Diamond
SUPER SERVICE
TIRES

New Accounts
OPENED IN 5 MINUTES

AND YOU CAN BUY

TIRES

AS LOW AS **43¢**
A WEEK

UNIT

PARTS Corp.

1185-1223 MAIN ST. E.
CULVER 250

CHESTER A. KOHLER
PRESCRIPTION OPTICIAN
504 Temple Bldg. 6th Floor Stone 6170
SEE YOUR EYE PHYSICIAN TODAY
Broken Lenses Replaced Reasonably
Prescription Not Required
A Visit To My Office Will Convince You
Evenings 6 to 8 22 LUX ST.

Get This Handsome Electric
RADIO CLOCK
Free



PHILCO
Anniversary
Celebration!

Get this beautiful, full-size (9" wide, 7" high) Seasons self-tuning Electric Radio Clock FREE with the purchase of this Anniversary Special Philco. Offer good only during our Celebration Sale!

This Anniversary Special
PHILCO 190-XF
\$89.95

Built-in Super Aerial System for powerful, portable reception. Just plug in anywhere—and play! Electric Push-Button Tuning. Gorgeous cabinet. See it!

Built to Receive
TELEVISION SOUND
...the Wireless Way!

EASY TERMS
Liberal Trade-in Allowance!

"See Hy Before You Buy"

FITCH APPLIANCE CO.

477 JOSEPH AVE.

Stone 5972

Open Evenings

Safety Flyer



Photo shows Ted "Bingo" Brown seated in the cockpit of his new plane, recently purchased in Rochester.

Genuine Velours and Suedes
— IN THE POPULAR —
PORKPIE
AS SKETCHED 1.25

No Phone or Mail Order!
125
NONE HIGHER
COLORS:
Black, Brown, Navy, Gray, Red, Blue, Green, Tan, etc.
All Head Sizes
Thousands of Other Hats All 1.25

JoBelle Hats
113 MAIN ST. E.
Between So. Ave. & Water St. S.

FANARA AWNING CO.
33 CENTRAL PARK
VENETIAN BLINDS
CURTAINS
DRAPERIES
AWNINGS
FREE ESTIMATES

**MAKE YOUR HOME
More COMFORTABLE
THIS WINTER**

**Install
PHOENIX
an metal combi-
nation Screen &
STORM
WINDOWS**

The last word in home comfort! No more hard-to-open windows, no more drafts, no more noise. Phoenix window screens are completely insulated and weatherproofed. Save up to 50% in fuel and prevent stained and frosted windows. Provide perfect ventilation. Permanent rust-proof frames. Each unit includes metal bound screen that is in-
LESS than 1 MINUTE.

Lets about all the year's troubles and adventures of your window. Conditional offer. Conditional offer. You'll be amazed and convinced.

FLESH & SCHMITT INC.
118 BROWN ST.
Main 5234

**TO WOMEN
AFRAID
TO DYE THEIR
OWN HAIR**

PERHAPS you have just a few gray hairs. Perhaps you have more than you care to count. In either case, you have real cause for fear. Fear that you are losing — all too soon — the priceless beauty of your hair. Fear that your day of usefulness in your job is numbered. Fear that people — yes, even your dearest friends — will start talking of you as old. (Of course, you are afraid of gray hair, but isn't the real trouble the fact that you are afraid to do anything about it? Afraid that dyeing your hair might be harmful to your health. Afraid that it is too difficult to do at home. Afraid that you need expert help. Afraid that your hair will lose its natural luster and shine.

Make This Free Test!
Although the truth of these statements has been proved over a period of forty years in millions of cases, we do not ask you to take our word. Send us a lock of your hair — about 2 inches long, and only enough so it can be tied and combed. If it is only mostly gray, lock should contain some of the gray and some of the natural color. We will color it the shade you desire and return it to you. Compare your results with ours, and prove to yourself you can do a professional-looking job at home — easily, safely and at little cost. If you prefer, you may make your own test without sending a lock of hair. Indicate your choice by checking coupon below.

Mary T. Goldman Co., 7441 Goldman Bldg., St. Paul, Minn.
Please send me free test materials for color (checked below). Enclose lock of hair. I do not require face of hair.

**HABERBUSH ROLLS
761 AT FRANKLIN**

Highlight of last week's bowling was Frank Haberbusch's noteworthy 761 at Franklin Hall on Monday night. Rolling in the Triangle League on alleys 7 and 8, Frank picked up strength as he went along, banging out games of 221, 243 and 297 for his huge total.

In his final game, Haberbusch, a southpaw, hit the 1-2 pocket consistently for eleven frames. His last ball crossed over, leaving the one, two and eight pins, missing some kind of an A. B. C. Medal by a hair.

Haberbusch's heavy shelling helped his team, Nelson Bros., to two wins over Otto's Restaurant.

**Air Show Slated
For Sunday**

"Safety in Aviation" will be the theme of an air show to be staged at Municipal Airport in Scottsville Rd., next Sunday, beginning at noon.

Promoter of the event will be Ted "Blingo" Brown, well-known local flyer and game operator at the Hollywood Hall. Awards to the winners in the plane-naming contest staged by Brown last month will be made at the air show. Color movies will be made to be shown later at the Hollywood Hall.

— WANT ADS —

ROOM SIZE Felt base 1025, \$1.85 and up; Felt base by the yard 30c; A poster bed, \$2.50 and up; metal bed, \$2.85; mattress, \$3.25; Springs, \$3.50; Pillows, \$1.25; 124 Plymouth North. Open Evenings.

LIVING ROOM suits, \$10.00 and up; leather chairs, \$3.00 and up; Occasional chairs, \$2.50 and up; Dressers, \$4.00 and up; Vanities, \$3.00 and up; Pairs, \$124 Plymouth North. Open Evenings.

ELECTRIC Refrigerator, \$30.00; Ice boxes, \$20.00; Maytag washing machine, \$25.00; Tubs, \$15.00 and up; Pairs, \$124 Plymouth North. Open Evenings.

MEN-WOMEN, GET U. S. GOVERNMENT JOBS. Commence \$105 to \$175 monthly. Short hours. Pensions immediate for next examinations. No experience usually necessary. Common education usually sufficient. Full particulars and list positions FREE. Write today sure. Franklin Institute, Dept. 614, Rochester, N. Y.

Movie Guide

All pictures listed start Thursday except as noted.
* Friday and Saturday only.

ROCHESTER — "Intermezzo," Ingrid Bergman, Leslie Howard; "High Grey Walls," Walter Connolly, Ida Meredith.
PALACE — "Honey Moon in Bali," Madeline Carroll; "Two Night Boys," Jackie Cooper, Freddie Bartholomew.
REGENT — "Oust Be My Destiny," John Garfield, Priscilla Lane; "Hawaii Night."

CAPITOL — "Beau Geste," Gary Cooper, Ray Milland; "Nancy Drew, Detective, Trouble Shooter," Bonita Granville.

LITTLE — "Of Human Bondage," Leslie Howard, Bette Davis.
TEMPLE — "The Return of the Frog," "The Demon Barber of Fleet Street."

CENTURY — "Name Editor Cavalry," Anna Neagle, George Sanders, Zasu Pitts; "Chicken Wagon Family," Jane Withers, Len Carlisle.

WEST END — "On Borrowed Time," Lionel Barrymore, "Sunset Trail," Wm. Boyd, George Hayes.

TRIAL TO — (E. Rochester) "The Sun Never Sets," Basil Rathbone, Douglas Fairbanks, Jr.; "Missing Daughters," Richard Arlen, Rochelle Hudson.

TEMPLE — "Fairplay," "When Tomorrow Comes," Irene Dunne, Charles Laughton; "Island of Lost Men," Anna May Wong.

STATE — "Unexpected Father," Baby Sandy, Mischa Auer; "Mr. Wong in China," Boris Karloff, Margery Reynolds.

CAMBO — "The Lady and the Mob," Fay Bainter, Ida Lupino; "Colorado Sunset," Gene Autry, Smiley Burnett.

STANDARD — "Bridal Suite," Robert Young, Annabella; "Woman Is the Judge," Rochelle Hudson.

LAKE — "San Francisco," Jeanette MacDonald, Clark Gable; "Boyfriend," Jane Withers.

MADISON-MONROE — "Blind Alley," Chester Morris, Ralph Bellamy; "Blonde Takes a Trip," Penny Singleton, Arthur Lake.

Lou Little, Columbia coach, is boasting of a squad that is one deep at every position. Lou is a top football coach and a comedian far superior to the ones we hear over the network.

FREE DELIVERY ON ORDERS OF \$3.00 OR MORE
Miracle FOOD MARKET
694 LAKE AVENUE
Stock-up on these FOOD VALUES
The Prices Prove We're Never Underdold

KIX Colored Cream Pitcher pkg. 10 1/2c
FREE with 2 Packages
APRICOT Large No. 2 12 1/2c
PINEAPPLE JUICE Large 46-Oz. Can 23c
FLOUR 5-Lb. Sack 24c
SWEET PEAS No. 2 Can 10c

Hellman's MAYONNAISE Full Quart 39c
CATSUP 9c
TUNA FISH All White Heat-Bonita 10c

BABY FOOD 3 for 20c
FRUIT COCKTAIL Tall No. 1 Can 10 1/2c
PARTY LOAF 22c
CRABMEAT can 21c
COFFEE lb. 23c COFFEE 3 lbs. 39c

MEAT VALUES

Turkeys 27c
Beef 25c
PORK LOIN ROASTS 18c
BEEF ROASTS 18c
BACON 25c
STEAKS 27c
CLAMS ea 1c

EGGS doz. 31c
BUTTER lb. 31c
CHEESE lb. 35c
PICKLES pt. 19c
MUSHROOMS lb. 19c
POTATOES 10 lbs. 19c
APPLES 10 lbs. 19c
SPINACH 3 lb. peck 10c

We Reserve The Right To Limit Quantities

weis & fisher's
"rochester's showplace of furniture fashion"
Invite You To Take Advantage Of This
Marvelous Trial Offer!
MAKE THIS TEST..THAT'S ALL WE ASK!
TRY A NEW BEAUTYREST
for 30 NIGHTS AT OUR RISK
Accept Weis & Fisher's invitation and try one of the new deeper BEAUTYREST'S in your own home. Sleep on it for 30 nights. If it doesn't provide you the most restful sleep you've ever enjoyed, Weis & Fisher's will take it back... and destroy it. There's no cost or obligation to you whatsoever. If you decide to keep the Beautyrest, you need pay only \$1 down and \$1 weekly on Weis & Fisher's easy budget plan.
NEW - DEEPER EXCLUSIVE
Each coil spring in its soft cloth pocket is deeper. And because each spring is separated from all others and yields independently Beautyrest gives exactly the right support to every part of your body.
DURABILITY TESTED
In tests made by the U. S. Testing Co., Hoboken, N. J., the Beautyrest stood up three times as long as any other mattress tested. It was rolled crushed, pounded 489,000 times without any sign of breaking down.
ONE DOLLAR DELIVERS
SALE!
Pull Easy STUDIO COUCH
Only \$39.95
for this Genuine **SIMMONS STUDIO COUCH**
Save space and save money... with this genuine Simmons Studio Couch you literally add an extra room to your home. At a pull of the wrist this handsome daytime sofa opens into a deep sprung double bed or twin beds. At Weis & Fisher's you'll find it in your choice of the colors which will best harmonize with your present furnishings.
ONE DOLLAR DELIVERS
80 CLINTON AVE. SOUTH
weis & fisher's
"rochester's showplace of furniture fashion"

ROCKY
W
SH
VOL. 11 No.
JIM FID
in
Holly
HOLLYWOOD
Rogers, exclaim
perhaps, by the
last two comedie
ing in no uncert
she'll never again
role. I think she's
mistake. Why so
which was good e
her from obscur
peak of stardom
I don't think a
louder than I did
got her first solo
dancing role. It
to prove her v
that's vitally imp
actress. No one
Ginger cashed in
break.
But now, I'm
cally about
Nine-tenths of t
come Rogers add
admire her dan
she's the screen s
in motion. No m
they may like h
comedienne, the
that they liked h
enough to accept
was an unknown
out for her every
their power of
her one of the t
office draws. I d
star has the righ
turn her back on
Let Ginger, by
in the comedy dr
to prefer. I wish
of luck. But let
little dancing no
want it — you an
and Ginger, bein
because we chose
one, owes us con
(Continued)
PERSONAL OP
That tough old
Beery, looks almo
adopted-daughte
with him. Key
Norma Shearer's
developed knack
ing names and fa
plate ever had a
(Continued)
RE-PR
IF
Bu
RE
AND
If you re-roof
higher prices
Save fuel too.
The necessity
your head. E
exception. W
we urge you to
10 CAR
RU
This high-qua
plied right ov
REG. \$95
NOW
\$7
All Prices Qu
Don't depend
\$50 extra nes
Everybody pla
proprietor own
Phone
KE

ROCHESTER'S
WEEKLY
SHOPPING
GUIDE

VOL. 11 No. 50

The Rochester Sun

TRUTHFUL NEWS TRUTHFUL ADVERTISING

ROCHESTER, NEW YORK, THURSDAY, OCTOBER 12, 1939

DELIVERED
TO 74,700
ROCHESTER
HOMES

PHONE STONE 6001

JIMMIE FIDLER in Hollywood

HOLLYWOOD, Ginger Rogers, exuberantly intoxicated, perhaps, by the success of her last two comedies, is announcing in no uncertain terms that she'll never again play another role. I think she's making a bad mistake. Why scorn the vehicle which was good enough to carry her from obscurity to the very peak of stardom?

I don't think anyone cheered louder than I did when Ginger got her first solo break in a non-dancing role. It was a chance to prove her versatility, and that's vitally important to every actress. No one can deny that Ginger cashed in heavily on the break.

But now, I'm thinking principally about Ginger's fans. Nine-tenths of them have become Rogers addicts because they admire her dancing; to them she's the screen symbol of poetry in motion. No matter how much they may like her as a light comedienne, the fact remains that they liked her dancing well enough to accept her when she was an unknown, loyally turned out for her every picture, and by their power of numbers made her one of the ten ranking box office draws. I don't think any star has the right to arbitrarily turn her back on such loyalty.

Let Ginger, by all means, star in the comedy dramas she seems to prefer. I wish her the best of luck. But let's also have a little dancing now and then. We want it — you and you and I — and Ginger, being a star only because we chose to make her one, owes us consideration.

PERSONAL OBSERVATIONS: That tough old bear, Wallace Beery, looks almost angelic when adopted daughter Carol Ann is with him. Keys to success: Norma Shearer's painstakingly-developed knack for remembering names and faces. No fashion plate ever had a greater horror.

(Continued on Page 2)

Zontians To Hear Descriptive Talk Next Tuesday

Description of an old Fur Trading Post located in northern Minnesota and now the Grand Portage Reservation for Chippewa Indians will be given by Miss Isabelle Howard to members of the Rochester Zonta



MRS. MARJORIE HAMILTON Club at their Tuesday luncheon meeting. Miss Howard, a local Zontian, spent part of the summer months visiting the reservation located on the site of an old trading post established in Colonial times. She had an opportunity to study the history of the post and to observe the life and habits of the Indians now living there.

Miss Adeline Bush will preside at this meeting to be held at Marjorie Hamilton's in charge of the Rochester Club, and Mrs. of the program.

PELPHS CHAPTER TO MEET Davenport-Pelphs Chapter of the Episcopal Church of the Ascension will hold a dinner meeting next Monday evening at the home of S. D. Nichols, 38 Albemarle St.

Democrats Plan Dinner To Honor Former Mayor Charles Stanton

Democrats of the East council district were making plans today to honor former Mayor Charles Stanton, at a dinner in Powers Hotel November 2nd. Executive leaders from the district will head a committee of young men and women who are making plans for the affair.

Former Senator Emmett L. Doyle has been selected to serve as general chairman of the Democratic Men's units and Women's Auxiliary divisions in the five wards making up the East district in which the former mayor is the candidate for councilman.

It is reported that many prominent persons, are included in the numerous applications received for reservations. Former Mayor Stanton is a former president of the New York State Conference of Mayors. He also served eight years in the council, half of which he was the presiding officer of the municipal legislature.

The executive committee handling the arrangements for the dinner and entertainment includes Mike S. Carola, Joseph J. Oca, County Clerk Roy Bush, Patrick Grimes and Charles Knapp.

Movie Quiz Winners

Ann Hamilton, 21 Stratford Pl., Helen Shynook, 19 East Blvd., Dorothy Ross, 42 Carter St., W. E. Shaw, 54 Chestnut St., Arlene Neill, 119 Vols. St., Marion Thomas, 106 Middleton St., Frank Dyer, 239 South Ave., Jeanne Corcoran, 41 Shepard St., Katherine Meyer, 103 Clifford Ave., Rita Bromley, 1449 Highland Ave.

More Than 500 Entries Received In Sun Contest

According to the replies received this week in the Sun Selectors football contest, there are more than 500 Rochesterians who think they can outpick the Sun's board on winners in collegiate contests. That's about the number of answers now in the office and awaiting the results of next Saturday's games. Elsewhere in today's Sun you will find the official list and the board's choices for Saturday's contests. As soon as the games are over, each contestant's entry will be checked against these predictions and the first entry picking more winners than any member of the Sun board wins the five dollars.

If you did not enter the contest last week, try your luck today. Below is the list of games to be played on October 28th. Mail your selections to the Rochester Sun, 429 Burke Bldg., as soon as possible. Winner of this week's contest will be announced next Thursday.

Here is the list:

Brown-Princeton.
Carnegie Tech-Notre Dame.
Colgate-Holy Cross.
Cornell-Ohio State.
Dartmouth-Harvard.
Fordham-Pitt.
U. of R.-Hamilton.
Iowa-Wisconsin.
Louisiana-Vanderbilt.
Michigan-Yale.
Niagara-St. Lawrence.
Illinois-Northwestern.
Penn State-Syracuse.
Tulane-Mississippi.
Rensselaer-Union.

Wedding Bells!

Fran Muench, former controller of the Rochester Sun joined the ranks of the benedicts yesterday, when he married Maxine Voss of Washington in that city.

Muench, who was secretary to former Representative George B. Kelly prior to his connection with the Sun has recently taken up his post as a senior investigator in the Wages and Hours Administration of the state.

Kindergarten Head Speaks At School 46 Parent-Teachers

First meeting of the Parent-Teacher's Association of the Charles Carroll School 46 was held Monday afternoon at the school.

Mrs. J. Stewart Zahniser, president of the association, presided. Miss Helen Hadley, director of Kindergarten and Elementary Grades of the Rochester Public Schools, was the principal speaker.

Tinsman Chapter Sponsors Benefit Dessert Bridge

Members of the Tinsman Chapter of the Y. W. C. A. will sponsor their first benefit of the season next Wednesday at the home of Mrs. Bradford Squire on Hollywood Avenue. The affair will be a dessert bridge, beginning at 1:30 p. m.

Mrs. Bryan A. Rice, new president of the organization has appointed Mrs. Kenneth Huse general chairman. She will be assisted by Mrs. Frederick Hewitt, Mrs. Robert Forrester, Mrs. Merle Dundon, Mrs. Fred Anibal and Mrs. Daniel I. Mayne.

Hostesses for the afternoon include: Mrs. Stanley Erlenback, Mrs. Glenn W. Faroo, Mrs. Charles B. F. Gibbs, Mrs. Frank S. Lowrey, Mrs. John S. Livermore, Mrs. Laurence T. Littlefield, Mrs. John McMaster, Mrs. John G. Ray, Mrs. E. Scott Roscoe, Mrs. Charles L. Rumrill, Mrs. George E. Sanders and Mrs. Vilas M. Swan.

Social Security Board Announces New Regulations

Wages earned by a worker after he has reached the age of 65 may now count towards monthly benefits under the old-age insurance program, it was announced today by Walter Kruesi, manager of the local Social Security Board Field Office.

Under the terms of the amendments to the Social Security Act, this change became effective retroactive to January 1, 1939. Beginning with that date, all wages earned in covered employment are taxed and count toward a worker's insurance benefits no matter what his age is. Both employers and employee must pay 1% tax on the wages and the value of other remuneration of all engaged, even temporarily, in covered employment. The employee's tax is payable through his employer.

This means, it was explained, that if a worker is already 65 years old or more and has not sufficient wage credits under the terms of the Act to qualify

for monthly benefits, he may continue working in covered employment and build up sufficient credits.

Anyone having questions as to how far he is qualified and for what benefits should consult the field office.

Questions as to taxes or what kind of work is covered should be taken up with the Collector of Internal Revenue.

Friday The 13th Lucky For Sun "Ad" Readers

They'll be dodging the black cats, ducking out from under ladders and carrying their mirrors with unusual care tomorrow, for it will be Friday the 13th, an omen supposed to be the unluckiest of days.

But there will be nothing unlucky for Rochester Sun readers who carefully scan the advertisements in this issue and then go out to buy in advance of the rising prices.

No, indeed, for the wise shopper, Friday the 13th can be the luckiest day of the year. Just read over the advertisements carefully and you'll see why Friday can be the luckiest day of the year so far.

Sensational bargains are being offered and the values are so outstanding that you can't afford to overlook them.

And that holds true for every kind of merchandise, from foods and household supplies right through the whole scale.

Buy today and make Friday the 13th your lucky day.

Fire! Have you cleaned up the rubbish in your cellar and attic? Are all the pipes in your furnace and chimney connections tight? Do you know how to report a fire in a hurry? Are you familiar with the location of the nearest fire alarm box in your neighborhood?

This week is a good time to take care of those matters. It's National Fire Prevention Week. Are you doing your part?

Window Shopping in New York

NEW YORK. — Next year — if the war continues — Paris styles may be influenced by tudy gas masks, sand-bag bustles, and suits of mail.

But this year's glamoirettes will display the finest of feathers and out-sparkle the winter constellations, if we are to follow the fashions from abroad. The sequins, spangles, and ostrich plumes that brighten up the magnificent gowns recently imported to New York from Paris (some of them just got out in time) may take their inspiration from yesterday's, but their treatment is as sleek and streamlined as a rocket from Mars.

In spite of all the advance hullabaloo about bustles, any one who shuddered slightly at the thought as I did can sit back and relax. Many of the new dresses, for both day and evening wear, are draped snugly around the waist and have small bows or other "architectural" details in the back. But the full-flexed bustles that our grandmothers used to have to maneuver delicately when they stepped into carriages with their best beaux are conspicuous by their absence from the better collections.

dash and smoothness that makes the difference between just another dress and the kind the star line remembers.

Many of these jackets are made of metal cloth woven with luscious mixed colors. Others are in solid colors with gleaming bands of gold or silver sequins. One gray number, designed to be worn with a gray dress, is trimmed with bits of mirror that literally dance with light.

Mrs. Ricardo Cortez, wife of the movie star, wore a honey to the Pierre the other night. It was soft blue, trimmed with gold and embroidered with silver.

Gray, incidentally, is the biggest color news of the fall, and is a perfect background for "personality accessories." I noticed it in the shops as early as August in traditional shirtmaker day-line dresses of flannel or velvet, and on a walk up Fifth Avenue just a couple days ago was happy to find it holding its own in the important collections of mid-winter evening gowns.

Evidence that the trend toward gray is already finding its way from the shop windows into the swanky nightclubs is seen on every hand. Ethel Merman, musical comedy star who will be seen this winter in "Dorothy Was a Lady," showed up at her favorite dining place — the Stork Club — the other night wearing a two-toned gray suit with a pin-stripe skirt which was set off by a gray snood for her long black hair.

Shades of 1914 and international spies as portrayed by Greta Garbo are seen in slinky

black evening creations with pencil slim lines and skirts slit straight up to the knees. These are exciting to look at, but unless you pride yourself on being the local "femme fatale" they may not have a place in your wardrobe.

Fabric and Midget Cars Dainty Helen Hayes, who is known around these parts as Mrs. Charles MacArthur, her husband is that swashbuckling ex-newspaperman who's now making so much money writing for Sam Goldwyn, looked lovely at Tony's the other evening in a gown of misty gray velvet with full skirt, tight bodice, and square neck. The vivid red gloves and pumps she was wearing are in step with the trend towards accessories that really bring out the personality of the wearer.

Radio Offered In Sun-Auto Show Contest Entries are pouring in thick and fast to the Rochester Sun Auto Show "Emblem" contest, which closes at midnight, next Monday. However, there is still time for you to enter this easy, profitable game. Fifty prizes are being offered to winners, with a brand new portable radio as first prize.

Elsewhere in today's Sun you will find complete details of this novel contest and if you haven't entered, you'd better do so right now. You may be a winner.

GROUP CONDUCTS SALE Women of the Episcopal Church of the Ascension Guild will conduct a cooked food sale at 1464 Lake Ave. next Saturday.

Circus Is Coming To Madison High

Replete with everything that goes to make up a "big show" from pink lemonade to the thrilling feats of petite Bernice Kelly, aerialist extraordinary, James M. Cole's famous Indoor Circus will stage a matinee and evening performance in the Madison High School auditorium on Monday, October 23d. According to Principal Frank M. Jenner, the circus consists of sixteen "big time" circus acts most of which have been recent stellar attractions at the World's Fair and Madison Square Garden.

Ray Barret, veteran clown of Barnum and Bailey and Ringling Brothers fame, heads an assemblage of rollicking gloom chasers who will compete with the Kanera's Troup of comedy acrobats in supplying the humorous moments of the program.

Heading the bill are The Great Dezarras, "top" trapeze artists, who are rated as one of America's premier aerial acts. Cupid, the educated pony, who solves problems in arithmetic and selects colors and the Football Ponies and Allen's Liberty Horses are rated among the best animal acts in recent years. The Tai Wan Chinese Troup will present an interesting and novel specialty number and the Lateli Sisters will appear in a whirlwind aerial ladder act.

Other acts include trapeze artists, an educated pony and a Chinese troupe beside a huge trained animal act.

RE-PROOF NEXT SPRING IF YOU WANT TO

But You'll Have To Pay More!

RE-PROOF NOW AND SAVE MONEY

If you re-roof now, you'll not only save over next Spring's higher prices but you'll protect your home for the winter. Save fuel too.

The necessities of life are food, clothing and a roof over your head. Everything else has advanced and roofing is no exception. We bought before the price rise. That's why we urge you to buy now for greatest savings.

SALE

10 CARLOADS OF THE FAMOUS RUBBEROID ROOFING

This high-quality slate-surfaced asphalt shingle can be applied right over your old roof, giving you extra insulation.

REG. \$95 ROOF	Other Sizes In Proportion	Reg. \$160 ROOF
NOW		NOW
\$79		\$129

All Prices Quoted Subject To Prior Sale and Immediate Acceptance

Don't depend on a patched up roof this fall and then pay \$50 extra next spring.

Everybody plans on re-roofing in the spring, but the smart property owner buys when the market is right.

Phone Main 1786 for Samples and Free Estimate

KEMP ROOFING COMPANY

331 W. MAIN ST.

SCHLEIF Bake Shop

Rochester's Newest Downtown Bake Shop

WEEK END SPECIALS!

COOKIES Your choice of 12 kinds of regular 2oz. cookies

2 Doz. 29c For

SATURDAY ONLY Golden Sn. LAYER CAKE 29c Ea.

Southern APPLE RING 24c Ea. Rich Kuchen dough with apple filling. Regular 30c.

SCHLEIF BAKE SHOP 17 Clinton Ave. So. Next To Odenbach's

ALREADY A SUCCESS!

This New Apparel Shop Featuring

Suits... Coats... Dresses Sportswear

For Friday and Saturday

LOVELY NEW FALL DRESSES \$6.95

Junior Sizes 9 to 19
Misses Sizes 10 to 20
Women's and 1/2 Sizes

Regularly \$7.95

New Slip-Over Sweaters \$1.95
New Gored Swing Skirts \$2.95
\$5.95 Sport Jackets \$5.00
\$16.95 Tweed and Dress Coats \$14.95
\$10.95 Dress Maker Suits \$9.95

THE WINNERS of Last Week's Dress Drawing

MRS. J. R. TAYLOR 599 Monroe Ave.
MISS E. HUSTLEY 8 Sycamore

653 Monroe Avenue 2 Blocks East of Goodman



I tried Schenley's Red Label and found in whiskey "Light is Right"

SMILING—sure I am! For I've found the modern way of drinking. I've got the light idea!

What do I mean? Just try Schenley's Red Label and see for yourself. Flavor? Hearty yet not heavy! Body? Light yet full 90 proof!

Take my tip! Turn to the light tonight!

1/2 Pint 68c (8 oz.)
Pint \$1.30 (16 oz.)
Quart \$2.53 (32 oz.)

At your favorite Bar and package store.



SCHENLEY'S Light RED LABEL

Blended Whiskey, 70% Grain Neutral Spirits
Copyright 1939, Schenley Distillers Corporation, New York City

Sale ROYAL

VACUUM CLEANERS FOR Less than THE PRICE OF ONE

The greatest value in fine Vacuum Cleaners that Royal has ever offered.

A new and improved model of the famous Royal De Luxe, with headlight. Made to sell for **\$44.95**

The Royal Revolving Brush Hand Cleaner. The last word in efficiency and quality. Made to sell for **\$16.95**

TOTAL VALUE \$61.90

BOTH, DURING THIS SALE, FOR ONLY \$39.95

Lauer's STORE OPEN FRIDAY NIGHT

50 STATE ST.

CURT Comments

Great are the accomplishments of science, but its marvels are only in direct proportion to the resolution and patience of the men who devote their lives to it. Science is mostly work and more work with results oftentimes flavored with luck and humor. For instance, it's hard to believe that a combination of cucumber salad, pea soup and baked beans (Boston style) would give a man the power of speech. Particularly a man who had the misfortune to be born without a soft palate or larynx.

Such a subject was foisted upon the researching medics at the University of Chicago. The man, age 22, had never uttered a word in his life. After months of trial and error one brilliant doctor toyed with the theory that the stomach muscles could be used to make sounds if properly developed and providing the subject was strong-willed enough to exercise voluntary control over them. The chief problem was to get that first word or two uttered. One word would give the patient confidence in the theory. Soon after the experiment began examination showed the stomach muscles had been developed through the prescribed exercises to a point that made the theory practicable.

The patient perspired for days struggling to make sounds, but every attempt met with failure. Finally, the young doctor in charge made himself a human guinea pig. He tried a dozen menus to find one that would develop stomach distress and gas. He found that the cucumber salad, pea soup and baked beans made him mighty uncomfortable and a fit of what is impolitely known as belching was an inevitable result.

The same food was given the speechless patient and lo!—with the aid of the gas in his stomach, movement of his tongue (but not his lips) and his developed stomach muscles—he could make words.

The young man now speaks, in fact he does it before a great many medical gatherings all over the country. Patience and science have scored again.

This and that: Will Roger's idea of using only the newspapers to find his laughs is as good today as ever before. Last week in the Daily Record under "Permit To Do Business Under An Assumed Name" was this: O'BRIEN'S CASH MARKET—J. H. COHEN, Proprietor. At the World Fair Information booth in Times Square many and diverse are the questions asked. Last week, a slow-moving but neatly dressed gentleman inquired as to where he might have his feet fixed. The Fair, it seems, had about done in his dogs. It later transpired that the interrogator had walked to the Fair from Mexico City, which might also have been a contributing cause to his painful puppies. . . .

Rollo Fisher the Brighton gas and oil baron, will give away free gasoline on November 8th if the Democrats carry Brighton. Many believe that Rollo will retract before election day rolls around.

The Way To a Man's Heart

IRENE MUNZ

Hot, tender, fluffy rolls for dinner in almost less time than it takes to tell about them. Allow 90 minutes from start to finish and you will be rewarded with 2 dozen of the most delicious rolls you have ever tried. One reason that these rolls can be made in such a short time is due to the amount of yeast used in the recipes as well as the method used. Follow the recipes exactly and you will have delicious rolls.

One-Hour Rolls

Temperatures: 100 degrees F.
Time: 15 minutes

4 cakes yeast 1 to 2 c. all-purpose flour
1/2 sugar 1/2 c. melted butter
2 scalded milk 1 T salt

Crumble yeast into a mixing bowl, add sugar and mix until a liquid results. Add eggs and beat well. Add the milk which has been cooled to lukewarm and 4 cups of the flour. Beat thoroughly, add butter, salt and enough more flour to enable kneading to a smooth elastic ball. Put in a lightly greased bowl, brush with melted butter and cover. Set bowl in a pan of warm water and allow to rise until very light (about 25 minutes). Form into desired shapes and place on buttered pan. Cover and let rise until light (about 20 minutes). Bake in a preheated oven.

For one of the richest, yet simplest, rolls to make there is

none better than the Butter Horn recipe. Serve this for a special luncheon, as a tea delicacy or for an accompaniment to a salad for late evening refreshments. It is also delicious if you like sweet rolls for breakfast. Best of all it is a yeast dough into which you do not have to get your fingers.

Butter Horns

Temperatures: 125 degrees F.
Time: 10-15 minutes

1 1/2 c. all-purpose flour 1/2 c. sugar
1 T salt 1/2 c. melted butter
1/2 c. shortening 1/2 c. chopped nuts
2 scalded milk 1 c. chopped nuts

Sift the flour and salt, add the shortening and cut in until the mixture looks mealy. Cool the milk to lukewarm, add the yeast cakes, and sugar and stir until dissolved. Add to the flour and beat well. Cover and let stand 20 minutes. Add well beaten eggs, the vanilla and flour. Beat until smooth. Cover and place bowl over bowl of lukewarm water and let stand until light (about 3/4 hour). Mix sugar and nuts, drop tablespoons of the yeast mixture into sugar and roll until well covered. Place on a buttered baking sheet. Let stand 3 minutes and bake in a preheated oven.

If you haven't tried a yeast dough in some time, do try these because they are unusual, different and simple.

Our Movie Critic Says—

What! A good moving coming to Rochester? It can't be! But, yes, there it is staring me right in the face—"Hollywood Cavalcade" opens at the Palace Theatre today. Well, well, well, whatever will I do with all that spare sarcasm I've been saving up? Guess I'll just hold it over until next week. Maybe the picture then will be the usual run of pictorial baloney now flooding the nation's screens. Seriously though "Hollywood Cavalcade" should please most moviegoers, that is if they are fortunate enough to miss "The Bill of Rights" which is also showing. That, my kiddies, is just what, as the French would say, "Over at Loew's Rochester you can see "Golden Boy" if you want to.

Of the picture showing at the Century, Walter Winchell says "1900 a Touchdown" shows Joe E. Brown and Martha Raye falling to gain against the script. In other words, just another instance of good players, poor play. Where, or where does Hollywood dig up those alleged stories?

A further glance at the movie bills offered Rochesterians will plainly show you why the Embassy Theatre is doing such a big business. People just gotta go someplace for some entertainment.

O. H. A.

Rummage Sale To Be Held By Hard Of Hearing League

A rummage sale for the benefit of the Rochester League for the Hard of Hearing will be held at 61 Monroe Ave. tomorrow and Saturday. The committee in charge of the sale is headed by Mrs. May Schattner, and Mrs. Frank W. Bale.

Say You Saw It In The "SUN"

FIDLER

(Continued from Page 1)

of dusty shoes than he-man protagonist Clark Gable. Given another two years to perfect her head-throwing-back technique and Rosalind Russell will be able to rival the gusto of Carole Lombard's famous laugh. Frank Morgan is a between-scenes rummy addict. It's just a bit disconcerting to find a woman as beautiful as Dolores del Rio so well-informed on all weighty subjects. No laugh more genuine than that of a professional comic whose latest joke has just been topped by a rival.

Stopped on the huge sound stage where Warner Brothers are filming "The Fighting Sixty-Ninth," and chuckled at the adroitness with which veteran extras manage to dodge the camera. Contrary to general belief the last thing on earth a dyed-in-the-wool extra wants in a place of prominence is a movie scene, for that antomatic twist writes him to his job as far as that picture is concerned. By staying far in the background where the audience cannot identify him, he's often able to work for weeks at a time.

MEMORIES THAT BLESS AND BURN

When Sam Goldwyn used papier mache turkeys to "grandeur-up" the Red LaRouque-Vilma Banky wedding supper. When Grace Moore, after months of too-strenuous reducing, had to drink six malted milks a day to gain a few pounds. When a little secretarial-school student named Laura Gainer (she's now Janet Gaynor) used to draw laughs by her plans to crash the movies. When Robert Taylor retorted "You're crazy!" to a prediction that he would someday be worth \$1,000 a week.

Milo Anderson of Warner Brothers reports that Peter B. Good, the 14-months-old youngster working there in "A Baby" has fourteen costume changes—12 of 'em diapers.

ETKINS

Brilliant, Odorless QUALITY DRY CLEANING

CALL STONE 90

Etkins Plant and Store 104 Monroe, Cor. Broadway

18th Ward Democrats To Hold Election Campaign Rally Tonight At Club

Emmett L. Doyle, chairman of the 18th Ward Democratic clubs announced yesterday that volunteer workers will begin an election campaign drive tonight at a meeting in the clubrooms on Grand Ave.

According to Don Mattaro, public relations chairman of the Ward Democratic organizations, this drive will center on the candidacies of James Haffey for supervisor, Charles Stanton for councilman and Roy Bush for County clerk.

Campaign headquarters have been opened at 1356 Main St. E by district supervisors Joseph Dea, James Wilmet, Emmett Doyle and John Lyons.

Princeton this year plays only two games away from home, with Columbia in New York, Oct. 21, and with Yale, in New Haven, Nov. 18.

General Hospital Group Sponsors Rummage Sale

Rochester General Hospital Alumnae Association will sponsor a Rummage Sale today and tomorrow at 164 Clinton Avenue North opposite the Y. W. C. A.

Mrs. M. F. Sedler is general chairman. Included among her assistants are: Dorothy Frise, Kathryn Weldner, Mrs. Madeline H. Affleck, Elizabeth Rockwood, Mrs. O. P. Guthrie, Mary Kenney, Mary Alice Webber and Ruth Frasier.

Say You Saw It In The "SUN"

KIENERS

SPECIAL PRESENTATION OF

SPORT COATS and REVERSIBLES

AT \$11.00

Formerly \$16.50

Expertly tailored, swaggers and box models in hardy, handsome wool plaids and tweeds. All are smartly lined and guaranteed warmly interlined. The reversibles are fine tweeds reversing to plain, water-repellent gabardine, and can be used throughout the entire winter.

Featured Savings On FURRED COATS

Finely detailed coats trimmed in such fine furs as Persian, Opposum and Black Fox. Sizes 14 to 20 — 38 to 48

SAVE \$15 to \$25 on this finer group of FURRED COATS. Now \$39.50 to \$69.50

KIENERS COAT SHOP

599 HUDSON AVE. cor. CLIFFORD

Store Opens 9 A. M. to 10 P. M.

Mrs. M. A. Chadsey, 30 Erion Cret.

DIAMOND CIRCLE PARTY

Diamond Circle, No. 443, Companions of the Forest of America, will conduct a Bingo Party next Wednesday evening, at 568 South Ave. at 8:30 P. M. Lunch will be served. A short business meeting will be held at 7:30.

Sub-Deb Club Elects

Jo Belle Sub-Deb Club, at a reorganization meeting, held last Saturday elected Marie Wagner, president; Ruth Schwarzbaum, secretary, and Betty Wagner, treasurer. Plans were also made for the fall social season.

GOOD NEIGHBOR VALUE

15 Jewel Yellow Gold American Made

FULTON

WATCHES For Men and Women

Now Only **13.85**

50c DOWN 50c WEEKLY

You Save 8.90—Regularly 22.75

Fine, American-made wrist and pocket watches in outstanding new styles. These 15-Jewel Fulton watches are guaranteed accurate! Buy them at these low prices for gifts and for yourself.

RUDOLPH'S

5 Main St. South Ave. Open Saturday Evenings

Auto Show "Emblem" Contest!

ALL YOU HAVE TO DO —

Secure the trademark emblems of the cars which will be on display at the Auto Show and paste in the squares above the names. If you cannot find the trademark, wanted in the advertisements in newspapers or magazines, get a piece of literature from the car dealer and clip from that or sketch in trademark yourself. You don't have to be an artist. Make it correct; that is sufficient.

BUICK	CADILLAC	CHEVROLET	CHRYSLER	DE SOTO
DODGE	FORD	HUDSON	LA SALLE	LINCOLN
LINCOLN ZEPHYR	MERCURY	NASH	OLDSMOBILE	PACKARD
PLYMOUTH	PONTIAC	STUDEBAKER	WILLYS	AUTO SHOW EDGERTON PARK

WHEN you have succeeded in filling each square with the proper emblem, cut out the entire group of squares as one unit, paste it on a sheet of paper or cardboard bearing your name and address, and mail it TO: TOGETHER WITH A TWENTY-FOUR-WORD SENTENCE TELLING "WHY I'M GOING TO THE AUTO SHOW", to the "Auto Show Emblem Contest" Editor, Rochester Sun.

Judges will be Ed Randall of the Rochester Sun, John P. Street, of Hart-Conway Advertising Agency, and Edward C. Schoen of the Rochester Automobile Dealers Association.

Decisions of the judges are final. All entries must be in the hands of the Contest Editor by midnight Monday, Oct. 16.

PRIZES:

1st Prize . . . Portable Radio — 2nd Prize . . . Pair of Fog Lamps And To The Next 48: — 2 Admission Tickets Each For The **AUTO SHOW - Edgerton Park - Oct. 14-21**

SPECIAL!

★ AT SMALLS

TEAPOT ELECTRIC CLOCK

\$2.94 Reg. \$3.50

CHOICE OF 5 COLORS: White, Ivory, Red, Blue, Green.

PAY ONLY 25c a Week

- * Genuine Seasons Movement
- * Self-Starting—Just Plug In
- * Very Accurate Timekeeper

Small's

28 East Main St.

OPEN SATURDAY EVENING

For ROYAL ENTERTAINING..

Very Smoothly Yours

WINDSOR

STRAIGHT BOURBON WHISKY

"PRINCE OF GOOD BOURBONS"

TO be a royal host, serve Windsor, "Prince of Good Bourbon." Today, it is better-tasting than ever—thanks to that remarkable third year of aging!

This whiskey is 3 years old

NOW 3 YEARS OLD!

ASK FOR WINDSOR BY NAME AT PACKAGE STORES AND YOUR FAVORITE BAR

NATIONAL DISTILLERS PRODUCTS CORP. NEW YORK, 20 PROOF

TRU

WATER

MA

BLE

10% SCOTCH WHISKY

BUR

A "New" whose ex doubly gl friends o chases H

OPEN T

And Every And Th Even

HOTEL

INNER

MATT

Regular \$19.95

SAV

PORC

BREA

SE

Regular \$29.95

SAV

BUDGE

10

DU

BU

8 IS GOOD 10 IS BETTER

BETTER DRINK

MARTIN'S V.V.O.
10 year old Scotch
Mellower • Richer • Smoother
Don't short change yourself on age
ask for Martin's V.V.O.

MARTIN'S V.V.O.
BLENDED SCOTCH WHISKY

100% SCOTCH WHISKY • BOTTLED IN SCOTLAND • IMPORTED BY MCKESSON & ROBBINS, INC., N. Y. C.

At the New York World's Fair, Swift and Company have a display on the Avenue of Pioneers where one can watch the process by which a cow and a pig become sausage meat.

William Arthur Cumming, who first invented the "curve ball" used by baseball pitchers, got the idea while throwing clam shells on the beach.

Bring In The Children

Last Week's
EXTRAORDINARY
PHOTO OFFER

Repeated
For Thurs. Fri. and Sat.

8x10 PHOTO
Hand colored in
oil given
FREE

With Every
ORDER OF \$3 Or Over

You may order your portrait in any one or more than one of the following styles: if order amounts to \$3 or over, and additional photograph, painted in oils, will be included.

8x10 Buff Portraits \$1.00 each
8x10 Platinum Finish \$2.00 each
8x10 Vignette Etchings \$2.00 each
or any 3 photos for the price of 2

No appointments needed
People shown
STUDIO • Main Floor
200 E. MAIN ST.

Neisner's
5 to 12 Stores

Jobbing House Completely Stocked



Photo shows a section of the main floor selling area of the Rochester Jobbing House, 150 Joseph Ave., now celebrating its continual expansion with a huge anniversary sale.

Jobbing House Celebrates Anniversary

"Large oaks from small acorns grow," might well be paraphrased in the success story of the Rochester Jobbing House, located at 150-161 Joseph Ave. From a small beginning, this store has become one of the leading men's, boys' and sports apparel shops in the city. A new, modern interior that has undergone constant enlargement makes it an inviting shop to the customers.

"At this anniversary time," says Samuel Levin, proprietor of the firm, "we certainly do feel gratified with the response we have had from the people of Rochester. After all," he continued, "it's the people of Rochester who have built this place by their patronage. Many people prefer us because of our convenient location where parking is no problem at all. Still others find our remaining open until 9 o'clock makes shopping a pleasant affair. But almost every one knows by this time that our main asset is our ability to sell at rock-bottom prices."

Say You Saw It In The "SUN"

Pinnacle School P. T. A. To Meet Next Wednesday

Mr. Harold E. Kierley of the Board of Education will be guest speaker at a meeting of the P. T. A. of Pinnacle School No. 35 next Wednesday at 8 P. M. in the school auditorium.

The speaker will discuss, "The Three R's—Understanding the Report of the Regent's Inquiry."

Mrs. Harry Warren, president of the association, and Mrs. M. Hexter, delegates to the New York State P. T. A. convention will give reports.

Say You Saw It In The "SUN"

Imperial Papers
are Washable
FAST-TO-LIGHT
and ECONOMICAL

IMPERIAL Washables WALLPAPERS

Free Parking
See Hundreds of New Fall Patterns
at our Store Today

GAMROD-HARMAN
75 EXCHANGE ST.

"Cleaned by Marriott's" means PERFECTLY GROOMED!

CALL GEN. 2310 **MARRIOTT'S** CALL GEN. 2310
(The Original French Cleaning)
31 RIVERVIEW PLACE 414 GENESEE STREET

IT PAYS TO DINE AT

BARNEY'S 48 EAST AVENUE

Thirty-Six WEEKLY PRIZES

To more speedily introduce the gustatory delights which each day are pleasing more and more particular palates at BARNEY'S, 48 EAST AVENUE, Mr. Wm. G. Lyman, new general manager (formerly of Stanley Foods Inc., 156 Broadway, New York City) will award three cash prizes of five dollars each to the three diners who submit the best list of five reasons why Rochesterians should dine daily at BARNEY'S, 48 EAST AVENUE. Also an additional prize is offered of 35 weekly dinner prizes for honor replies. Awards will be made Friday, at 12:30 noon October 20, 27, and November 3. Contest closes each week on WEDNESDAY EVENING.

Come in... treat yourself to one of these delicious dinners, and avail yourself of the opportunity to win an easy \$5.00!

FRIDAY MENU
Full Course Dinner
Sea Food Combination
Including Scallops,
Shrimps, Oysters, White
Fish
65c

SATURDAY MENU
Full Course Dinner
Roast Stuffed Young
Turkey
Cranberry Sauce
85c

SUNDAY MENU
Full Course Dinner
Full Breast of
Fried Chicken
Southern Style
75c

HERE'S
TRIPLE VALUE FOR YOU!

The outstanding 3-year-old Kentucky
Straight Bourbon Whiskey selling for
around a dollar a pint

THE TOP WHISKEY BUY FOR THE MONEY!

- 1 An old-timer—not a newcomer—enriched by an extra year of aging.
- 2 A quality whiskey since 1880—and made the quality way.
- 3 Fifty per cent older and 100% finer—as your own taste will tell you.

ASK FOR
Crab Orchard
BRAND
KENTUCKY STRAIGHT BOURBON WHISKEY



On sale at
your favorite
bar or pack-
age store

COPYRIGHT 1939, NATIONAL DISTILLERS PRODUCTS CORPORATION, NEW YORK

USE YOUR CREDIT TO BUY
A RADIO
at *Smalls*
28 EAST MAIN ST.

OWN A NEW 1940
EMERSON

6-TUBE
ZENITH
\$12.95

25c
DOWN - WEEK

Smalls
28 MAIN ST. EAST

Headquarters for Philco
Zenith—RCA—Emerson

★
Another
Greater
Smalls
Value
★

• Gets Standard
Broadcasts and Po-
lice Calls • 5 Tubes
• 7 Tube Performance with two
Double Purpose Tubes • Operates
on either AC or DC • Walnut
Bakelite Cabinet of Modern Styling.

WIN GUEST TICKETS

They do Everything

Here's your chance to win guest tickets to see "Boys In Arms", starring Mickey Rooney and Judy Garland. An easy way to do it? The first 25 persons to send in the correct answers to the questions below will receive two guest tickets. All answers will be judged on neatness and accuracy.

- 1 In what picture depicting rice life did Mickey Rooney star?
- 2 What was Judy Garland's last technicolor picture?
- 3 What was the last picture Mickey Rooney and Judy Garland played in together?
- 4 By what name is John Sheffield, young feature player of "Boys In Arms", known because of his last picture?
- 5 At what has Mickey Rooney achieved fame outside the movies?
- 6 What color is Judy Garland's hair?

You'll Roar At Mickey And Judy
In Their Riotous Impersonations!
Send All Answers To Contest Editor,
Rochester Sun, 419 Burke Bldg.

OPENS THURS. OCT. 19th

LOEW'S

BURKE'S 6th ANNIVERSARY SALE

A "New Customer-Making" Event whose extraordinary savings we are doubly glad to offer to old customer friends of ours who make new purchases HERE and NOW.

OPEN TONIGHT
And Every Tuesday
And Thursday
Evenings

2-Pc. VELOUR LIVING ROOM \$49
Save \$30.00

HOTEL STYLE!
INNER SPRING MATTRESS
Regular \$19.95 **12.95**
SAVE \$7.00

PORCELAIN
BREAKFAST SETS
Regular \$29.95 **21.95**
SAVE \$8.00

BEDROOM SUITES
SAVE!
\$30 on 3-Pc. Buft Walnut Bedroom Regular \$99 **\$69**
\$20 on 3-Pc. Maple Bedroom Regular \$59 **\$39**
\$20 on 4-Pc. Walnut Veneers (Waterfall) Regular \$89 **\$69**
\$30 on 4-Pc. Suite with Chest Robe Reg. \$129 **\$99**

DINING ROOM SUITES
SAVE!
\$30 on 9-Pc. Duncan Phyfe Dining Room Regular \$129 **\$99**
\$20 on 9-Pc. Modern Dining Suite Reg. \$129 **\$109**
\$20 on 7-Pc. Dinette Suite Regular \$99 **\$79**

BUDGET TERMS
10% DOWN DELIVERS

SAVINGS on Lamps, End Tables, Rugs, Studio Couches, Radios, Washers and Refrigerators.

BURKE'S Furniture of Quality
34 SOUTH AVE.
100 Steps from Main St.—Miles From High Prices

WEGMANS

SPECIAL FOR
FRIDAY and
SATURDAY

Like
Tender White
Chicken Meat!

TENDER—LEAN

FRESH HAMS

18^c lb.

Fresh hams from young
corn fed porkers. The
meat is so tender and
white we do not wonder
that it is called "chick-
en substitute". An ex-
tra value this week end,
whole or shank half.

- QUALITY
- VARIETY
- PRICE

Three reasons why Wegmans
do the biggest meat business
in Rochester.

HOME DRESSED
FOWL
19^c lb.

Serve One
Sunday!

LEAN SMOKED
HAMS
23^c lb.

SHOULDER
BEEF
ROASTS lb. 18^c

Self Service Groceries!

DINNER FOR 4! KRAFT MAC.
DINNERS Pkg. 10^c

12 OZ. CALUMET BAKING
POWDER Can 15^c

ARM & HAMMER
BAKE SODA lb. pkg. 5^c

DAISY PASTRY
FLOUR 24 1/2 lb. sack 63^c

FOR ALL FINE POLISHING
BON AMI Can 10^c

ONE POUND CAN 19^c
CRISCO 3 Lb. Can 49^c

LARGE SIZE PACKAGE
OXYDOL Ea. 18^c

12 Oz. Bottle (PLUS DEPOSIT)
SENECA ALE 5^c

13 Oz. GLASS ASST.
Mott's Jelly 10^c

LARGE 2 1/2 SIZE WHITE LILY
Peaches 2 Cans 25^c

QUART JAR SWEET MIXED
PICKLES Ea. 15^c

LARGE SIZE PACKAGE
BISQUICK Ea. 26^c

BONELESS ROLLED
LAMB
ROASTS lb. 21^c

LARGE FRESH CAULI-
FLOWER
10^c

FRESH CUT TENDER
SPINACH
3 lbs. 10^c

HOME GROWN NO. 1
ONIONS
10 lb. 16^c

DELICIOUS FRESH
SWEET
BUNS doz. 19^c

OLD FASHIONED
PUMPKIN
PIES ea. 15^c

MILD WISCONSIN
BRICK
CHEESE lb. 17^c



SPECIAL!

LAND O'LAKES

SWEET CREAM

BUTTER

31^c lb.

Wegmans
HOME OWNED FOOD MARKETS
FREE

PARKING FOR
CUSTOMERS
AT ALL STORES

PERSONAL MENTION

Mrs. Lewis H. Gilbert of Haw-
thorne Street and Miss Meda E.
Welcher of Oxford Street were
hostesses at a tea for the Parish
House Chapter of Third Presby-
terian Church on Tuesday at the
home of Mrs. Gilbert.

Miss Mary A. Pyott of Arn-
old Park left last week for Elk-
haven, West Virginia, where she
will be the guest for two weeks
of Mrs. F. A. Lincoln.

Mrs. Charles M. Thomas of the
Sagamore and Mrs. William
B. Hale, and Mrs. Kate R. An-
drews of Prince Street returned
this week from New York where
they passed ten days.

Mrs. George G. Bailey of East
Avenue entertained informally
at luncheon and bridge on Tues-
day in her home.

Mr. and Mrs. Thomas J. North-
way of East Boulevard will en-
tertain at dinner and bridge on
Saturday at the Century Club
in honor of Mr. and Mrs. Irving
S. Houbeck of East Avenue who
are leaving shortly for their
winter home at Port Lander-
dale, Florida.

Mrs. Joseph N. McGill of Vick
Park A will entertain the Beau
DeSir Reading Club for tea on
Monday at Mrs. Adele Hostwick's
on Sibley Place. Miss Angelina
W. Oviatt will review the book
"Democracy Works," by Arthurs
Garfield Hays.

To help celebrate our 10th Anniversary we are
offering to the first 50 persons making appoint-
ments, our regular \$4.95 PINE OIL PERMANENT
for

MURRAY'S BEAUTY SALON
43 STONE ST. Stone 1405

Mrs. Alfred M. Mosler, former-
ly of Vassar Street, now of Arn-
old Park; Mrs. Charles C. Bea-
han of Alexander Street, Mrs.
Allen S. Crocker of East Ave-
nue and Mrs. Clayton D. McKib-
bon of Lake Avenue returned
by motor this week from New
York, where they passed several
days.

Mrs. John W. Morrison of Mt.
Vernon Avenue and Mrs. John
L. Carroll of Arnold Park have
returned from Toronto where
they passed a few days.

Miss Musette H. McCord of
Alexander Street entertained at
luncheon and bridge today in
her home.

Mrs. Eugene J. Chapman of
San Gabriel Drive will enter-
tain at luncheon and bridge on
Tuesday at the Century Club.

SPECIALS THIS WEEK

Consolidated Malt 30" 45^c
Large Heavy Galva- 1.15
nized Ash Can
Roaster, Enamelled 49^c
7 Pound Capacity

H. KATZ
231 NORTH ST.

PENNSYLVANIA
HARD

COAL \$9⁶⁰

COKE \$9.20 GLEN 538
LAKE COAL CO. 255 LYLE AVE.

Super Value Sensations In Our Drive For New Customers

We want forty new accounts on our books this
week. And it's values like these that will
put them there. Come in and buy now. Small
down payment and a long time to pay the bal-
ance on easy terms.

BUY NOW AND SAVE!



Half Price!

3 Pc. Moderne Walnut BEDROOM SUITE

NEVER BEFORE! POSSIBLY NEVER AGAIN!

\$3.50 DOWN
DELIVERS

A beautiful waterfall design in expensive walnut veneers.
Sturdily constructed as only fine furniture can be. Bed,
chest and dresser or vanity included. If you prefer the
chiffoniere instead of the chest of drawers we have it at
\$5 additional. Quantity Limited!

\$49



Special!

2 Pc. Rayon Velour Living Room

A beautiful suite, carefully constructed in every
detail. Lovely rayon velour materials in your choice
of colors. This is a genuine "Honor-Built" suite
and you know that name means quality. Don't de-
lay. Buy right tonight—we're open every evening.

\$3.50 DOWN DELIVERS

\$59



Mahogany or
Walnut Poster

3 Pc. BED OUTFIT

This is the last time we can
make this sensational offer. We
bought a huge stock before
wholesale prices went up, but
our supply will be exhausted
this week-end, so don't fail to
get in on this offering. Coil
Springs, Bed and cotton mat-
tress all at our low price.
PAY ONLY \$1 WEEKLY

\$16.95

95c
DOWN

MAJESTIC FURNITURE COMPANY

OPEN
EVENINGS

204 Court St.

Between Stone St.
and So. Clinton

TRUTHFUL NEWS

THE ROCHESTER SUN, THURSDAY, OCTOBER 12, 1939

TRUTHFUL ADVERTISING

PAGE FIVE

SAVING on Every Purchase or Your Money Back



BUDGET CHARGE ACCOUNTS

The Modern Easy Coupon Way To Buy Everything You Need and Pay in Small Weekly Payments.

Men! See These Famous "RED HEAD"
HUNTING CLOTHES
At Low Jobbing House Prices!

**MEN'S ALL RUBBER
HUNTING BOOTS**
A sturdy, long wearing, nationally famous boot made by Endicott Johnson. Full laced.
2.79
(Others to 5.98)

HUNTING BREECHES
Nationally famous "Red Head" brand. Regular value \$2.95, now
1.98
Others to \$3.89

SHELL VESTS
79c
Famous "Red Head" make. Regularly \$1.00.

HUNTING CAPS
They're reversible. Made of fine waterproof duck.
45c

HUNTING COATS
ALL-WOOL, RED PLAID
with large game pockets. Heavily flannel lined.
7.98

HUNTING COATS
3.98
Nationally famous "Red Head" Waterproof duck. Regularly \$5.00. Others to \$6.98

HUNTING SHIRTS
Red plaid. Regular \$4.50. Value, now
2.98

HUNTING SOCKS
Heavy, warm socks with red or green top. Now to go at
48c

BREECHES \$4.48
All Wool, Red Plaid

ROCHESTER JOBBING HOUSE ANNIVERSARY SALE

IN ROCHESTER
JOBBING'S
19th
AND GREATEST

\$125,000 Worth of Jobbing House Stocks . . . Three Huge Floors of Seasonable Merchandise... at Anniversary Savings Averaging 30% Off . . . ! !

Our business is 'way ahead of last year—and the years before that! We mean to keep it that way and here's the first big gun in our campaign . . . 19th ANNIVERSARY SALE SAVINGS right in the face of advancing prices everywhere.

You Save Because We Buy Direct From Manufacturers

You Save The Retailers Profit!

You Choose From Rochesters Largest Stock Of Sportswear

SALE STARTS FRIDAY at 9 P. M.

FOR MEN WHO WANT TO KEEP UP Appearances and Keep Down Costs!

SPORT SWEATERS
Regular \$2.79 men's new fall sport sweaters in fancy plaid or plain shades. Zipper or coat styles. Anniversary priced.
1.29
OTHERS TO 4.48

Leather and Wool COMBINATION JACKETS
Wool worsted jackets with full zipper front and genuine leather sleeves, and zipper cigarette pocket. Anniversary priced.
3.98
OTHERS TO 5.98

HORSEHIDE JACKETS
Regular \$10.00, men's genuine horsehide zipper jackets with wool lining and zipper cigarette pocket.
7.98
OTHERS TO 10.98

RAINCOATS
Regular \$2.95 and \$3.98. Men's rubberized raincoats in corduroy, sueded, leatherettes and fancy plaid backs. Anniversary priced.
1.97
OTHERS TO 9.98

Men's Dress Shirts
Regular \$1.00 value. Smartly styled Royal-Tailored shirts in neat stripes and checks. All have fused non-wrinkle collars.
69c
OTHERS TO 1.39

MEN'S FALL HATS
2.85
Regular 3.50 value. Nationally known Sarnoff Irving hats in the new fall shades.

MEN'S ALL WOOL CAMPUS COATS
4.98
Real sporty coats in all wool materials as durable as they are handsome. New detachable belt styles with four pockets. Regular \$7.98.
OTHERS TO 18.98

DRESS PANTS
Fine quality worsted pants in the season's smartest styles. Pleats or plain. Regular \$2.50. Anniversary priced.
1.98
Others To \$4.98

Buckskein Jackets
Regular \$3.00 value. 100% waterproof zipper jacket. Plain or belted back. Anniversary priced.
3.39
Others To \$5.98

100% Wool UNION SUITS
Regular \$1.39. 100% wool. Short sleeve and ankle length. Medium weight suits for fall. Anniversary priced.
89c
Others to \$2.79

RUBBERS
Genuine Storm Kix dress rubbers in all sizes. Anniversary priced.
85c

Rochester's Largest Downtown Department of
BOYS' WEAR Featuring Huge Savings For Boys of All Ages!

BOYS' 2-PANTS SUITS
All wool, smart new patterns in every fall shade for school or dress. Two pants with every suit. Values to 6.95 . . . now anniversary priced.
3.79
OTHERS TO 14.98

ZIPPER JACKETS
Regular \$2.98, boys' fine quality Niagara melon zipper jackets in plain shades or plaid, now Anniversary priced.
1.59
OTHERS TO 5.98

BOYS' SWEATERS
Fine worsted sweaters in zipper or pull-over styles. Regular \$1.48 and \$1.98 values. . . now Anniversary priced.
97c
OTHERS TO 2.98

BOYS' Flannel Shirts
Regular 79c colorful plaid flannel shirts in new fall patterns. Anniversary priced.
59c
OTHERS TO 89c

Leather and Wool Combination JACKETS
Regular \$4.98 zipper front, wool jackets with genuine leather sleeves and snug fitting knitted bottom. Anniversary priced.
3.39
OTHERS TO 5.98

BOYS' ALL WOOL CAMPUS COATS
3.79
Heavy, warm coats made for the hardest wear active boys can give them. All wool in the new checked and plaid belted styles. Regular \$5.98. Others to \$14.98

BOYS' LONGIES
Fine herringbones, worsteds, diagonal weaves, etc. in blues, grays, tan and brown. Anniversary priced.
1.39
OTHERS TO 3.98

BOYS' KNICKERS
All wool, fully lined knickers in the new fall patterns and shades. Anniversary priced.
99c
OTHERS TO 2.89

A WHOLE BIG FLOOR DEVOTED TO MEN'S UNION MADE WORK CLOTHES
SANFORIZED SHOP COATS
Regular \$2.50 value! Men's double wear, sanforized shop coats in belted back styles with micrometer pockets.
1.79
OTHERS TO 3.98

SANFORIZED WORK PANTS
Double wear, sanforized work pants with double seat. Union made. Regular \$2.95.
1.48
OTHERS TO 2.98

UNION MADE MEN'S DOUBLE WEAR OVERALLS
89c
Heavy, double wear, (Union made) overalls in white or blue. Extra full cut, pre-shrunk.
OTHERS TO 1.98

BIG YANK FLANNEL SHIRTS
Regular \$1.19. Nationally famous "Big Yank" flannel shirts in new plaids. Two pockets. Anniversary priced.
89c
OTHERS TO 5.50

WORK SHOES
Regular \$2.98, genuine Elk work shoes with non-skid sole and heel.
1.98
OTHERS TO 4.48

LADIES' SPORTSWEAR

SPORT JACKETS
Fine quality plaid jackets completely lined with silk Rayon.
1.98
Others to 3.98

SPORT SKIRTS
All Wool Parker-Wilder Flannel. Regular \$2.39 value! Scotch plaids and solid colors. Anniversary priced at
1.69
Others to 2.85

SPORT SWEATERS
Regular \$1.29 value! Fine quality cardigan and slip-on styles in new pastel shades and fall colors. Anniversary priced.
95c
Others to 1.89

Ladies' and Girls' RAINCOATS
Fine quality jersey and trench coat models . . . now specially reduced for closeness at . . .
97c
VALUES TO \$2.98

CAMPUS COATS
Regular \$6.98 value. Navy-wet all wool coats in the new detachable belted models. Anniversary priced.
4.98
Others to 11.98

RIDING BOOTS
Regular values to \$1.99. Fine quality genuine leather. Anniversary priced.
3.48

Children's All Wool SNOW SUITS
4.98
Regular \$6.98. All wool snow suits with belted jackets. Lined ski pants with zipper legs. Cap to match. Sizes 2 to 6.
OTHERS TO \$12.98

CHILDREN'S SKI PANTS
2.85
Regular \$1.98 value! All wool with reinforced knees. Jersey knit cuffs with zipper bottoms. Bib and suspender style.
OTHERS TO \$4.98

Genuine Whipcord JODPHUR BREECHES
Regular \$2.75.
1.98
Others to 5.75

Rochester Jobbing House
159-161 JOSEPH AVE. Cor. NASSAU ST.

Stone 2260

IT'S A FACT!

At Seneca Stores You Can Buy This

Nationally Famous REGULAR \$59⁹⁵

ELECTRIC WASHER



FOR YOUR OLD WASHER AND ONLY \$39⁹⁵ WITH PUMP

SAVE \$20 HERE!

SAVE \$60 to \$75*



On A Brand New FLORENCE OIL AND GAS COMBINATION RANGE

For Stoves and Ranges See Seneca FIRST

* We Will Allow You \$60 to \$75 For Your Old Stove

No Matter What You Buy—When You Deal With Seneca —

PAY ONLY

2

NICKELS A DAY

ELECTRIC REFRIGERATORS

\$60 off

ON ANY 6 FT. SIZE REFRIGERATOR ON OUR FLOORS

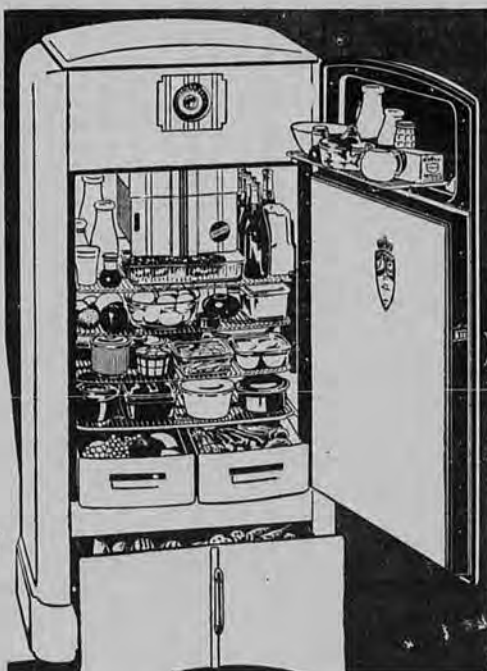
Choose From Four Leading Nationally Advertised Brands

PAY ONLY

2

NICKELS A DAY

Immediate Delivery!



SAVE

ON NATIONALLY FAMOUS WATCHES JEWELRY SILVERWARE

AT SENECA STORES

Manufacturer's Sample Gentleman's DIAMOND RING

Worth \$89 \$59⁷⁵

A clean and perfect 1/2 carat brilliant diamond.



PAY ONLY

2

NICKELS A DAY



MR FAVORITE CERTIFIED PERFECT DIAMONDS

\$29⁷⁵

Smart 14K yellow gold mounting with two fiery side diamonds.



MR QUEEN CERTIFIED PERFECT DIAMONDS

\$39⁷⁵

The center diamond is sparkling and brilliant. The handsome setting is 14K yellow gold. Set with 4 matched side diamonds.



HONEY MOON CERTIFIED PERFECT DIAMONDS

\$50⁰⁰

Here is the perfect 50. The center diamond is absolutely perfect set in a magnificent hand engraved mounting with 4 perfectly matched side diamonds.



MEN'S CAMEO RING

\$7⁹⁵

Solid Yellow Gold Mounting.

\$5⁰⁰ Gift Free!

We want 100 new accounts opened this week! With every \$25.00 jewelry purchase we will give you a \$5.00 gift free. Choose your gift from any item in our stock.

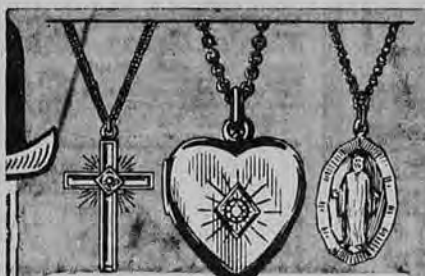
AS LITTLE AS 50¢ DOWN

OPENS AN ACCOUNT at Seneca Credit Jewelers

We are proud to Present the BENRUS



"Royal Lady" WATCHES



Your Choice

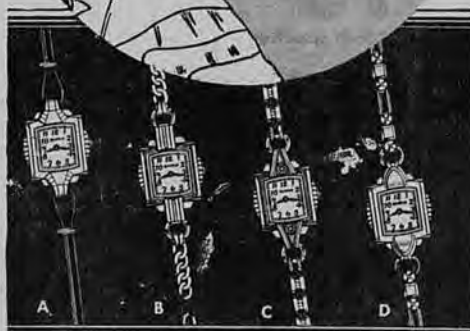
\$4⁹⁵ EACH

50¢ A WEEK

THE CROSS—is 10K Natural Yellow gold set with genuine Diamond. Chain is 10K Natural Yellow Gold.

THE LOCKET—is popular Heart Shape in natural yellow and set with a genuine Diamond. Chain is natural yellow.

THE MIRACULOUS MEDAL—is 10K natural yellow gold with chain.



Illustrated above are four of the newest style Benrus Royal Lady Watches—timekeepers of regal beauty. They are designed to meet the exacting demands of Her Majesty, the American Woman. See these handsome watches today.

(A) Beautifully fashioned of solid gold; smaller than a dime. With wristlet to match. \$29⁷⁵

(B) Yellow gold filled, beautifully carved, 17 jewel. Smaller than a dime. Link bracelet to match. \$33⁷⁵

AS ADVERTISED ON THE RADIO

(C) 2 brilliant blue-white diamonds add to the exquisite beauty of this Royal Lady model. 17 Jewel. Link bracelet to match. \$39⁷⁵

(D) Yellow solid gold, smaller than a dime. With 21 Jewel movement, the last word in watch perfection. Link bracelet to match. \$45

SENECA STORES

ELECTRICAL APPLIANCES

CREDIT JEWELERS

149 MONROE AVE.

OPEN EVERY EVENING UNTIL 10 P. M.

FREE PARKING PLENTY OF SPACE

SPECIAL
Until Oct. 31st

Men's Suits Topcoats **\$1.99**

Ladies' Suits Coats Plain 1-Pc. Dresses

DYED NAVY BLUE or BLACK

EMPIRE CLEANING & DYEING WORKS

Glenwood 1102 622 Hollenbeck St.
Free Call and Delivery

No matter how critical you are you'll agree it

"TASTE SIMPLY WONDERFUL!"

TOWN TAVERN
STRAIGHT RYE WHISKEY
NOW 3 YEARS OLD!

"That third year of aging has certainly brought out all of Town Tavern's good qualities! Even if you're ordinarily quite hard to please, you'll find, when you try it... that Town Tavern 'tastes simply wonderful!'"

Says the OLD TOWN TAVERN KEEPER

This whiskey is 3 years old

ASK FOR TOWN TAVERN BY NAME AT PACKAGE STORES AND YOUR FAVORITE BAR

Your Guide to Good Liquors

NATIONAL DISTILLERS PRODUCTS CORPORATION, NEW YORK, N. Y. • 90 PROOF

Mrs. Francis Peterson, 273 Emerson St.

ROCHESTER DEALERS
in
OLD RANGE ROUND-UP

MODERN GAS RANGES give accurate control, perfect results. The last word in convenience, cleanliness and economy. Cook the better way, with GAS. Modernize your kitchen with a beautiful gas range that will beautify your home and bring endless happiness and enjoyment. Choose the one best suited to your needs from a variety of models. Prices and terms which will please you.

...
"MAKE COOKING EASY" with a MODERN GAS RANGE
...

See Them at Any One of the Following Dealers:

N. C. Pommerening & Son 1106 Lyell Ave.
Carroll Radio Sales, Inc. 539 Thurston Rd.
Rochester Norge Corp. (See your nearest Norge dealer)
Frenchman & Sweet, Inc. 328 State St.
Sears, Roebuck & Co. 215 Monroe Ave.
Furtoss Appliance Inc. 409 Chili Ave.
Sibley, Lindsay & Curr Co. 283 Main Street East
Lauer Furniture Co. 50 State St.
Redeker Bros. 2154 Main Street East
McCurdy & Co. 228 Main Street East
Roper Range-Furnace Co. 48 St. Paul St.
Ontario Dist. Corp. (See your nearest Crosley dealer)
Wolf Auto Supply Co., Inc. 287 Joseph Ave.

ROCHESTER GAS & ELECTRIC CORP.

Mohican Enlarges Ridge Rd. Store



Photo shows the interior of the newly enlarged Mohican store, at 165 Ridge Rd. Reopened last week, this Mohican unit has added 1000 feet of floor space to take care of its ever-increasing business.

Embassy Schedules "Harem Scarems" Starting Tomorrow

"Harem-Scarems" is the title of the new burlesque revue opening at the Embassy Theatre tomorrow.

Tullah and Miy, two Egyptian princesses from Luxor, Egypt, recent stars at Leon and Eddie's, New York and The Rialto, Chicago, headline the feminine brigade in their new dance interpretations. Patricia Perry, Olive Sharron and Phyllis Vaughan, Frances White four lovelies complete the principal feminine entertainers.

Joe Devita, Garrett Price and Frank Scannell are united for the purpose of dispensing new laugh gas and their new 1940 brand of humor should furnish sufficient comedy to completely satisfy Embassy fans.

The Louis-Pastor fight films are an extra added feature on the film portion of the new show.

Group To Sponsor Benefit Review

The local alliance of Delta Delta Delta, International college women's fraternity, will sponsor a benefit travogue and book review at 8 o'clock next Tuesday, in the home of Mrs. George E. Hbner on Monterey Road. Proceeds will be used to aid the chapter in Toronto in redecorating their apartment.

Mrs. Elsie Trimby Randall of Melrose Street will give the evening's talk. Her topic will be "Estonia and the Baltic Seas and States." Mrs. Randall returned recently on the Queen Mary from a summer spent in European travel.

Feelin' His Oats

H-O QUICK OATS

1/3 MORE SERVINGS

RICH IN VITAMIN B₁

MOHICAN BAKERY

FRESH FROM OUR OVENS

MOHICAN better baked goods are chock full of pure wholesome ingredients — delightful freshness — and above all the most delicious home made flavor — CAKES — PASTRIES — BREAD — baked fresh daily in our own ovens by Mohican bakers — MOHICAN BETTER BAKING — MEANS BETTER FLAVOR

Home Made GINGER SNAPS 2 for 25c	Louisiana Crunch CAKES each 25c
Plenty of Ginger—Lots of Snap "There's Nothing Like It" PUMPKIN	Rich, Spicy, Tangy
Layer Cakes Each 29c	Special Mohican Sultana Tea BISCUITS doz. 18c
Chocolate Iced—Distinctive Flavor	30 Varieties—Mohican Home Made
Cocoa Macaroon Our Own Make 19c	COOKIES 15c
Great Big Extra Rich Coffee Buns doz. 21c	Special—Mohican Crisp Tasty Butter WAFERS 29c
Mohican Butter Pop-Over ROLLS Heat and Eat! doz. 19c	York State Apple Sauce CAKES 15c
Mohican Famous California Cheese Cake lb. 19c	"Put The Man of the House" CHOC. FUDGE CAKES each 25c
Craco Kettle Lunch STICKS doz. 17c	A Diet Without Sugar or Starch—Moh. Gluten Bread lb. loaf 20c
Crisol Sugar Cinnamon TWISTS doz. 17c	Frosted HALIBUT With Lots of Halibut loaf 7c
Old Fashioned Baking Powder BISCUITS doz. 14c	Mohican Golden Brown Plain or Sugared Fresh From The Crisco Kettle Fried Cakes doz. 12c
Mohican Date and Nut MUFFINS doz. 18c	The Famous Great Big 20-oz. Loaf MOHICAN Sliced White BREAD 2 loaves 15c
Giant Size 12-Egg Angel Cakes each 25c	The Famous Great Big 20-oz. Loaf Mohican Whole Wheat BREAD 2 loaves 15c
Chocolate Frosted Ginger SQUARES doz. 20c	The Famous Great Big 20-oz. Loaf MOHICAN Cracked Wheat BREAD 2 loaves 15c
Mohican Date and Nut BREAD doz. 20c	

ADDED WEEK END SPECIALS

FRESH HAMS Small Lean Whole or Half lb. 19c

Salmon Steak lb. 23c Clams doz. 12c Halibut Steak lb. 21c

BUTTER OUR FAMOUS TUB-FRESH MEADOWBROOK lb. 31c

MUCK POTATOES FOR CREAMING OR BOILING 15 lbs. 15c

GRAPEFRUIT LARGE JUICY FLORIDAS 4 for 25c

CHASE AND SANBORNS DATED COFFEE lb. pkg. 21c

BUY NOW AND SAVE

THIS IS Whelan Week

HUNDREDS OF BARGAINS

OCTOBER 12th TO OCTOBER 21st INCLUSIVE

SALE

AMERICA'S GREATEST NATION-WIDE DRUG STORE

Had we not planned this sale several months ago, these amazing savings would not be possible today—due to existing war conditions.

Whelan DRUG STORES

140 CLINTON AVE. SO.
"Shop at the Friendly Store"
Corner Court Main 9020
We Reserve the Right to Limit Quantities—No Sales to Dealers

P & G NAPHTHA SOAP 8 Cakes	25c
Genuine ASPIRIN TABLETS U.S.P. 100's	8c
Pint RUBBING ALCOHOL Limit Two	5c
TOILET TISSUE 5 Rolls	14c
U.S.P. MILK OF MAGNESIA Full Pint	8c
Tyra FACIAL TISSUES 200's	6c

RUSSIAN MINERAL OIL Full Pint	14c
EPSOM SALTS 5 Pounds	12c
RUBBER GLOVES 2 Pair for	21c
POWDER PUFFS	5 for 9c
Sanitary Napkins 12's	2 for 17c
FOUNTAIN SYRINGE or Bottle	23c
KREML HAIR TONIC \$1.00 Size	54c
QUICK NAIL Polish Remover 3 oz.	7c
THIN BLADES Gillette Type	50 for 39c
PAPER NAPKINS 100's	2 for 9c
BOOK MATCHES 50 Pads	5c

SAVE 11c On Every Dollar

Buy Soda Books Now!

Each book contains 20-5c tickets

ONE DOLLAR BOOK for 89c

BARGAINS

Luxury Soap at an Amazing Sell-out Price!

ARDSLEY SOAP Reg. 5c a cake 8 Oz. 29c

Park Avenue STATIONERY

Ultra smart stationery, note paper or envelopes. Regularly 10c a package.

Whelan Week

2 pkgs. for 11c

Choice of paper, envelopes, or both

LADD'S (Brushless or Lather)

Shaving Cream & 5 super-keen United-Whelan Razor Blades 30c Value ALL for 19c

2 Tubes and 10 Blades—37c

ABDG CAPSULES

Box of 25... Every-day Price 59c Whelan Week 34c

BOX OF 100 Every-day Price 1.79 Whelan Week 98c

HALIBUT LIVER OIL CAPSULES 50's	34c
HALIBUT LIVER with VIOSTEROL CAPS. 100's	63c
COD LIVER OIL 25's	34c
COD LIVER OIL Norwegian Quart	\$1.19
COD LIVER OIL Concentrate Tabl 100's	89c
	49c

CIGAR DEPARTMENT

MARVAL SELECTOS Exceptional Value EXTRA MILD 25 FOR 49c

BLASCO CIGARS 25 FOR 89c

Blends of Magnolia Havana tobacco

BONAIR TOBACCO 1.00 SIZE 16 oz. 59c

HALF and HALF TOBACCO 1.20 SIZE 16 oz. 64c

TOPPERS CIGARETTES CARTON of 10 Packages of 20's 89c

(Plot Any Cigar or Cigarette)

ELECTRICAL APPLIANCES

Guardian HEATING PAD Completely approved by Fire Underwriters' Laboratories. 3 Heat Control Switch Reg. 1.98 Whelan Week 1.49

4-Cup Visi-Vac COFFEE MAKER AND ELECTRIC STOVE Undoubtedly the Best Whelan Week BOTH FOR 1.39

4 Slice ELECTRIC TOASTER Reg. 1.00 Whelan Week 79c

7-Cup Electric PERCOLATOR Lowest Price on Record! 1.39 Value 79c

TOOTH BRUSH BARGAIN New scientific design. Stock up now for the entire family! Bristles protected with celluloid cap. Whelan Week 9c

WITCH HAZEL SAVING Distilled. Fine quality astringent. Conforms with all requirements of the Nat'l Formulary. Regularly 12c PINT Whelan Week 7c

WE RESERVE THE RIGHT TO LIMIT QUANTITIES—NO SALES TO DEALERS

CHESTER A. KOHLER
PRESCRIPTION OPTICIAN
604 Temple Bldg., 6th Floor, Stone 6170
SEE YOUR EYE PHYSICIAN TODAY
Broken Lenses Replaced Reasonably
Prescription Not Required
A Visit To My Office Will Convince You
Evenings 6 to 8
22 LUX ST.

TamoShanter STOCK ALE
ROCHESTER'S FINEST
and Largest Selling STOCK ALE
DRAUGHT • BOTTLES • EVERYWHERE
More Hops • More Malt • More Age
AMERICAN BREWING CO. • Rochester, N. Y.

2ND BIG WEEK OF LIVADAS WINE and LIQUOR Sale!
Only the tremendous buying power of Rochester's Greatest Wine and Liquor Store could bring prices DOWN so low as these.

Special Purchase and SALE! LIVADAS BLENDED WHISKEY
Compare! \$2.25 Value
Full Quart
\$1.85
From One of America's Finest Distillers
Wonderfully mellow and smooth, yet robust and full flavored. 40 proof. The straight whiskies in this product are 2 years or more old. 25% straight whiskey, 75% neutral spirits distilled from grain. 5% straight whiskey 4 yrs. old, 25% straight whiskey 2 years old.

LIVBRO GIN
90 Proof
Full Quart
\$1.45
Distilled from grain! Smooth and mellow in suit the finest taste. We call it a 1 in 10 there is no better gin at any price... but notice the low price we are charging.

Compare \$1.98 Value

Introducing A New Treat for Rochesterians! CALIFORNIA BALBOA WINES
BOTTLED AT THE WINERY IN CALIFORNIA

Only our reputation as Rochester's largest wine dealers allowed us to bring you this famous brand. Bottled directly by one of America's largest wineries at their huge plant in California. Connoisseurs claim this brand compares favorably with the finest imports. Taste it and you'll agree. We believe our prices on this wine are the lowest ever offered for such quality.

BALBOA SWEET WINES
• PORT • TOKAY • Muscatel • Sherry
Alcohol 20% by Volume
Full Quart
\$1.25
Bottled At The Winery
At These Prices You Are Buying The Finest Quality Wines At The Lowest Prices!

BALBOA DRY CALIFORNIA WINES
• Burgundy • Zinfandel • Claret • Barbera • Chianti • Reliance
Full Gallon
99c
This whiskey is 2 1/2 years old. The rich body, full flavor and fine aroma of a h. i. a. Bourbon whiskey are results of extreme care in distillation and careful supervision of storage under ideal conditions in new white oak barrels.
Compare! \$1.85 Value!

MEADVILLE STRAIGHT RYE WHISKEY
Bottled in Bond 4 Years Old
Under U. S. Government Supervision
This famous brand of whiskey has been distilled by the Baltimore Pure Rye Dist. Co. Through our large buying power we give you this wonderful buy.
Full Quart
\$2.39
Compare! \$3.25 Value! 5 Bottles \$7.00

PIEDMONT CLUB STRAIGHT BOURBON WHISKEY
90 Proof
Compare! \$1.85 Value
Full Quart
\$1.29
This whiskey is 2 1/2 years old. The rich body, full flavor and fine aroma of a h. i. a. Bourbon whiskey are results of extreme care in distillation and careful supervision of storage under ideal conditions in new white oak barrels.
Compare! \$1.85 Value!

LIVADAS BROS. "A NAME YOU CAN TRUST"
183 MONROE AVE. N. Y. S. LICENSE L-4229
FREE DELIVERY

ROCHESTER SUN BOWLING NEWS

Post Office League
Post Office League, one of the few daylight bowling wheels goes into action every Monday morning at Franklin Hall. In this week's matches, Primary took the measure of Postage Due for three games, Specials won two from Air Mail, Nixes three from Circulars and Mailing two from Misses. Janas was high for three games with 597, while his 234 took down the honors for high individual effort.



Mickey Rooney, star of "ANDY HARDY GETS SPRING FEVER," at Schine's Cameo and Grand theatres starting Sunday.

Simmons League
Gaiter was high in the Simmons League at Elm Hall Monday night when the strong Rochester League got into action. Leading the pack was Bill Ehmann's 662, followed closely by Ivan Ames' 659. Right on the heels of the leaders was Paddy with 650. Baldy Knapp connected for 628, Harry Hubbard for 622, Frank Mancuso had 619, Art Norton and Marky Chafel 614, Andolino 608, Orzel 606, Faso 603 and Sharkey 601. Ivan Ames' 259 single game took the palm in that department. EAZ Novely set the pace for team scores with 2923.

Elm League
The eight-team Elm League swung into action last Tuesday night and produced plenty of good kegling. Stimus was high in the three-game individual department with 613, a good 296 by Stehler being the best single game effort.
Two games were won by Butch Martin's at the expense of Edwards No. 2, as Edwards No. 1 suffered the same fate at the hands of McFarlin's. Monroe Diner won two from Bird Floor Covering as did Corner House Hotel from Holsting Engineers.

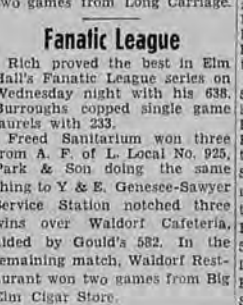
Bond Clothing League
Lyden paced the Bond Clothing League at Elm Hall Friday night with 529. His 218 was high individual game, as well. Medwin beat Colby two games, Lyden had two wins over Devon and Rutgers made a clean sweep of their match with Newport.

D & C League
Warren Lynch was the ace of the Democrat & Chronicle League at Genesee Hall last week with his 634 total. Bob Wahl, however, took high single game honors with a good 241.
Team matches resulted in two wins for Pirates over Tigers, for the Yankees over the Indians and the Cards over the Skeeters.

Rochester League
The rafters rang at Elm Hall Monday night when the strong Rochester League got into action. Leading the pack was Bill Ehmann's 662, followed closely by Ivan Ames' 659. Right on the heels of the leaders was Paddy with 650. Baldy Knapp connected for 628, Harry Hubbard for 622, Frank Mancuso had 619, Art Norton and Marky Chafel 614, Andolino 608, Orzel 606, Faso 603 and Sharkey 601. Ivan Ames' 259 single game took the palm in that department. EAZ Novely set the pace for team scores with 2923.

International League
Benjamin's 571 was high in the International Business Machines League at Elm Hall on Friday night. Hendrickson's 220 the best in individual scores.
Heckowriter took two from Front Peck. Pica two from Carbon Ribbon. Elite also winning two games from Long Carriage.

Fanatic League
Rich proved the best in Elm Hall's Fanatic League series on Wednesday night with his 638. Burroughs copped single game laurels with 233.
Freed Sanitarium won three from A. F. of L. Local No. 925, Park & Son doing the same thing to Y & E. Genesee-Sawyer Service Station notched three wins over Waldorf Cafeteria, aided by Gould's 582. In the remaining match, Waldorf Restaurant won two games from Big Elm Cigar Store.



James Cagney and George Raft in "EACH DAWN I DIE" at Schine Liberty and State theatres starting Sunday.

BOWLING WITH "ED" RANDALL

There has been considerable speculation among many local leagues as to why Rule 13 of the A. B. C. Rules and Regulations was changed. This is the new ruling which provides that a team must start its next game on the alley on which it has just finished the preceding game.
According to an article in the current A. B. C. Bulletin, it is the contention of a majority of the members of the Executive Committee of the American Bowling Congress that the rule, as it stood, created too much confusion. Under the former rule it was optional for each league to decide whether or not succeeding games should be in any sanctioned league should be started on the alleys on which each team was scheduled, or on the original alley for the three games. The Executive Committee felt that league members seldom establish a rule to govern their league play and that after they have bowled for a period of time, the question would unexpectedly come up and then they find there is no particular rule governing the matter.
Now that the A. B. C. has eliminated the optional clause and established a definite procedure, it should eliminate any further misunderstanding among the various members of the organization.
Another point in favor of the amendment is that it will dispel all question of fairness in permitting one team to bowl its tenth frame on one alley which might be considered "softer" than the other alley of the pair.
This previous disadvantage, while purely psychological, nevertheless actually disturbed some bowlers and now this disadvantage has been minimized.

Ladies League
Lucile Shea paced the twelve team Genesee Ladies League on Monday night with her 576 total and high single game of 232. Houck Bros. gathered in team honors with three wins over Fabian's Service Station and a total of 2463.
Keithell Brown and Edna Smith with 518 and 506 respectively, helped their team, Roast Beef Tavern, to two wins over Royal Crown Cola. Elsberg's took two from Pure Quill. Schwenzer starring for the winners with 567. Decker's Dairy took two from Rivers Furniture, Karweick and Dwyer turning in 549 and 548 respectively for the Dalrymolds. In other matches, Braun's Radio won three from Sommer's Garage and Lincoln Printing took two from Soid's Spaghettil.

FREE With This SPECIAL Dry Cleaning Offer
Beautiful Cape Dress Protection - keeps your dresses and gowns free from dust and dirt when not in use.

SPECIAL Dresses and Men's Suits
Send in your fall and winter clothes today, and save money on the guaranteed EDCO PROCESS of dry cleaning. You can save as much as 25%, and still get the benefit of real DE LUXE dry cleaning.

79c
★ 2 for \$1.55
Phone Us... Now For This Special!

SENSATIONAL NEW HEARING AID ZENITH RAVOX
Offered by America's oldest maker of fine radios for the home... Zenith Radio Corporation... This is your guarantee.
NO BATTERIES NEEDED \$29.50
A new principle in hearing aids. A finer instrument at a lower price. Zenith Ravo hearing aid will astound you. One user heard song of robin for first time in years.
For demonstration, write or phone.
JOHN E. SUTHERLAND
304 Burke Bldg. - 5 St. Paul St. MAIN 1619

Empire Textile Weaving Co. IRENE HENEBURY Weavers & Menders
Tears, Mott Holes Burns renovated and made invisible in garments, sweaters and linens.
Burke Bldg. 5 St. Paul St. Est. 1909 STONE 3197

Shop at CLARK'S Markets FOR QUALITY MEAT AT SAVINGS PRICES

Fresh Dressed Fowl 16c lb.	Well Trimmed Round or Sirloin STEAKS 27c lb.
Boneless Rolled Round Steak	Small Skinned FRESH HAM 17c lb.
Roast Beef 25c lb.	Fresh Dressed, Milk Patted Roasting Chickens 21c lb.
Fresh Shucked Oysters 23c pt.	FRESH CUT-UP CHICKENS
Cherry Stone Clams 1c ea.	Breasts, lb. 41c Wings, lb. 39c Legs, lb. 29c Necks, lb. 15c Livers, lb. 35c Giblets, lb. 19c
Ringless Sliced Bacon 21c lb.	
Fresh Dressed Broilers 25c lb.	

FREE Delivery On Orders of \$1.00 or More!

CLARK'S MARKETS
906 NO. GOODMAN Near Bay, Culver 4870
824 PORTLAND Stone 471

Arpeako League
The highest three-game total registered in the Arpeako League at Elm Hall on Friday night was Bock's 594. Kaminski won individual game honors with 228.
Nuggets won two from Bacon, Picnics two from Steamers, Nufanks two from Butter and DeLuxe Beef two from Tender Ham.
In the Arpeako Ladies' League, Dalsies made a clean sweep of their match with Veal, Gems took two fromullets and Roll-etts beat Lamb two.

Diamond TIRES
New Accounts OPENED IN 5 MINUTES AND YOU CAN BUY TIRES AS LOW AS 43c A WEEK

UNIT PARTS Corp.
1185-1223 MAIN ST. E. CULVER 250

ACHTER'S COUPONS IN 3 STORES

81 CENTRAL PARK Corner Scio St.	387 BARGAIN ARCADE E. MAIN ST. Free Parking at the Gibbs St. Sta.	428 STATE STREET Near Brown St.
---------------------------------	---	---------------------------------

All Stores Oper. Every Night Until 9 P. M. Including Sat.

COUPON RAZOR BLADES Single Edge Package of 5 3c	COUPON BOXED STATIONERY 7c Box 6c
COUPON FACIAL TISSUES Box of 500 12c	COUPON TOMATO JUICE 3c can
COUPON Gilt Safety PINS 36 Count 2 bunches 5c	COUPON PALMOLIVE SOAP 3 bars for 14c
COUPON WAX PAPER 100 Ft. Heavy Weight in Cut for Box 6c	COUPON SHOE POLISH 6c

All Coupons Good Thurs. Oct. 12-Thru Wed. Oct. 18

EXTRA SPECIAL! For East Main Street Store Only
REMINGTON SHELLS
22 Gauge 18c Box of 50
12 Gauge 81c Box of 25
16 or 20 Gauge 77c Box of 25
(Right Reserved To Limit Quantities)

SMOOTH AS SILK
KESSLER'S Private Blend
BLENDED WHISKEY
Priced Right

PRICED NOW YOU CAN GET FOURMOST RYE WHISKY AT THESE LOW PRICES
\$2.25 WAS \$2.59
\$1.40 WAS \$1.63
Pint (16 oz.)

IMPORTANT! magnificent you've always
Old Overholt bonded rye is fine bars at prices the level of lower priced whiskies. Overholt is

OLD OVERHOLT U. S. BOTTLED STRAIGHT WHISKY
Copyright 1939 National Distillers Products

UNION OCT

LOOK
• COFFEE
• 6-WAY LAMPS
• TABLE
• UTILITIES CABIN
• MIXMA

STONE 5008
East Rochester Store
114 West Commercial

PRICES NOW DOWN!
YOU CAN BUY THIS "FOURMOST" BONDED RYE WHISKEY TODAY AT THESE NEW LOW PRICES—

\$2.23
Fifth (25.00 oz.)
WAS \$2.59
\$1.40
Pint (16.00 oz.)
WAS \$1.63
OLD OVERHOLT
STRAIGHT RYE WHISKEY

IMPORTANT: The same magnificent quality you've always known. Old Overholt 100 proof bonded rye is sold at all fine bars and package stores at prices down to the level even of many lower proof blended whiskies. Ask for Old Overholt by name.

OLD OVERHOLT
U. S. BOTTLED IN BOND
STRAIGHT RYE
WHISKEY
Copyright 1939,
National Distillers Products Corp., N. Y. C.

NOTICE is hereby given that License No. 2431 has been issued to the undersigned to sell liquor at retail in a store under the Alcoholic Beverage Control Law at 106 University Ave., Rochester, Monroe County, N. Y. for off premises consumption store doing business as Cohen Beverage.

FREE RADIO INSPECTION
Maybe it's just a tube needed! Low cost repairs on any Home or Auto radio. Written Guarantee.
GRANGER'S 62 SPRING ST.
Call Main 3123

EMBASSY THEATRE
ONLY STAGE SHOW
CLORIFIED
BURLESQUE
35 STARS
MUSIC
GIRLS
WEEK BEGINNING
FRIDAY OCT. 13
"HAREM-SCAREM"
with TULLAH AND MIY
(Exotic Egyptian Princesses)
PATRICIA FRIDLY
Olivia Shannon — Phyllis Vaughan
Frances White
16—Maurice Reynolds—16
Extra! Louis-Pastor Fight Films

AT YOUR FAVORITE SCHINE THEATRE SUNDAY
RIVIERA and DIXIE
LARRY LANE
"KILLER vs. KILLER"
CAGNEY vs. RAFT
"EACH DAWN I DIE"
"THE ANGELS WASH THEIR FACES"
Ann Sheridan "Dead End" Kids

Extra! Big 7 Acts
VAUDEVILLE
SINGERS-DANCERS-COMEDY

Broiled Sword Fish Steak
With Lemon, Butter
Includes Soup, Potatoes, Vegetable
Beverage
DAILEY'S 50c
114 WEST MAIN

**WHAT CAUSES EPILEPSY?
IS THERE A CURE?**
A booklet containing the opinions of famous doctors on this interesting subject will be sent FREE, while they last, to any reader writing to the Educational Division, 355 Fifth Avenue, New York, N. Y. Dept.

1940 AUTO SHOW
Opens Saturday—Edgerton Park
★ PARADE OF ALL THE 1940 MODELS
By The Auto Industry—Over 200 Models
★ PARADE OF FALL AND WINTER FASHIONS
By J. E. Thompson Co. — 20 Lovely Mannequins
★ RADIO ORCHESTRAS AND PERSONALITIES
A Great Show!... Don't Miss It!

**FILL YOUR BINS NOW!
WITH GUARANTEED
SEMET SOLVAY COKE**
THE NUMBER TO CALL
GENESEE 586 \$9.80
FOR THIS BETTER COKE
ALWAYS KEPT UNDER COVER
PAYNE & DUNHAM
34 BRONSON AVE.

LIBERTY and STATE
"KILLER vs. KILLER"
CAGNEY vs. RAFT
"EACH DAWN I DIE"
"THE DEAD END KIDS"
"HELL'S KITCHEN"
Margaret Lindsay, Ronald Reagan

WEST END
"Goodbye Mr. Chips"
"MILLION DOLLAR LEGS"
"EACH DAWN I DIE"
"THE DEAD END KIDS"
"HELL'S KITCHEN"

11 Forecasts

but then isn't that the week, there is little divergence of opinion among members of the Sun Board. Evidently they are following the "Form Chart" missed on five and "John Sullivan, who lead the pack previous week, trailed with 30 score, according to the list this

SULLIVAN	FRECKLETON	LYONS
Alfred	Alfred	Alfred
Army	Army	Army
Brown	Brown	Brown
Navy	Dartmouth	Dartmouth
Cornell	Cornell	Cornell
Duke	Duke	Duke
Fordham	Tulane	Fordham
Georgetown	Syracuse	Georgetown
Indiana	Indiana	Indiana
So. Calif.	So. Calif.	So. Calif.
Purdue	Minn.	Purdue
Ohio State	Ohio State	Ohio State
Notre Dame	Notre Dame	Notre Dame
Penn.	Yale	Penn.

was scheduled to be listed. However, because of the it was thought best to delete this game. Therefore all entries in the Sun football contest.

STROY
Perfect!
ly "The Kid" South- has managed the ester "Red Wings" five ns. And all five seasons Wings have been in the world series. Not a bad d. Billy, not bad.

nas Looking for Win in Hobart
Till Saturday
es of Aquinas rosters in contest with Hobart Frosh, for Saturday at Edgerton will rest on the shoulders same boys who took a ating at the hands of the us Frosh last Saturday. ch John Sullivan is opti- about his club's chances it the Genevans, despiteaturday's setback. He feels the Irish should profit by asons they learned in the Furthermore, Sullivan will Chuck Maggio back at his post and his experience billy should add much to chances.

nas Looking for Win in Hobart
Till Saturday
es of Aquinas rosters in contest with Hobart Frosh, for Saturday at Edgerton will rest on the shoulders same boys who took a ating at the hands of the us Frosh last Saturday. ch John Sullivan is opti- about his club's chances it the Genevans, despiteaturday's setback. He feels the Irish should profit by asons they learned in the Furthermore, Sullivan will Chuck Maggio back at his post and his experience billy should add much to chances.

abers of the New Jersey ; commission, who soon ake charge of the sport, eceive salaries of \$5000 a

HESTER
te is Back
pper Time
ab Hors d'Oeuvres combined 7 this delightfully different -nder.
om 5 to 8
d'Oeuvres
\$1.25
late \$1

AGE BLDG.
ROCHESTER, N. Y.
Sale by Consolidated Sales

UNEQUALLED VALUE!

Miller's R. G. & E.
COKE \$9.80
TON CASH SHOV. OFF
DRY QUENCHED, KEPT UNDER COVER!
You Don't Pay for Water!
PHONE GEN. 20
ARDEAN R. MILLER

BETTER BUYS from BANCROFT'S
'32 Plymouth Roadster \$ 65
'33 Chevrolet Coach 150
'34 Terraplane Sedan 185
'34 Plymouth Deluxe Sedan 225
'34 Oldsmobile Sedan 275
'36 Terraplane Sedan 295
'35 Packard 120 Trunk Sedan 300
'36 Pontiac Deluxe Tudor 350
'36 Studebaker Coupe 385
'38 Ford Coupe 395
'36 Dodge Trunk Sedan 395
'36 Packard 120 Trunk Sedan 395
'36 Oldsmobile Sedan 400
'36 Buick Model 48 Sedan ... 400
These cars are in A-One condition. Many extras, some with Radios, E-Z terms.

33 Stillson Street
Open 'til 9 P. M.
Stone 4851

Our Special \$39.50
CORONA
AS LITTLE AS \$1.00 PER WEEK will buy this CORONA
Complete Machine Nothing Left Out
Standard Typewriters Rented, 3 Months \$6
CITY TYPEWRITER
160 S. CLINTON NEXT TO H. B. I. STONE 3424
These new machines packed in original factory boxes. Made to sell for \$54.50.

BIG PRICE REDUCTION on the Famous Dry Whiskey
Paul Jones was \$1.67 a pint
NOW ONLY \$1.39 A PINT
WAS \$3.24 A QUART
NOW ONLY \$2.69 A QUART
NOW—YOU CAN BUY ONE OF AMERICA'S FINEST WHISKIES AT A "POPULAR PRICE."
Now you can enjoy one of America's best-known "expensive" whiskies... at the same "popular price" you've probably been paying for other whiskey.
Remember: It's exactly the same Paul Jones as before. Only the price has been changed—to give you a lot more for your money.
So—start right now to enjoy this whiskey that's DAY (not need)... that's ALL whiskey every drop. Get a bottle of Paul Jones today—and get a new idea of whiskey value!
A blend of straight whiskies—90 proof
Frankfort Distilleries, Inc., Louisville and Baltimore

UNION FURNITURE Feature!
YOUR CHOICE OF EITHER OF THESE COMPLETE ROOM OUTFITS...
for only **\$69.95**
12 PIECES
For a Complete Living Room
All these pieces at the extra-low October price of only \$69.95! Bed, Chest, Vanity, Coil, Spring, Mattress, 2-Pillows, 2 Boudoir amps, Boudoir Chair and Bed Spread, AS LITTLE AS ONE DOLLAR DOWN!
LOOK What You Can Buy For Only 50c WEEKLY
● COFFEE TABLES ● THROW RUGS
● 6-WAY FLOOR LAMPS ● BOOK CASES
● TABLE RADIOS ● ELEC. VACUUM CLEANERS
● UTILITY CABINETS ● BICYCLES AND VELOCIPEDES
● MIXMASTERS ● AUTO TIRES
UNION 286 EAST AVE.
East Rochester Store 114 West Commercial
Open Evenings Until 10
Fairport Store 29 South Main St.

PAGE EIGHT

TRUTHFUL ADVERTISING THE ROCHESTER SUN

CHESTER A. KOHLER
PRESCRIPTION OPTICIAN
504 Temple Bldg., 6th Floor, Stone 6170
SEE YOUR EYE PHYSICIAN TODAY
Broken Lenses Replaced Reasonable
Prescription Not Required
A Visit To My Office Will Convince You
Examine & Test
33 LUX ST.

JamoShanter STOCK ALE
ROCHESTER'S FINEST
and Largest Selling STOCK ALE
DRAUGHT • BOTTLES • EVERYWHERE
More Hops • More Malt • More Age
AMERICAN BREWING CO. • Rochester, N. Y.

2ND BIG WEEK OF LIVADAS
WINE and LIQUOR Sale!
Only the tremendous buying power of Rochester's Greatest Wine and Liquor Store could bring prices DOWN so low as these.

Special Purchase and SALE!
LIVADAS
RED LABEL BLENDED WHISKEY
Compare! \$2.25 Value
86 Proof
\$1.85 Full Quart
From One of America's Finest Distillers
Wonderfully mellow and smooth, yet robust and full flavored. 86 proof. — The straight whiskies in this product are 2 years or more old. 25% straight whiskey, 75% neutral spirits distilled from grain. 5% straight whiskey & 95% old, 35% straight whiskey & 65% old.

LIVBRO
90 Proof
GIN
\$1.45 Full Quart
No Finer Quality Than
Distilled from grain! Smooth and mellow to suit the taste. We can't find there is no better gin at any price... but notice the low price we are charging.

Introducing
BALBOA WINES
A New Treat for Rochesterians!
CALIFORNIA
BOTTLED AT THE WINERY IN CALIFORNIA
Only our reputation as Rochester's largest wine dealers allowed us to bring you this famous brand. Bottled directly by one of America's largest wineries at their huge plant in California. Connoisseurs claim this brand compares favorably with the finest imports. Taste it and you'll agree. We believe our prices on this wine are the lowest ever offered for such quality.

BALBOA SWEET WINES
• PORT • TOKAY • Muscatel • Sherry
Alcohol 20% by Volume
3 FULL QUARTS \$1.00
Bottled At The Winery
1 FULL GALLON \$1.25

MEADVILLE STRAIGHT RYE WHISKEY
Bottled in Bond 4 Years Old
Under U. S. Government Supervision
This famous brand of whiskey has been distilled by the Baltimore Pure Rye Dist. Co. Through our large buying power we give you this wonderful buy.
\$2.39 Full Quart
Compare! \$3.25 Value! 3 Bottles \$7.00

PIEDMONT CLUB STRAIGHT BOURBON WHISKEY
90 Proof
Compare \$1.35 Value
\$1.29 Quart

BALBOA DRY WINES
CALIFORNIA
• Burgundy • Zinfandel • Claret • Barbera • Chianti • Riesling
99c Full Gallon
At These Prices You Are Buying The Finest Quality Wines At The Lowest Prices!

LIVADAS BROS.
"A NAME YOU CAN TRUST"
OPEN EVERY NIGHT TILL MIDNIGHT
PHONE STONE 5549
183 MONROE AVE.
N. Y. S. LICENSE L-4229
FREE DELIVERY

ROCHESTER

Post Office League

Post Office League, one of the few daylight bowling wheels, goes into action every Monday morning at Franklin Hall. In this week's matches, Primary took the measure of Postage due for three games. Specials won two from Air Mail, Nixies three from Circulars and Mailings two from Missions. Janas was high for three games with 567, while his 234 took down the honors for high individual effort.



Mickey Rooney, star of "AN HARDY GETS SPRING FEVIL" at Schine's Coney and Gr theatres starting Sunday.

Arpeako League

The highest three-game registered in the Arpeako League at Elm Hall on Friday night was Bocci's 594. Kaminski individual game honors 228. Nuggets won two from Bat Pleasies two from Steamers, 1 Frank's two from Iron Butlers, DeLuxe Beef two from Ten Ham.

In the Arpeako Ladies' League Daisies made a clean sweep their match with Veal, G took two from utlets and R sits beat Lamb two.



New Account: OPENED IN 5 MINUTE AND YOU CAN BUY TIRES

AS LOW AS **43c** A WEEK

UNIT PARTS Corp
1185-1223 MAIN ST. E
CULVER 250

ACH
OFFER COUPON

81 CENTRAL PARK
Corner Scio St.
All Stores Open Every 30

RAZOR BLADES
Single Blade
Pack of 5
COUPON

FACIAL TISSUES
Box of 50
COUPON

QUIT SAFETY PINS
25-Count
COUPON

WAX PAPER
100 sq. ft. Heavy Weight in Cut-1-1 Box
COUPON

EXTRA For East Mail
REMI
23 Shots
Box of 50
18c
(Right Reserved)

PAGE TEN

THE ROCHESTER SUN, THURSDAY, OCTOBER 12, 1939

CLASSIFIED ADS

Household Goods
ARMSTRONG Rug 7' 3" x 10' 6" and 212, \$1.50 each; Felt Base Rug, Room size, all colors, \$1.85; Felt Base Rug by the square yard, 26c; Felt Base Rug Border, 26c; Felt Base Hall Runner, 10c; Genuine standard burlap back insial, 80c. FAIRBANKS 124 North Plymouth Avenue. OPEN EVENINGS.

Metal Beds, new (all sizes), \$1.35; Nationally known inner spring mattress, \$15.00; Inner Spring Mattresses, \$6.00; Cotton Mattress, \$3.25; Coil Springs, \$2.50; Pocket Beds, 4.00; Pocket Bed-double deck, coil spring and new mattress, \$9.50; Pair maple twin bed-mattresses (complete) \$28.00; Deluxe Coil Springs, \$2.50 each; Oak Coil Springs, \$2.00 each; Pocket Beds, \$4.50 each; Pocket Beds, pineapple tops, 3.00. FAIRBANKS, 124 North Plymouth Avenue. OPEN EVENINGS.

LEONARD Electric Refrigerator, 35.00; Leonard Electric Refrigerator, \$12.00; Washing Machines, \$5.00; Washing Machines, \$8.00; Maytag, \$33.00; Thor, \$25; Coal Ranges, \$5.00; Combination oil burner Heaters, \$15.00; 3-piece Bed Room Suite, \$18.00; 3-piece Bed Room Suite, \$25.00; 3-piece Bed Room Suite—genuine mahogany Queen Elizabeth cost \$150, sells for \$55.00; Duncan Parle dining room suite, \$48.00; Walnut Dining Room Suite, \$55.00; Blonde Maple (4 pc.) Bed Room Suite, \$48.00. FAIRBANKS, 124 North Plymouth Avenue. Open Evenings.

Moving
WILL move 4 rooms furniture for \$7.00; Phone Main 5209. Ask for Mr. Carter. Free Estimates.

Furniture Wanted
WILL buy used furniture, stoves, rugs and complete house holds also odds and ends. Phone Mr. Carter, Main 5209.

Help Wanted
EXPERIENCED girl or woman. Housework. Care two boys. Apply 5-7 P. M. 128 Hilda Street.

BINGO
Every Thursday 8 P. M.
251 Hawley St.
23 GAMES—25c
Cash Prizes
Baars Memorial Club
Benefit New Church Fund

BINGO
Formerly Held At
3 PARSELLS AVE.
Will Be Held
TONIGHT AT
A. B. C.
Rug Cleaning Plant
3011 E. MAIN ST.
8:30 Sharp!

BINGO
Wed. 8:30 P. M.
233 Driving Park Ave.
Over Bauman & Baynes Store
Side Entrance
23 Games—25c

BINGO SUNDAY NIGHT
8:00 Sharp—All Cash Prizes
23 Games—25c
BAUMAN-BAYNES HALL
333 Driving Park Ave. near Dewey
Side Entrance

BINGO
2011 E. MAIN ST.
Tues. and Sat. 8:15 P. M.
23 GAMES 25c

BINGO
AT ITS BEST
CHILI RECREATION HALL
509 CHILI AVE. At Thurston
Every
Tues., Fri. and Sat.—8 P. M.
WORTHWHILE DOOR PRIZES
40—CASH PRIZES—40 Admission 25c
Benefit HELLENIC ORTHODOX CHURCH

BINGO
Plymouth Spiritual Church
Plymouth & Troup Sts.
EVERY SATURDAY EVENING
23 Games—25c
\$25 Door Prize
CASH AWARDS
8:30 O'clock
\$25 Jackpot

HIPPODROME BINGO
EVERY MONDAY NIGHT
AT THE
ARENA
87 STONE ST.
Near Court St.
PLAYERS HAVE WON
\$25,000
AT OUR GAMES

Everybody Plays BINGO!
Home of the Original
4-5-6 and 7 Ways to WIN
in various exciting and entertaining games. The new way to play Bingo.
Attention Bingo Players!
Air Show postponed to Sunday, October 12th, 2 p. m. Motion pictures will be taken in all colors of everyone. Come and join the crowd and bring your friends. Everybody welcome.
Admission Only **25c**
Plenty of Free Parking Space.
THURS.-FRI. & SAT.
HOLLYWOOD BINGO HALL
35 PULLMAN AVENUE
(Just A Step From Kodak Park)
YOUR GIFT
This coupon and \$1.00 presented to the Bingo Committee entitles you to a sight seeing tour of Rochester in our Tri-Motor Air Liner.

BINGO
WEGMAN'S HALL
375 Main Street
Every Wednesday 8 P. M.
CASH AND DOORS PRIZES
Tables & Chairs for Everyone
23 GAMES 25c

BINGO
GLIDE HALL
EVERY THURSDAY AND SUNDAY
1203 JAY ST., cor. GLIDE ST.
Mt. Read via Jay St. Bus
23 GAMES—25c

BINGO
MASONIC TEMPLE BLDG.
Irondequoit
Sunset Blvd. and Titus Ave.
Every Fri. Night
8:30 P. M.
Last Friday Night We Gave Away
25 Large Cash Prizes
Sponsored by Clayton L. Warner
Post American Legion
Admission 35c
For 23 Games
Free Parking For 100 Cars

Traffic League
Honors in the Traffic League matches at Franklin Hall on Wednesday night went to Kearns with his 567 and 238. Waybills and Prepaids each won two rolled high team total, 2442. Corrections turned in three No. 2.

The Rochester Sun
Published every Thursday by the Rochester Sun Corp., 3 St. Paul St., Rochester, N. Y.; C. C. Oetting, Pres.; F. B. Kelly, Vice-Pres.; Wm. Pfaff, Sec.; Wm. O. Bromley, Treas.
G. Curtis Gerling, Publisher
Eugene Davis, Adv. Director
Orville H. Allen, Editor
NATIONAL REPRESENTATIVES.
James A. Coveney Co.
New York Office
Chicago Office
444 Madison Ave.
39 South State St.

\$1,000 IN CASH PRIZES
\$500
Or Choice of 1940 Chevrolet or Plymouth
Roller Drome BINGO
FRIDAY NITE 8:30
Sponsored by Memorial Drum and Bugle Corps, Booster Club American Legion
ADMISSION \$1.00 NO EXTRAS
186 CLINTON AVE., N.

BINGO MATINEE
Every Wednesday Afternoon
Games Start At 1:30 Sharp
BIG CASH PRIZES
23 Games—25c
Enjoy this fascinating game in the comfort of the
ARNETT THEATRE
Thurston Road at Chili Ave.
(Take Genesee Pk. Blvd. Bus — Get Off At Thurston)

Roller Drome
186 Clinton North
Every Wednesday
8:15 P. M.
BINGO
BE EARLY FOR THE "EARLY BIRD"
8:15 P. M.
ADMISSION **40c**
BIG CASH PRIZES

BINGO
WEGMAN'S HALL
375 Main Street
Every Wednesday 8 P. M.
CASH AND DOORS PRIZES
Tables & Chairs for Everyone
23 GAMES 25c

BINGO
GLIDE HALL
EVERY THURSDAY AND SUNDAY
1203 JAY ST., cor. GLIDE ST.
Mt. Read via Jay St. Bus
23 GAMES—25c

BINGO
MASONIC TEMPLE BLDG.
Irondequoit
Sunset Blvd. and Titus Ave.
Every Fri. Night
8:30 P. M.
Last Friday Night We Gave Away
25 Large Cash Prizes
Sponsored by Clayton L. Warner
Post American Legion
Admission 35c
For 23 Games
Free Parking For 100 Cars

SAVE at D
Rib End
PORK LO
18c
Mindless Slice
B A C O
23c
Fresh Shucke
OYSTER
45c
Buy the Cut
CHICKEN
You Prefer
Legs... lb.
Necks... lb.
Giblets... lb.
Breasts... lb.
Wings... lb.
Livers... lb.

MEAT
60c
We D

PRE
An outstanding va
last year—an ev
greater value this
This big, good look
heater will give
owners of coupes
in all cars a
abundance of heat
coldest days. Y
won't find a bet
heater at this l
price.

QUAN
2 Convenient
Lake Ave.
at Lyell
MAIN 4267

QUAN
2 Convenient
Lake Ave.
at Lyell
MAIN 4267

QUAN
2 Convenient
Lake Ave.
at Lyell
MAIN 4267

QUAN
2 Convenient
Lake Ave.
at Lyell
MAIN 4267

QUAN
2 Convenient
Lake Ave.
at Lyell
MAIN 4267

SAVE at DOLAN'S Thursday, Friday and Saturday

PORK LOIN 18c Small Roasting	CHICKENS 21c Small	Black Tea 15c Small
BACON 23c Fresh Shucked	FOWL 19c Milk Patted	Red SALMON 25c Libby's
OYSTERS 45c Buy the Cut of	LAMB 21c Leg 'O Spring	Sauerkraut 5c Forman's New
CHICKEN You Prefer	RINSO 19c Larger Size Pkg.	CRISCO 17c 1 lb. can

DOLAN'S
MEATS — GROCERIES — VEGETABLES
600 JEFFERSON AVE.
We Deliver Phone Genesee 1417

Sports Parade

By Fred Turbyville

MAYBE THEY'LL MEET

Tommy Farr and Max Schmeling may meet, after all. It is reported that Schmeling will soon be in Hitler's army on the western front. Farr is in the Royal Air Force. Farr went away to war a hero among his own people—Schmeling will go scorned. It is reasonable to suppose that Schmeling will get no favors from Hitler. Schmeling made a mistake. After whipping Joe Louis the first time he returned home a national hero. Then he tried it again and lost, and when he returned home silence, indifference marked his greeting. He was, in short, scorned. He had been beaten by a non-Aryan. Some years back promoters tried to arrange a meeting between Schmeling and Farr for the European title. But both fighters were eager to get to America and expend their energies towards a title challenge. They didn't meet. They may yet meet, but this time it will be no individual battle, each will be one small part of a great warring team.

GOODBYE, BREATHERS

Why schedule "breather" games and double-header attractions? Why, indeed? Some of the graduate managers are probably convinced by now that the returns are not worth the risk involved. Illinois was tied by Bradley, and once, not so far back, was beaten by Ohio U.; Chicago, a Big Ten member despite its poor caliber, lost to Beloit. Stagg's little team cut on the Coast beat California. Vanderbilt lost to a teachers' college. Gettysburg beat Bucknell. Cortland beat Western Maryland.

If you're going to risk a beating why not risk it where the beating won't bring loud guffaws from the fans? Many of the graduate managers have learned this lesson already. Quite a number of them decided against breathers two or three seasons back. In fact, there were comparatively few breathers this year. Most of the big teams took on heavy schedules from the start.

Pitt threw away the breather dates two or three seasons back and after the Panthers clawed the Huskies raw, Charley Bowser probably was very glad Pittsburgh played Washington and not, say, Gettysburg.

Before he won the middleweight title from Fred Apostoli, Cefarino Garcia had tried three times to win the welter crown, twice losing to Barney Ross and once to Henry Armstrong.

Eleven former All-state high school stars are on the football team at the University of Montana this year.

King Funair and John McElhany, Bucknell football stars, are saving their faces for boxing. They wear nose guards. Both are eastern intercollegiate ring champs.

Jimmy Wilson, Canisius College coach, has a record. In thirteen years he won five high school titles in Buffalo, one state freshman title while coaching at the University of Buffalo, and three at Canisius.

Say You Saw It In The "SUN"

Football Forecasts

To "Bucket" Lyons goes the nod for his accurate predictions of last Saturday's winners. Not only did he come closer to a perfect score than the other Sun Selectors but his 68.2-3% average compared favorably with the leading experts of the country. Saturday was a day of upsets, but then isn't that the heart of the game? From here out, almost every Saturday may produce upsets. "Howie" Freckleton missed on five and "Johnnie" Sullivan, who lead the pack the previous week, trailed with a 50-50 score. According to the list this week, there is little divergence of opinion among members of the Sun Board. Evidently they are following the "Form Chart" so a few upsets are apt to throw their predictions way out of line. Did you enter the football contest? How did you pick 'em? Compare with this chart.

GAME	SULLIVAN	FRECKLETON	LYONS
Alfred-Buffalo	Alfred	Alfred	Alfred
Army-Columbia	Army	Army	Army
Brown-Colgate	Brown	Brown	Brown
Dartmouth-Navy	Navy	Dartmouth	Dartmouth
Cornell-Princeton	Cornell	Cornell	Cornell
Duke-Pitt	Duke	Duke	Duke
Fordham-Tulane	Fordham	Tulane	Fordham
Syracuse-Georgetown	Georgetown	Syracuse	Georgetown
Indiana-Wisconsin	Indiana	Indiana	Indiana
Illinois-So. California	So. Calif.	So. Calif.	So. Calif.
Minnesota-Purdue	Purdue	Minn.	Purdue
Ohio State-Northwestern	Ohio State	Ohio State	Ohio State
Notre Dame-So. Methodist	Notre Dame	Notre Dame	Notre Dame
Penn.-Yale	Penn.	Yale	Penn.

Note: U of R — Rennselaer game was scheduled to be listed. However, because of the interests of members of the Sun Board it was thought best to delete this game. Therefore this game will also be disregarded in all entries in the Sun football contest.

U of R Stacks Up Against R. P. I. Saturday At Troy

Yellowjackets Chances Hurt By Injuries

With a team of somewhat less than big league caliber, the U of R Yellowjackets go into the R. P. I. game Saturday at Troy, still further crippled by injuries and ineptitudes which have hit the team this week.

Coach "Bill" Cox will have to get along without the services of Ames Curchin, Don Harauer, Pete Stranges and Reg Oliver — all first-string men.

On the other hand the Engineers are reported ready and confident of revenge for the 14 to 0 setback suffered in the Rochester game last year. The Troy aggregation has been concentrating on the perfection of power plays and from here, it looks like the local lads will have to wait a little longer to crash the win column.

Bindery was the only team winning all three, at the expense of Machine. Two games were won by Engineers over Printers, by Office over Centuries and Litho over Receiving.

Todd League

Hartleben and Joe Agram paced the Todd League Friday night at Franklin Hall with 611 and 604 respectively. Sax's 245 was high single game for the night.

Members of the New Jersey racing commission, who soon will take charge of the sport, will receive salaries of \$5000 a year.

Perfect!

Billy "The Kid" Southworth has managed the Rochester Red Wings five seasons. And all five seasons the Wings have been in the little world series. Not a bad record, Billy, not bad.

Aquinas Looking For Win In Hobart Till Saturday

Hopes of Aquinas rooters in the contest with Hobart Frosh listed for Saturday at Edgerton Park will rest on the shoulders of the same boys who took a 1-0 beating at the hands of the Canisius Frosh last Saturday.

Coach John Sullivan is optimistic about his club's chances against the Genevans, despite last Saturday's setback. He feels that the Irish should profit by the lessons they learned in the game. Furthermore, Sullivan will have Chuck Maggio back at his center post and his experience and ability should add much to their chances.

Aquinas has emerged victor in two previous contests with the deacons.

HOTEL ROCHESTER

That Popular Favorite Is Back

for Sunday Evening Supper Time

A wide variety of tasty and delicious Swedish Hors d'Oeuvres combined with the popular Buffet supper dishes. Try this delightfully different cuisine and service for your Sunday Evening dinner.

Served in Main Dining Room 5 to 9

Regular Dinner with Hors d'Oeuvres from the Smorgasbord from \$1.25

Smorgasbord Buffet Plate \$1

HARRY H. MOON, MGR.

253 CENTRAL AVE.

Open Evenings to 9 P. M.—Phone Main 2560—Sole by Consolidated Sales

WAREHOUSE SALE

ENTIRE STOCK

Cash Disposal Sale—New 1939 Stocks

YOUR CHOICE

Of 5 Popular Makes Of

TIRES

GENERALS, GOODYEARS

Firestones, Mohawks,

Goodrich And Others

40% TO 50% OFF

LIST PRICE

4.40x17 \$3.00

4.50x17 \$3.69

4.75x19 \$3.85

4.75x21 \$4.70

5.00x19 \$4.95

5.00x21 \$5.95

5.00x23 \$6.30

5.00x25 \$8.50

30x35 Truck \$9.95

32x38 8-Ply Truck \$12.95

SCHANTZ STORAGE BLDG.

253 CENTRAL AVE. ROCHESTER, N. Y.

Open Evenings to 9 P. M.—Phone Main 2560—Sole by Consolidated Sales

Inventory Clean-Up
Sale!
Firestone
CAR HEATERS

PREMIER I
An outstanding value last year—an even greater value this year. This big, good looking heater will give the owners of coupes and small cars an abundance of heat on coldest days. You won't find a better heater at this low price.

SUPREME I
With this new, low price you save money. When equipped with "Conditionaire" the Supreme I circulates fresh, filtered air driving air out of the car. ("Conditionaire" extra.)

QUANTITIES LIMITED
2 Convenient Locations
Lake Ave. at Lyell
MAIN 4265
Car Needs on Time
East Ave. at Huron
Stone 4321

A little cash—

can uncork—

a corking GOOD whiskey!
NATIONAL'S EAGLE WHISKEY
If you want a perfect, mild, gentle whiskey, we ask you to try National's EAGLE. And we ask you to compare its price, its body, its aroma and its taste with any blend at any price.

Copr. 1939 National Distillers Products Corp., N. Y. C.—90 Proof. 40% straight whiskey, 60% grain neutral spirits.

UNEQUALLED VALUE!

Miller's R. G. & E.
COKE \$9.80
TON CASH SHOV. OFF

DRY QUENCHED, KEPT UNDER COVER!

You Don't Pay for Water! PHONE GEN. 20

ARDEAN R. MILLER

BETTER BUYS from BANCROFT'S

- '32 Plymouth Roadster . . . \$ 65
- '33 Chevrolet Coach . . . 150
- '34 Terraplane Sedan . . . 185
- '34 Plymouth Deluxe Sedan . . . 225
- '34 Oldsmobile Sedan . . . 275
- '36 Terraplane Sedan . . . 295
- '35 Packard 120 Trunk Sedan . . . 300
- '36 Pontiac Deluxe Tudor . . . 350
- '36 Studebaker Coupe . . . 385
- '38 Ford Coupe . . . 395
- '36 Dodge Trunk Sedan . . . 395
- '36 Packard 120 Trunk Sedan . . . 395
- '36 Oldsmobile Sedan . . . 400
- '36 Buick Model 48 Sedan . . . 400

These cars are in A-One condition. Many extras, some with Radios, E-Z terms.

33 Stillson Street
Open 'til 9 P. M. Stone 4851

Our Special
\$39.50
AS LITTLE AS \$1.00 PER WEEK will buy this CORONA
Complete Machine Nothing Left Out
Standard Typewriters Rented, 3 Months \$6
CITY TYPEWRITER
160 S. CLINTON NEXT TO R. B. I. STONE 3424
These new machines packed in original factory boxes. Made to sell for \$54.50.

BIG PRICE REDUCTION
on the Famous Dry Whiskey
Paul Jones was \$1.67 a pint
NOW ONLY \$1.39 A PINT
WAS \$3.24 A QUART
NOW ONLY \$2.69 A QUART
NOW—YOU CAN BUY ONE OF AMERICA'S FINEST WHISKIES AT A "POPULAR PRICE."
Now you can enjoy one of America's best-known "expensive" whiskies . . . at the same "popular price" you've probably been paying for other whiskey.
Remember! It's exactly the same Paul Jones as before. Only the price has been changed—to give you a lot more for your money.
So—start right now to enjoy this whiskey that's DRY (not sweet) . . . that's ALL whiskey, whiskey every drop. Get a bottle of Paul Jones today—and get a new idea of whiskey value!
A blend of straight whiskeys—90 proof
Frankfort Distillers, Inc., Louisville and Baltimore

IT'S NEWS
these days when
PRICES
GO DOWN!

Good news, too, in these times when prices are mounting on almost everything else you buy. But Mount Vernon too proof bonded rye prices are down—down to the level even of many lower proof blended whiskeys.

NOW
\$2.39 \$1.50
Fifth (25.6 oz.) Pint (16 oz.)
WAS
\$2.89 \$1.84
Fifth Pint

IMPORTANT:
The same magnificent quality you've always known.



Mount Vernon
BRAND
STRAIGHT RYE
WHISKEY
Copyright 1939,
National Distillers Products Corp., N.Y.C.

Mrs. Julia Metz, 881 Dewey Ave.

Recreation Group Offers Training Institute

Recreational divisions of Rochester and Monroe County playgrounds have combined their teaching facilities with the Board of Education in conducting a Physical Recreational Teachers' Training Institute, which got underway Monday morning at the Y. W. C. A., No. 9 School and Building 6, Edgerton Park.

This course, which is held each school day from 9 a. m. to noon is conducted by a staff of trained teachers and physical education directors including Eleanor Connors, Joseph Reinert, Robert Ahrens, Elmer K. Smith, Rocco Pagnella, James Wilmont and Don Mattaro.

Some of the subjects to be covered in the course are: Teaching Techniques, Suitable Craft Subjects, Seasonal Sports, Social Recreation, Safety Education and Practical English.

Democrats Stage Letter Writing Contest

It is reported that more than 450 letters have been received at headquarters of the 10th Ward Democratic Club where a letter-writing contest is being conducted on the subject "Why George F. Rogers would make a better councilman in the Northwest council district than his opponents."

This contest, under the direction of Everett Kulp, will continue for five weeks with a prize for each week's winner being offered at the completion of the contest.

According to promoters of the contest most letters were of a laudatory nature but several hurled insults and challenges. Democratic headquarters claim these are from the "lunatic fringe."

Republican headquarters have given the contest official recognition in the following statement: "In August the Democrats nominated a candidate for Council. They should have known why, but in October they suddenly find themselves without a single reason to advance for his election. So—now they are offering a Five Dollar 'prize' in a letter contest to the voter who can tell the why they did it."

ATLANTIC SUPPLY

**Outstanding
FOOD VALUES**

From picking on the purchase. Free city delivery on \$10.00 purchases. A charge of 10c on smaller amounts. Phone in your order.

CRANBERRY SAUCE
37 Oz. Can 2 for 25c

WALNUTS
In Shell CALIFORNIA 1b. 21c

PECANS
In Shell Special 1b. 19c

TUNA FISH
Can 13c

PINEAPPLE (Broken Slices) special! can 15c. 2 for 29c

SARDINES... (Imported) can, 10c, 6 for 50c

LIBBY'S ROSEDALE SALMON, 1/2 size, 14c, 2 for 27c

PINEAPPLE JUICE (Valley Rose) 18 oz. can, 10c

LUXURY FRUITS FOR SALAD... can... 2 for 25c

ASSORTED CANDIED CUT FRUITS... lb. 43c

RUM AND SHERRY added to the above... lb. 49c

FLORIDA SALAD
GRAPE FRUIT
47 Oz. Can 25c

6 Cans for \$1.45

NUT MEATS
ALMOND MEATS... lb. 47c

BRAZIL NUTS... lb. 33c

WALNUT MEATS (broken) lb. 47c

Atlantic Supply's Outstanding Quality!

TEAS and COFFEES

EXCELLO COFFEE... lb. 25c

CEYLON ORANGE PEKOE TEA... lb. 73c

JAVA ORANGE PEKOE TEA... lb. 57c

PANFIRE TEA... lb. 33c

WHOLESALE AND RETAIL
Atlantic Supply
79 St. Paul St. — HOUSE — MAIN 4173

DAW'S OCTOBER

DRUG SALE

EXTRA DEEP-CUT PRICES ON EVERYTHING YOU BUY
AT THESE REAL CUT-RATE DRUG STORES!

OLIVE TABS
EDWARD'S 13c
30c SIZE

SMITH BROS.
COUGH DROPS
2 FOR 5c

ANALGESIC
BALM 14c
35c Size

WILDROOT
HAIR TONIC
LARGE \$1.10
59c

HILLS NOSE
DROPS 18c
35c SIZE

SLOAN'S
LINIMENT 29c
35c SIZE

BLONDEX
SHAMPOO 16c
28c SIZE

H. H. AYERS
COMPACTS 98c
VALUES TO \$2.75

BLAUD'S
IRON PILLS 11c
BOTTLE OF 100

WORCESTER
SALT PASTE 26c
40c SIZE

BROMO-QUININE
GROVES 24c
35c SIZE

IVORY
SOAP 3 FOR 11c
GUEST SIZE

OXYDOL
Large Box 16c
(LIMIT 1)

VANILLA
FLAVOR 8c
Large 6 oz. Bottle
25c Value (LIMIT 2)

ITALIAN
BALM 24c
35c SIZE
And 20c COOLIES (LIMIT 2)
While Supply Lasts

ASPIRIN
TABS 37c
Bottle of 100

MILK OF
MAGNESIA 33c
Pint Size
Quart Size 57c

CALOX
TOOTH POWDER 24c-39c-69c

COD LIVER OIL 59c
Pint Size
Quart Size 98c

ZEMO
Ointment 49c
60c Size

Mead's
DEXTRI-MALTOSE 59c
75c Size

VICK'S
VAPOR RUB 27c
35c Size

Alka-Seltzer 49c
60c Size

Chocolate Covered
CHERRIES 21c
Pound Box (LIMIT 2 BOXES)

FITCH'S TALG 11c
For men, 25c size
JOHNSON'S FOOT SOAP 16c
25c size
HUMPHREY'S PILLS 18c
30c size
KRUSCHEN SALTS 59c
30c size
MANICARE 21c
For the nails, 35c size
PERTUSSIN 49c
For coughs, 50c size
SCHOENFELD'S TEA 16c
16c size
MILES NERVINE 67c
Tablets, 75c size

10c
PACK OF 3
SEGAL
BLADES 4c

SHUR-OFF 18c
For corns, 35c size
PEPTO-BISMOL 47c
For indigestion, 50c size
PATE'S DIAPER LIN 33c
50c size
V-E-M JELLY 49c
For head colds, 50c size
CASCARETS 16c
Laxative, 25c size
OMEGA OIL 29c
For colds, 25c size
SHAVING SOAP 2 5c
16c size
RED PEPPER RUB 43c
Rumors, 50c size

NAVAP 39c
For head colds
Antacid Powd. 47c
For heart trouble
Shave Lotion 39c
Delicately flavored
Sorotone 89c
Laxative
Yodora Cream 25c
Tubs or 30c

TOOTH PASTE 21c
Milk of Magnesia, 10c size
Halbut Liver Oil 69c
Capsules, box of 50
Tooth 39c
Eye Wash 39c
Eye Drops 39c
Eye Cream 47c
For the eyes

BUILD RUGGED ENERGY
That "Run Down," "Half Sick" Feeling is Often Due to Lack of Iron in the Blood

Purseg, the marvelous new tonic, helps to bring back rugged energy by restoring needed iron to the blood.

Purseg 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. Purseg 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 Purseg at once. Take it two or three days and see how much better and more energetic you feel.

TOFFEE 1 lb. bag 23c
Ham & Butter

HERSHEY'S OR
NESTLE'S BARS, large size 2 for 23c

CRACKERJACKS 3 for 10c

SUCKERS Fruit Flavored BOX OF 24 8c

Chocolate Covered
Peppermint PATTIES 23c
Best Quality—Dark Chocolate

DAW'S
Rochester's Original
Cut-Rate Drug Stores

56 Clinton Ave. So. 31 Main St. East 353 Main St. East 452 Ridge Road W. 880 Main St. West 473 Goodman St. North

CLEANSING
TISSUES 11c
BOX OF 500 SHEETS (LIMIT 2)

55c
POND'S
CREAMS 29c
AND 10c FACE POWDER Both for (LIMIT 1)

Milk of Magnesia
Tooth Paste 8c
25c SIZE (LIMIT 2)

ALBOLENE
Cream 47c
Large Jar

LIQUID
ALBOLENE 69c
(Genuine Russian Mineral Oil)
Pint Size

ANTISEPTIC "59" 39c
(Mouth Wash)
Pint Size

Medicated
RUBBING
ALCOHOL 29c
Pint Size

PENCIL
SHARPENER 49c
60c Value

Toilet Bowl
Deodorant 6c
13c 80% 13c

VICK'S
Nose Drops 24c
30c Size

KOTEX 20c 2 for 39c
1/2 kg. of 12

CASTOR OIL 6c
2 OUNCE BOTTLE

CUTICURA
QINTMENT 17c
25c SIZE

NOXZEMA
CREAM 16c
New Large 25c SIZE

MARCHAND'S
HAIR WASH 27c
50c SIZE

MOLESKIN
PLASTER 18c
1/2 Yard 7 INCHES

LISTERINE
ANTISEPTIC 59c
LARGE 75c SIZE

FITCH'S
HAIR OIL 8c
35c SIZE

DOG FOOD
POUND CANS 3 FOR 13c

EPSOM
SALTS 11c
5-LB. BAG

SACCHARIN
TABS. 44c
BOTTLE OF 1000

BORIC ACID 14c
PC DER 35c 1 LB. SIZE

HYGEIA 7c
BOTTLES 15c 8 oz. SIZE

CASTOR OIL 6c
2 OUNCE BOTTLE

CUTICURA
QINTMENT 17c
25c SIZE

WITH THIS COUPON

JERGEN'S FACE

POWDER
MADE BY THE
MAKERS OF
JERGEN'S
LOTION

A smooth, finely-spun face powder in all popular shades. This is the lowest price at which it has ever been offered!

LARGE 55c BOX 18c
(LIMIT 3 BOXES)

ROCHESTER'S
WEEKLY
SHOPPING
GUIDE

Vol. II—No. 52

The Rochester Sun

TRUTHFUL NEWS TRUTHFUL ADVERTISING

ROCHESTER, NEW YORK, THURSDAY, OCTOBER 26, 1939

DELIVERED
TO 74,700
ROCHESTER
HOMES

PHONE STONE 6001

Jimmie Fidler In Hollywood

HOLLYWOOD. — Driving past Dolores Del Rio's palatial home, I can't help wondering why any woman so situated should eat her heart out, longing for a screen comeback. Don't misunderstand me — being a confirmed Del Rio fan, I'd enjoy seeing her a great star again; furthermore, I think producers are displaying unusual stupidity by overlooking her many assets, which include a tremendous following in Latin America. The thing that puzzles me is why SHE wants to get back into Hollywood harness.

If it were possible for a thoroughly level-headed player (which she certainly is) to feel any great sense of achievement through screen success, it would be understandable. But that's ruled out by the fixed nature of movie work — fragmentary scenes played haphazardly under the absolute dictatorship of a director and an associate producer. Time and again, really great actors from the stage have admitted it's utterly impossible to satisfy a "creative" urge in Hollywood.

What, then, is Dolores pining for? Money? Fame? She has both those in ample amount. An antidote for restlessness or boredom? Hardly, for she is unusually happy in her marriage, and is an intellectual, capable of filling her life with vivid interests. No, I think Dolores Del Rio, like ninety-nine percent of all former stars is actuated by pride — she's fighting off the sting of that often-heard Hollywood dictum, "She's through."

I wonder if ultimate victory is worth the battle.

MUTTERINGS: Compared with some neutrality speeches in the Senate, even Hollywood publicity sounds sensible. Little things that start big wars: the open phone switch in the Ellers home, which permitted a lady caller to hear Sally instruct the butler: "Tell her I'm not home." Growl: If Claudette Colbert doesn't get a good picture soon, Dr. Joel Pressman can quit worrying about being publicized as a movie star's husband. Nervous itch: to compliment Joan Bennett with "My dear, your new hair is positively Hedy!" Wondering muse: why so much

Continued On Page 5

Schools Close As Teachers Meet In Zone Convention

Local Group Grets 6,300 Teachers To- day and Tomorrow

Johnny and Sue get a break today and tomorrow. That is, if a two-day vacation from school is a break.

No vacation for the teachers, however, is planned. They will be busy in sessions of the Central Western Zone Teachers' Institute which is meeting in various points. Sessions opened this morning at the Palace and Loew's Rochester Theatres with upwards of 6,000 school marmas and master in attendance.

Superintendent of Schools James M. Spilling welcomed the group at the Rochester Theatre while Board of Education President James E. Kittrell addressed the gathering at the Palace Theatre. Listed on the schedule of the convention are addresses by prominent national educators, band and orchestra demonstrations by schools within the zone and a concert at John Marshall High School tomorrow afternoon by public school musicians. Included in this concert, which will be under the direction of Sherman S. Clute, is a combined chorus of 7th graders, Madison High School Choir, Inter-High Band and Orchestra, John Marshall Male quartet and the East High Choir.

Book Survey On Zonta Program

"America In Midpas- sage" To Be Review- ed Tuesday

"America In Midpassage," a remarkable historical record of American progress, by Charles and Mary Beard, will be the subject of a dramatic book survey to be given by Mrs. Ethel Holmes Munsey for members and guests of the Rochester Zonta Club.



Miss Isabelle Howard
Book Surveyor

This program will follow the dinner meeting to be held Tuesday evening at the Sagamore Hotel.

This review is the first of a series of three surveys to be given by Mrs. Munsey for the club. The next will take place November 28th and the final lecture will be given January 23rd.

Mrs. Marjorie Hamilton is general chairman of this affair, assisted by the following committees: arrangements, Miss Flora Armbruster, Mrs. Florence Baker, Mrs. Florence Cooksley, Miss Isabelle Howard, Miss Marietta Lechleifer, Miss Dora Neun, Mrs. Josephine Reddick, Mrs. Lucy Smith, Mrs. Laura Truesdell, and Mrs. Marie Wylder.

Republicans Challenged To Issue County Tax Rate Before Election Day

Democrat Candidate Charges Raise In Rate Planned For 1940

Jim Haffey, candidate for supervisor of the 18th ward, will fire a sounding blast in the Democratic campaign when he challenges the Republicans to give out the county tax rate before election, according to word from campaign headquarters. He will issue his challenge at a rally, slated for 18th ward Democratic Hall tonight.

Haffey will charge that the Republicans plan to raise the county rate from \$2 to \$3 per thousand for 1940. This, according to Haffey, is the reason the G.O.P. is reluctant to publish the county budget until after the election.

His address tonight is expected to be the keynote which will send committee leaders and special workers into the final drive for election of Democratic candidates.

Informed quarters say that Haffey will be safe in issuing his challenge to Republicans because it is certain they will not publish the county budget before election. In fact, they can't because the budget won't be made up. And, of course, the tax rate depends on the budget. Towns in the county have until the last Thursday in November to submit their budgets to the board so, naturally, the budget cannot be made up before that time.

It Just Shows What Patriotism Will Do

John J. Walsh, Democratic candidate for supervisor of Greece, is willing to accept a salary of \$4,700 if elected, instead of the present \$5,400, according to a statement released to the press last week.

It just shows what sacrifices a man is willing to make to serve his community and country. Think of a man trying to strangle along on \$4,700 a year! Of course, Mr. Walsh will have to cut economic corners, cut down on the cigarette money, make the old bus do for another year and make similar economies, but undoubtedly, Mr. Walsh has taken this all into consideration and sees his way clear to make this grand sacrifice. How would you like to have to face the world for a whole year on only \$4,700? Now, it is supposed, some cynic will come along and offer to do the job for \$3,700 — or maybe instead of electing a supervisor the townspeople of Greece could put the job up for bid and then give it to the lowest bidder. Not a bad idea — eh?

Holy Apostles Group Elects New Officers

New officers of the Holy Apostles Ladies Auxiliary, 126, Knights of St. John have been announced by the group. Included are: Mrs. Leona Gifford, president; Mrs. Hazel Wachter, 1st vicepres., Mrs. Catherine Quigley, 2nd vicepres., Mrs. Mary Dalton, recording sec., Mrs. Francis Kase, financial sec., Mrs. Florence Gottmeier, treas. Other officers include Mrs. Sarah Marx, Mrs. Katherine Keon, Mrs. Mary Ferricelli.

John Charles Thomas To Open Recital Series

All-American Operatic And Radio Star Popular In Rochester

Born, raised, educated and acclaimed in America as a strictly American product is John Charles Thomas who opens the recital season at the Eastman Theatre tomorrow evening. Now one of the country's leading radio and operatic baritones, Thomas is a native Pennsylvanian, the son of a Methodist minister. His original aim was to become a doctor but as he was about to begin his medical studies he was awarded a vocal scholarship at the Peabody Institute in Baltimore, where the long road to fame as America's best loved singer of songs began.

Included in his program tomorrow night will be several settings of texts from Shakespeare, and songs all music lovers cherish — "The Old Soldier," and "Shallow Brown."



John Charles Thomas
Rochester favorite

Talk of Coming Rise In Prices Not Merely Scare

Record Turnout Indicated For Armistice Lunch

700 Reservations Al- ready Made For Legion Affair

With Frank E. Gannett listed as principal speaker, Mayor Samuel Dicker and leaders of patriotic groups as honored guests, the annual Armistice Day luncheon will be held in the Chamber of Commerce November 11th.

Besides Doyle, Mrs. Josephine Lyons, Caroline Polizzi, Agnes Brown, Mrs. Sarah Shay, Mrs. Ann May Rush and Mrs. Harriet Thompson are assisting in the arrangements.

Success of the luncheon which is sponsored by the Monroe County American Legion is assured, according to Charles H. Rellinger, legion secretary and ticket chairman. He pointed out that 700 tickets already have been sold and the capacity of the dining hall is limited to 800.

Sellinger believes that this record turnout, the largest in the Legion local history is evidence of the "America-consciousness" so prevalent right now. It is the legion's belief that war in Europe has spurred this attitude to its present height.

In accordance with custom of other years, Legion post buglers will sound taps at downtown street intersections at 11 o'clock, Armistice Day, with main observance slated for Rundle Library and Court Street bridge.

Glass Theatre Group Pleases Hotel Patrons

By whatever standards you judge, the "Drunkard," a satirical drama playing nightly at the Sagamore Hotel's Glass Theatre, is definitely a hit. The audience, sitting at individual tables enter into the spirit of the affair, hissing the villain and cheering the hero. New situations are created with new scenery added from time to time.

Retail Levels Must Soon Follow Whole- sale Step-Up

Ghosts will prowl, scarecrows will become animated and everything which is wraithlike or eerie will live again Tuesday night. For that is Halloween.

But don't let anyone tell you that what you hear about rising prices in the commodity market is just another Halloween hobgoblin tale to frighten you into buying now.

For it is an incontrovertible fact that retail prices must soon follow the wholesale trend and move upward. And it is a fact which can easily be proved that Rochester merchants are delaying that day as long as they can and are continuing to offer their merchandise at the low prices which prevailed when they went into the market during the summer to do their fall buying.

If you want to prove that, just study the advertisements in today's Rochester Sun. They all tell the same story — that the merchants of Rochester are passing on the savings made possible by their purchases at low price levels to the consumers.

It won't be long before the stocks they bought at the lower levels will be exhausted. When they replenish their shelves it will be with merchandise for which they have had to pay more, largely because of certain scarcities created by the European war. When they do, prices will have to go up.

This isn't a Halloween story. This is a fact.

And if you want to get under the wire with some sensational bargain purchases, study the selections made from this week's advertisements by The Press Shopper. If you follow her tips, you are following a signpost to savings.

The masculine coat bearing the most buttons today is that worn by the West Point Cadet. Each West Point Cadet coat carries forty-four buttons.



Vote For John Curtin

and you vote for

Better Town Government

and the return of the

2-PARTY SYSTEM

Democratic Candidate

SUPERVISOR of BRIGHTON

Pull Down Lever 3-B in 2nd Row

*Misrepresentation Toward None
Representation For All

Don't Miss These Timely OIL HEATER BARGAINS

THE FAMOUS
1938 MODELS

DUO THERM

"REGULATED"
OIL HEAT

Heat With Comfort
No Dirt — No Smoke
No Odor — No Work

EASY TERMS
\$5 A MONTH



Regularly \$79.50 Now
\$59.50

Heating capacity 4 to 5 rooms
(6250 cu. ft.) 14 inch Dual
chamber bias baffle burner.

Regularly \$64.50 Now
\$49.50

12 inch pot heat 4000 cubic
feet, burns number 2 fuel oil.

See Your Nearest Dealer—These Bargains Won't Last

City Dealers:—

KOMINZ TIRE CO.

H. C. POMMERENY & SON

I. S. HUNT

ROBOT ELECT. CO.

FIGLER ELECTRIC CO.

These Bargains Won't Last

ROCHESTER OIL BURNER

COMPANY

SENECA STORES

SPEAKER HEATING

RELIABLE FURNITURE CO.

EMPIRE FURNITURE CO.

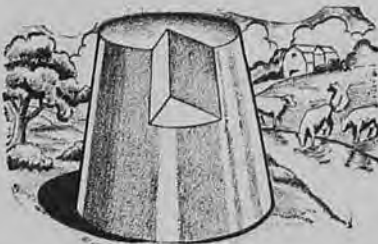
REDEKER BROS.

MOHICAN MARKETS Annual Harvest Sale

MOHICAN FRESH CHURNED
MEADOW BROOK

BUTTER

JUST ASK FOR A TASTE. YOU BE
THE JUDGE. WE SELL ONLY ONE
GRADE. — AGAIN WE SAY YOU BE
THE JUDGE.



We Receive This Butter Fresh
Every Day

29¢
lb.

NOW EVERYBODY CAN ENJOY LOBSTER

AT MOHICAN'S
LOW HARVEST
SALE PRICE



Arrive Fresh
Every Morning

MAINE CHICKEN LOBSTERS

Get Your
Order In
Early

25¢
lb.

They Go
Fast
At This
Price

Baltimore Fresh
OYSTERS

A Fresh Arrival Daily.
Another Harvest Sale
Special!

19¢
Pt.

Whipped Cream Topped

PUMPKIN
OR
Pineapple
PIES

23¢
ea.

Home Bureau Members and Friends To Play Cards

CHESTER A. KOHLER
PRESCRIPTION OPTICIAN
See Your Eye Physician Today
Quality eye glasses at a saving, plus experience, accuracy
service and workmanship. Glasses made and fitted to
correspond with your features. Broken lenses replaced
readily—prescription not required.
Evenings 6 to 8
82 LUX ST.

CURT
Comments
Edgar Newton Phillips, known back in the late 20's as definitely the debonair Valentino type, has been back in Rochester for a number of months now, after a stay of several years in Miami, Florida. Edgar wisely chose to forego the boom-like business of the Florida coast to return home and join up with dad in conducting that famous architect's business known through so many years as J. Foster Warner.

Concert Scheduled For No. 20 Evening School Opening

City-Wide Card Party Slated For Next Thursday

By MARGARET WILLSEA
Win, lose or draw, members of the Rochester Home Bureau will try their luck on Thursday, Nov. 2, at the organization's city-wide card party.

Sponsored by the Advisory committee, the affair is slated at headquarters, 150 Plymouth Ave. N., at 2 p.m. and again at 8 p.m. There will be prizes and refreshments, and tickets are available to the public.

Serving on the committees are: Chairman, Mrs. J. G. Conley; refreshments, Mrs. Ralph Abell; tickets, Mrs. James Howarth; and prizes, Mrs. Henry Fogarty.

A treat awaits the members of the Garden Study Club, Friday, Nov. 3, Dr. A. M. Pridham, professor at Cornell University's Department of Horticulture and Ornamental Horticulture, will speak on gardening with evergreens. This will take place at headquarters at 1:30 p.m.

Anyone furnishing her home in the early American period will welcome news of a course in hooked rug making, to commence Friday, Nov. 3, at headquarters, at 1:30 p.m.

Mrs. Bert Goodwin, in charge of the course of six lessons, will discuss the origins, styles, and technique of these interesting floor coverings, as well as the selection and dyeing of the materials which go into them.

In a world of adjustment to personalities, it is heartening to find new study clubs a basic part of the program at the Rochester Home Bureau.

A group studying adult problems will meet next Monday at headquarters, at 1:30 p.m. Miss Georgie Watkins, director, will serve as acting chairman, and lessons will continue the first and third Mondays of the month.

Establishing good eating habits will be discussed by the group studying the Pre-School child. This course is scheduled for next Tuesday in headquarters at 8 p.m., and will meet consecutive Tuesday evenings. Mrs. E. H. Walker will be acting chairman.

GAME PARTIES POPULAR

Increasing attendance is reported for the game parties conducted by the Haas's Memorial club at the 19th Ward Republican club on Thursday evenings. Benefit of these games is the building fund of the church. It is reported that the fund is fast reaching its goal and ground is expected to be broken soon for the new building.

Metzger's
Never Saw Anything Like It!
"TAKE-YOUR-TIME"
PAY PLAN
You'll marvel too, when you find out how EASY Metzger Terms are! You can choose a pay plan that is exactly suited to your needs—YOU specify when you'd like to make your payments. You won't find a fairer, easier way to buy fine clothes anywhere in town. No coupon books to buy, no extras of any kind. Stop in today.

MEN'S 2-PANTS SUITS
Finely Tailored
Worsted
\$29.50
and you do not pay for the privilege of a Metzger Charge Account.

Metzger's
STYLE SHOPS
34 MAIN ST. E.

MARRIOTT'S CALL GEN. 2310
French Dry Cleaners
UNION SHOP
For Super Satisfaction
31 RIVERVIEW PLACE 414 GENESEE ST.

Save With Good FREEBURN
A Dependable Fuel For Thrifty People
\$9.35 TON EGG NUT
Used And Praised By Thousands

STOVE	PEA	BUCK	RICE
\$9.60	\$8.25	\$7.60	\$6.50

All Prices For Ton, Cash—Delivered, Shaved Off

PHONE: MAIN 306

FIRE-KING
70 EXCHANGE ST.

DECORATIVE VENETIAN BLINDS
Priced for The Modest Budget
Made of selected kiln-dried Northern basswood, thoroughly seasoned. Finished with three coats of lacquer. Equipped with rust-proof and cadmium plated worm gear tilting device and automatic stop. Each blind equipped with Facia board in color to match blind. Custom made to your order.

15 to 22x54, 1.95 - 23 to 28x64, 2.75 - 29 to 36x64, 3.75
CALL STONE 5616. We'll send a man to measure and estimate your particular needs. No obligation, of course.

Our Decorative Service Is Yours For The Asking

ROCHESTER CURTAIN SHOP
134 CLINTON AVE. S. In Loan's Rochester Theat. Bldg.

Mrs. Norine Wignall, 112 Magee Avenue

NATHAN'S
SPECIALS FOR THURSDAY, FRIDAY & SATURDAY

SPECIAL!
Women's 45-Gauge CHIFFON STOCKINGS
59¢ pr.
2 Pair-\$1.75

SPECIAL!
CHENILLE SPREAD
Exceptionally generous tufted. Stock limited.
Reg. \$4.50 **\$3.39**

SPECIAL with coupon
HEMSTITCHED PILLOW CASES
42"x38" — limit 6 to a customer. 25¢ value **15¢**

With Each Purchase of 50¢ or Over
FREE SOUVENIRS

WITH COUPON
MODESS and KOTEX
Reg. 33¢ 2 for 35¢ **18¢**

Kiddies' Reg. \$1.00
Corduroy O'alls 89¢

SPECIAL REG. 50¢
CHILDREN'S DRESSES 2 for \$1

MEN'S SHIRTS 98¢
Reg. \$1.29
WHITE AND COLORED
Buy several at this amazingly low price.

USE OUR LAY-AWAY
DRY GOODS WEARING APPAREL
NATHAN'S
499 North Goodman
Open Evenings
Just One Block from Main Street
TEL. CULVER 4230

Following the social period, registration for the fall and winter semester will take place. In addition to the physical education and recreation program, No. 20 School will offer the following subjects: dressmaking, leadership training, safety education and first aid, social recreation, badminton and cooking, every Tuesday night from 7:00 to 10:00 o'clock. From the cultural Dept. comes Charles LeRoy who will teach singing.

Square Set Title At Slake In Park Dance

Feature attraction of the second annual benefit barn dance to be staged at Edgerton Park tomorrow night will be the Square set contest for the championship of New York State.

This dance which is sponsored by the North Side Lions Club will feature round and square dances and the more modern jitterbug delights.

Entered in the championship contest are teams from Vestal, last year's winners; and a Malta Temple team, runners-up last season. Other teams that will compete are entered from Honey Falls, Henrietta, Victor, Lakeville, Linwood, Rochester Recreation Council and Sodus.

Woodhull's Old Tyme Masters will furnish the music and it is announced that plenty of free parking space will be available for all corners. Admission is 40¢ and tickets may be obtained at the door.

Whalen Overrules Blackout; Moon Overrules Whalen

Recent plans for a 15-minute blackout of the New York World's Fair were dropped as a probable cause of too much confusion. However, the moon was not consulted on her desires so the blackout will take place anyway when the earth's shadow tomorrow night.

Rochesterians will get a good view of this eclipse as it will reach a totality of 99 per cent at its peak.

So, when the skies begin to darken at 10:41 P. M. tomorrow, don't look for bombing planes and the like. It will be only the poor moon hiding her face from what she sees going on in Europe every night.

You get all 4 advantages in SCHENLEY'S Light Whiskies

1. THE RIGHT FLAVOR of rich molasses.
2. THE RIGHT LIGHTNESS—achieved by Schenley's exclusive method of blending.
3. THE RIGHT STRENGTH—mild and smooth, yet full proof.
4. THE RIGHT PRICE—today's best value in fine blends.

SCHENLEY'S RED LABEL
Blended Whisky
40% grain neutral spirits
1/2 Pt. 82¢ Pt. \$1.58
(8 Oz.) (16 Oz.)
Qt. \$3.07
(32 Oz.)

SCHENLEY'S BLACK LABEL
Blended Whisky
40% grain neutral spirits
1/2 Pt. 88¢ Pt. \$1.30
(8 Oz.) (16 Oz.)
Qt. \$2.53
(32 Oz.)

At your favorite bar and package store
—Both Blended Whiskies—Cognac, 1939,
Schenley Distillers Corp., N. Y. C.

SALE! 2 Piece Modern Living Room Suite

Covered In Choice of Colors
100% Mohair
or
Striped Loom Weave

\$125
\$12.50 DELIVERS

TRADE IN YOUR OLD FURNITURE AT LAUER'S
You get a fair price because Lauer's renovate your furniture. And sell it in their own bargain basement.

STORE OPEN FRIDAY NIGHT SO YOU MAY Enjoy Leisurely Shopping

LAUER'S SALE of RUGS and BROADLOOM

600 SQUARE YARDS FINEST Twist Broadloom Figured Colonial Design \$4.19
Sq. Yd.

IMPORTED BELGIUM WILTON \$3.95
sq. yd.

SPECIAL 9x12 RUGS
Heavy Domestic Oriental Lustre
\$59

Lauer's
50 STATE STREET

San Antonio has been a major military post under five flags—Spanish, Mexican, Texan, Confederate and the United States.

The portrait of Lincoln appearing on five-dollar bills, is from one that was made a year before his death, in 1865.

Window Shopping in New York

By JANE ROVER

NEW YORK. — If your shopping budget this winter doesn't allow for mink, Persian lamb, or llama, girls, you'd better grab your grandpappy's trusty old '22 and his yourself right out to the woods to hang a few squirrels or Belgian hares.

For, if nothing else, this is going to be a season of fur and furs (the furrier the merrier, our punning Aunt Abigail might say), and if you don't have some fur somewhere about your clothes you're not going to be in the latest mode.

Whether it all presages another winter like that of the Blizzard of '88 I don't know, but the fact is that all the windows from Bergdorf Goodman's on the Avenue to S. Klein's on Union Square are displaying things with fur attached. Not only coats and muffs and hats, mind you, but gloves, purses, and even shoes.

In some windows I see Persian lamb purses to match coat collars, and in others three-quarter length gloves with silver fox fur at the tops that matches perfectly with those warm-looking little Dan'l Boone hats made of the same material. These hats, incidentally are supposed to be worn slightly tilted over the forehead, but not so far tilted that the fur gets involved with your eyelashes.

Leopard skin is another favorite. Just yesterday, in one show case I noticed some darling shoes (with leopard skin bows and backs) made to complement not only a leopard skin coat but also a purse of the same material.

All this is pretty ultra in fashion trends, and expensive, too, but the less plush shops are already bringing out their copies in squirrel and rabbit fur. It's quite the rag cut, the moment, and if it all seems foolish to you, it looks like you'll just have to go to Miami Beach for the winter and live in your bathing suit.

TURBANS—ROLL YOUR OWN
In these crowded New York restaurants, where you're just as likely to get an elbow in your neck as you are a toe in your shins, it's quite difficult to help from overhearing conversations, particularly when they're as interesting as the one I caught last Monday. I'm passing it along herewith, without comment.

"So he said he wasn't going to buy me another single hat (the speaker was fortyish, rotund, and slightly overburdened with rings and Chinese necklaces). Not another one, you understand, and here I was without a new hat for I don't know how long. So I got an idea, and I went looking for the five dollar woolen scarf I gave him last

Allar Society Group Plays Cards Tomorrow

Members of the Allar Society of St. Francis Xavier Church, Bay St., will hold their annual card party at the church tomorrow evening. Mrs. Rose Fromm has been appointed general chairman for the affair. Included on the committee under Mrs. Fromm's supervision are: Miss Fannie Gaglio, Mrs. Anna Comfort, Mrs. Mary Fischette, Mrs. Helen Wedow, Mrs. Mary Fiori and Mrs. Gertrude Bott.

SALE of HATS

that includes every \$2.98 Hat—and many \$3.98 and \$4.98 models.



\$1.98

- Soft Wool Felts
- Lustrous Suedes
- Fine Velvets
- Jerseys
- Unusually
- All New Winter Colors

A Joel event that not only offers value, but also a huge selection. Just think—your choice of every \$2.98 hat in the store and hundreds of \$3.98 and \$4.98 hats. Stop in tomorrow for your share of smartness!

Joels
215 MAIN ST. EAST

Mrs. Mildred Temple, 44 Daringer Place



Projansky

2 DAY CLEARAWAY

For Friday and Saturday

71 FUR COATS
18 FUR JACKETS

at Prices that Insure
Rapid-Fire Selling

The Reason for Such
An Event at Projansky's

In every busy store, and this establishment grows busier day by day, there are bound to be occasional accumulations of certain merchandise... Model Fur Coats from workrooms, Sample Fur Coats and odd items from regular stocks. Good store-keeping demands immediate clearance. Values and savings like these insure it. We suggest that you come early while a very good selection is at its best.

The Values, Like the Prices, Speak for Themselves

10 Northern Seals*	\$50	7 Raccoons	\$95	4 Hudson Seals*	\$135
4 Northern Beavers		3 Minkrats		3 Black Persians	
1 Hempted Squirrel		3 Brown Caraculs		3 Mink-Muskats	
1 Broadtail with Beaver		3 Grey Caraculs		3 Tipped Skunks	
2 Black Pony		3 Hudson Seals*		3 Black and Brown Caraculs	
1 Raccoon		3 Mendon Beavers*			
		3 Mouton Lambs			

While They Last
1/2 PRICE 18 FUR JACKETS 1/2 PRICE

Custom Furrier
and Tailor to
Gentlemen

39 East Ave.

- * Charge Accounts
- * Budget Accounts
- * Time Payments

Sibley, Lindsay & Curr Co. BASEMENT NEWS

There's Only One

"Fruit of the Loom"

But Our Basement Has Eight
Smart Styles of Fruit-of-the-Loom

UNIFORMS

Of Fine, Durable Broadcloth!
Zipper or Button Closings!
Washable as a Handkerchief!

\$1.00



Attention beauticians, waitresses, cooks, maids — and housewives who like to keep both smart-looking and protected from dust. Get a Fruit-of-the-Loom uniform and you get one of America's most famous fabrics, tailored with utter precision into fashionable, perfect-fitting long-wearing garments. Sizes 14 to 52, in our new and convenient Uniform Shop.

BASEMENT, Aisle 14



Sibley, Lindsay & Curr Co.,
228-250 Main Street, East,
Rochester, N. Y.

Please send me Fruit of the Loom uniforms, at \$1 each.

Style Size

Name

Street

City

Chg. ☐ Cash ☐ C.O.D. ☐

Or Phone Your Order
To Stone 6500

weis & fisher's

"rochester's showplace of furniture fashion"

Just A Few More Days To
To Take Advantage of This

**FREE
TRIAL
OFFER**



**MAKE THIS
TEST!
THAT'S ALL WE
ASK**

**SLEEP ON A NEW
BEAUTYREST
For 30 NIGHTS**

Try for yourself the mattress that's guaranteed for TEN YEARS... at our risk... no obligation to you, and if it doesn't provide you with the highest order of restful sleep, Weis & Fisher will take it back and destroy it!

SAVE SPACE and SAVE MONEY! With
This Genuine SIMMONS Studio Couch You
Literally Add An Extra Room To Your Home!



**OPEN
FRIDAY
EVENINGS**
For Family or
Group Shopping

It serves by day as a handsome, comfortable divan... and at a
pull of the wrist, it opens into deep springed, double or twin
beds. At Weis & Fisher you'll find it in your choice of the
colors that will harmonize with your present furnishings.

ONE DOLLAR DELIVERS

80 CLINTON AVE. SOUTH

weis & fisher's

"rochester's showplace of furniture fashion"



**THE
WAY TO
A MAN'S
HEART**

BY IRENE MUNTZ

Let each housewife help to
celebrate Apple Week by encour-
aging her family to eat more
apples and to serve apples in a
variety of ways in every-day
menus. Apples are so versatile
that they may be served in one
form or another every meal of
the day.

Take breakfast for instance:
on a sharp fall morning, there is
nothing more delicious than a
dish of warm apple sauce and
cinnamon toast to start the day
off well. Or toasted apple muffins
are as good as when freshly
baked.

APPLE MUFFINS
Temperature: 425 Degrees F
Time: 20 to 25 Minutes
2 c. all-purpose flour
1 c. baking powder
1/2 t. salt
1 c. sugar
1 egg
1/2 c. milk
1/2 c. melted butter
1 c. chopped apples

Sift flour, measure, and sift
with the dry ingredients. Beat
egg, add milk and butter. Com-
bine mixtures and stir only until
flour is dampened. Add the
apples. Fill greased muffin pans
2-3 full. Bake in a preheated
oven. To toast muffins, split,
brush with melted butter and
toast until delicately browned.

Stuffed Cinnamon Apples
using cottage or cream cheese
makes a delicious luncheon salad.

CINNAMON APPLES
4 apples
1 c. sugar
1/2 c. water
2 t. cinnamon
drops

Core and pare apples. Mix the
sugar, water, cloves and cinna-
mon drops and boil for 5 min-
utes. Add the apples and cook
slowly until tender. Remove
apples and boil down syrup until
thick. Pour over apples and chill.
Serve with meat. Or drain from
syrup and arrange on lettuce.
Stuff with well seasoned cottage
or cream cheese.

For an all-time favorite serve
apple coffee cake.

APPLE COFFEE CAKE
Temperature: 425 Degrees F
Time: 30 Minutes
2 c. all-purpose flour
1 c. baking powder
1/2 t. salt
1 t. cinnamon
1 c. sugar
1/2 c. melted butter
1 t. shortening
1 t. vanilla
1 t. nutmeg
1 t. cloves
1 c. milk
1 c. sliced apples
1 c. sugar
1 t. vanilla
1 t. nutmeg
1 t. cloves

Mix and sift dry ingredients.
Add the melted shortening, the
well beaten egg, the orange rind
and the milk. Beat well and turn
into a buttered 8x8x2 inch tin.
Cover with sliced apples. Mix the
butter and sugar and sprinkle
over the top. Bake in a preheated
oven.

Personals

Mr. and Mrs. D. Stuart Smith
of Arbonale Avenue, entertain-
ed at dinner Tuesday in honor
of Miss Katherine Dartin, who
will give a current topic lecture
at the Century Club next Wed-
nesday.

Mr. and Mrs. Buel P. Mills of
Portsmouth Terrace entertained
at dinner on Saturday in their
home.

Mr. and Mrs. Charles M.
Thoms of the Sagamore will en-
tertain at dinner and bridge on
Monday at the Genesee Valley
Club.

Mr. and Mrs. Hal W. Johnston
of Buckingham Street left Fri-
day for New York where they
will pass several days.

Mr. and Mrs. Leland C. Brown
of Superior Road, entertained at
dinner Sunday in honor of Miss
Minnie J. Brown, of Winton
Road.

Mrs. Edward F. Wellington of
Grosvenor Road, returned last
week from her summer home at
Pultneyville where she passed
the summer season.

Mrs. I. L. Houley of Georgian
Road will entertain the Kodak
Current Event Group for lunch-
eon on Thursday in her home.

Mr. and Mrs. Alexander Beach
of Barrington Street, returned
this week from New York where
they passed several days.

Mrs. John P. Street of Monroe
Avenue, has taken an apart-
ment at the Coolidge, East Ave-
nue, and will occupy it from
November first.

Mrs. Lewis H. Gilbert of Haw-
thorne Street, will entertain the
Beau Desir Reading Club for tea
on Monday in her home. Miss
Allen L. Todd will review the
Autobiography of William Lyon
Phelps.

Mrs. William Y. Page and her
cousin, Miss Ruth Bennett of
Portsmouth Terrace left Mon-
day by motor for New York and
Washington. They will return in
three days.

Miss Ellen L. Todd of Bucking-
ham Street and Miss Floy S.
Benham of South Goodman
Street returned this week from
New York where they passed
several days and visited the
World's Fair.

**Buy Your Sunday Roast
at a WEGMAN MARKET**

Wegman Quality	Fresh Dressed
PRIME SHOULDER	BONELESS ROLLED
BEEF ROAST	LAMB ROAST
19^c lb.	19^c lb.
Finest selected prime grain fed beef. Enjoy a delectable roast Sunday at a low price.	Selected by Wegman buyers from young spring lamb and featured for the week end as a special.
Fresh Rib End Pork Loin Roast lb, 18c	

Large Bundle
TENDER, CLEAN
**CELERY
HEARTS**
10^c ea.

Eating or Cooking
Fancy, Homegrown
**KING
APPLES**
10 Lbs.
15^c

Fresh Tasty
FUDGE WALNUT
**LAYER
CAKES**
25^c ea.

KRAFT'S PLAIN
VELVEETA 2 lb loaf **39^c**
NEW CROP SWEET, JUICY
FL. ORANGES dz. **19^c**
KEEP A SUPPLY ON HAND
HORMEL SPAM can **25^c**
KILBOURN HALL, OUR
BEST COFFEE lb. **19^c**
SWANSDOWN
CAKE FLOUR pkg. **20^c**
NEW PACK, LARGE
SHRIMP can **10^c**
NO. 2 1/2 YORK STATE
TOMATOES 3 cans **25^c**
DINNER FOR 4 KRAFT MACARONI
DINNERS pkg. **10^c**

CAMPBELL'S NEW PACK TOMATO
SOUP 4 cans **25^c**
ONE POUND MEISENZAHN EGG
NOODLES pkg. **11^c**
GAUZE TISSUE 3 ROLLS FOR **13^c**

**FINEST BUTTER
MONEY CAN BUY!**



TUB BUTTTER
31^c lb.
POUND ROLL
32^c lb.

Land O'Lakes
Wegmans
HOME OWNED FOOD MARKETS
FREE PARKING FOR CUSTOMERS AT ALL STORES

DEMOCRATS PLAY CARDS

Democratic Women of the 18th ward will stage their annual card party in Grand Webster Hall tomorrow night. Mrs. John Morgan and Mrs. John E. Lyons, who are in charge of arrangements have appointed a large committee to assist them.

POST AUXILIARY MEETS

The regular monthly meeting of Brighton Post Auxiliary No. 1064 will be held tonight at the home of Mrs. Louise Clow, 284 Susquehanna Road at 8 P. M. Mrs. Jessie Posmire, newly elected President will preside. Mrs. Clow will entertain.

YMCA Drive Led By Sharpe



Thomas Sharpe, Campaigner

Drive Nets Thousand Members In First Day Canvass

Nearly one thousand Rochesterians decided yesterday to "Fly High, Join the Y" in the first day's canvass of the YMCA membership drive.

Under the direction of Thomas A. Sharpe, general chairman of the campaign, nearly 6,000 workers are concentrating on signing up 4,000 persons, quota for the seven-day campaign.

Theme of the campaign is aviation, with teams divided into "air squadrons" named after prominent air lines. It is proposed to let commanders of winning squadrons impose penalties on losing groups at the close of the campaign.

Sharpe, himself is enthusiastic over the drive's success. His statement at the opening of the campaign on Wednesday follows:

"I deem it a real privilege again to head a YMCA membership campaign. It is a pleasure to lead so many willing workers who believe in the YMCA 100 percent, and who giving so unselfishly of their effort for this grand cause."

Fidler—

Continued From Page 1

both about Mickey Rooney's impersonations of Gable and Barrymore, when Crosby's nags have been impersonating race horses for years.

Wayne Morris and Ronald Reagan are in the dog house as far as Priscilla Lane and Jane Wyman are concerned. The other day on the "Brother Rat and the Baby" set, the boys tried a practical joke. They locked the Misses Lane and Wyman in a prop elevator. The lock jammed and it took the entire crew 30 minutes to hoist the ladies through the top of the cage.

PERSONAL OBSERVATIONS:

No matter how canny the candid cameraman, Norma Shearer always manages to present a profile pose. In a heated conversation, Pat O'Brien averages at least ten matches to a cigar. There's a something about Irene Dunne that makes every man in the room unconsciously straighten his tie. Tom Brown seems to think a handshake is a muscle-test, instead of a social gesture.

Stopped in on the set where Director Bill Keighley is directing "The Fighting Sixty-ninth" and picked up a funny story at his expense. Seems Keighley, who's a stickler for authentic detail, flew back to New York before starting the picture and spent the better part of a week with Attorney Wild Bill Donovan, the World War hero George Brent portrays in the leading role. The object, of course, was to insure a believable screen presentation of Donovan's character. Coming back to Hollywood, Keighley took Brent aside to coach him in his role. George listened attentively, then nodded approval. "You've got Donovan down to a 'T,'" he said. "How do YOU know?" demanded Keighley. George grinned. "Why Donovan," he said, "has been one of my best friends for seventeen years!"

CUFF NOTES: Because she received so many nasty letters from credulous fans, Mary Nash, who played the hateful boarding school owner in "The Little Princess," is turning down all offers of "heavy" roles. Metro will co-star Clark Gable and Spencer Tracy in "Love Comes to Burkhorn," an oil field melodrama. Genevieve Harrington, who played the role of the white-haired boy's really bald.

Johnny Mercer wants to know why so many of Hollywood's white-haired boys are really bald.

(Copyright, 1939, McLaughlin Syndicate, Inc.)

The "Eyes" Have IT!

BUT their endurance must be kept up by constant care! BAUSCH affords every facility for the protection and preservation of eye sight... examination, eye-glass prescription, and precision lens grinding. You'll find BAUSCH optical services as economical as they are satisfactory.



Charge Accounts for Convenience

E. E. Bausch & Son Co.
6 MAIN ST. E. 61 EAST AVE.

Mrs. Gertrude Sadden, 1181 Dewey Avenue

If You Have a Present to Give ★
Between Now and Christmas
You Can Buy It Most Advantageously at

LIKLY'S Now
Bags of Alligator Grain
\$3 and \$5



So appropriate for wear with furred apparel which is "in" from now on. And fashion magazines raving about them.

Newest Necklaces

Other Leathers \$2 to \$25

The gold accent from which is suspended rippling multicolored beads, cut crystals, etc.

\$1



Wide assortment of every new type of costume jewelry.

\$1 to \$15

Charge Accounts Invited
FREE Deliveries in N. Y. State 271 Main E. Est'd 1844

Mrs. Esther Altmann, 119 Field Street



"Better Sight" Student Lamp. Pleasing design, parchment shades. Complete with bulbs. As low as \$3.75 (cash).



Handsome Pin-It Up Lamp for extra light in every room. Easily attached to wall. Choice of shade styles and colors. As low as \$1.95 (cash).

See our full display of the newest L. E. S. Lamps on our Main Floor.

Rochester Gas & Electric Corporation

89 East Ave. Main 7070

ROCHESTER'S LARGEST
POPULAR PRICED STORE

Edward's

SUN RAY GAS RANGE

- ★ Enamel Black Base To Floor
- ★ Two Large Storage Compartments
- ★ Full Enamel Oven
- ★ Automatic Gas Lighting
- ★ Acid Resisting Porcelain Throughout
- ★ Fully Approved By The American Gas Association
- ★ Choice of Red or Black Hardware

\$39⁵⁰

Buy On Our Budget Plan
NO DOWN PAYMENT
Balance \$1 Week



Automatic Oven Control At Small Additional Cost

EDWARDS—Sixth Floor

SALE! Polka-Dot Kitchen Ware



At About One Half Regular Price

59^c

A Few Pieces Are Irregular

Here is real money-saving opportunity to replenish your kitchen with smartly styled containers. Neat polka-dot design in red and black or black and white. Supply is limited. Shop early for a completely matched set.

- ★ Cake Covers With Tray And Carrier
- ★ Bread Boxes (12 1/2 x 9 1/2 x 8 1/4)
- ★ Bread Boxes (13 3/4 x 10 x 9 1/2)
- ★ Canister Sets (4 Pieces)

- ★ Step-On Cans (10 Qt. Inset)
- ★ Square Canister Sets

Dust Pans (1/2 covered) . . . 15c
Round Waste Paper Baskets 25c

EDWARDS—Sixth Floor

Armstrong and Nairns Standard Weight

INLAID LINOLEUM

This Price Includes
Cementing Direct
To Your Floor

\$1⁵⁰
sq. yd.

Marbled patterns in designs for large kitchens, tiny vestibules or bathrooms. Of course every color in this smart combination is laid through to the waterproof felt base.

Buy On Our Budget Plan—No Down Payment—Balance Weekly

EDWARDS—Fourth Floor



SALE of New 1940 DeLuxe SAMSON CARD TABLES

Including 2 New Double Duty Coasters

Supply Is Limited
So Act NOW!



The most stunning array of card tables you've ever seen! Never before such rich, luxurious tops—never before such outstanding values! They're Samson DeLuxe—Strong, sturdy, washable, stainproof. See them all—get several for card playing, for the porch, kitchen, lawn, etc.

Note These Samson Features:

- ★ Smooth, rounded edges
- ★ Protected corners
- ★ Heavy, solid legs
- ★ Color fast tops
- ★ 59 more square in. playing surface
- ★ Double-braced legs
- ★ Stain-proof
- ★ Washable
- ★ Continuous top
- ★ Nothing to Catch dirt

EDWARDS—Fifth Floor

YOUR NAME IMPRINTED
CHRISTMAS CARDS
for \$1

Not too early to think of the Christmas Cards you're going to need. Select now! Choose from a superb collection that includes new designs, brand new ideas in card sending. Choose NOW from complete assortments. Don't wait until the last minute and take what you don't want simply because supplies are limited! Note our thrifty price, too!

Place Your Order NOW
For Early Delivery

EDWARDS—Street Floor



LOOK TO LIVADAS FOR LOWEST PRICES!

LARGEST STOCKS ★ CHOICEST BRANDS

BOTTLED IN BOND
Under U. S. Government Supervision
4 YEARS OLD
Meadville STRAIGHT
Pure Baltimore RYE
100 Proof

A Bonded Rye Whiskey with a heritage.
Made by The Baltimore Pure Rye
Distilling Co. and having the character-
istic of the finest rye.

\$2.39 FULL QUART
3 BOTTLES \$7.00
COMPARE \$3.25 VALUE

No Finer QUALITY
LIVBRO
90 PROOF
GIN

\$1.45 Full Quart

Compare! \$1.98 Value!



A fine quality gin at a spec-
tacularly low price. Smooth
and mellow to suit the finest
taste. Try this famous
LIVBRO brand and you'll
adopt the habit if you are a
connoisseur. We claim there
is no better gin at any price.
Try it and you'll agree with
us!

KING GEORGE VI
One Of Scotland's Finest
Blended

Scotch Whiskey
COMPARE!
\$2.99 VALUE
85 PROOF **\$2.49**

Luckily our shipment on this fine
Scotch (made and bottled in Scotland)
arrived before hostilities started. No
war insurance, no premium freight ex-
pense, no large foreign exchange
variations. Therefore this

LOW LIVADAS PRICE

OLD HILTON
Straight BOURBON
WHISKEY
3 Years Old 90 Proof

\$1.49 FULL QUART

Naturally matured in new charred
oak barrels. Not only a famous
brand, but an extra mellow bourbon!

LIVBRO RYE
90 Proof 51% 4 OLD YEARS

\$2.10 Full Quart

COMPARE! \$2.95 VALUE!

BALBOA WINES

Bottled At Winery In California

YOU CAN NOW SERVE THE PROPER WINES WITH YOUR
FISH, FOWL OR MEAT VARIETIES WITH LUSCIOUS CALI-
FORNIA WINES SUCH AS THESE . . . AND THE EXPENSE
IS SO LOW. And as Rochester's largest wine dealers we are able
to offer his bargain Price continuously . . . not merely as a one
day special. That's the kind of Value Livadas brings the Public of
Rochester . . . day in and day out values! Try this wine that
comes direct from one of America's largest wineries . . . see if it
doesn't come up to highest expectations of what superb wine
should be.

BALBOA SWEET WINES

- PORT
- TOKAY
- MUSCATEL
- SHERRY

3 Full Qts.
\$1.25

Bottled at the Winery

Alcohol 20% By Volume
At These Prices You Are Buying
The Finest Quality Wines At The
Lowest Prices!

BALBOA DRY CALIFORNIA WINES

- Burgundy
- Barbera
- Zinfandel
- Chianti
- Claret
- Reisling

99c

FULL GALLON

OPEN EVERY NIGHT TILL MIDNIGHT

LIVADAS BROS.

PHONE
STONE
5549

183 MONROE AVE.

N. Y. S. LICENSE L-4229

FREE
DELIVERY

Field Artillery Group Announces Reunion Dinner

Fifth annual reunion dinner of the 309th Field Artillery Association will be held at the Elks Club on Saturday, November 4th. It is expected that a record turn-out will be on hand, according to Harry Ellwell, general chairman.

Feature speaker of the evening will be Al Sigi, famed local news broadcaster. Other events listed for the dinner include communi-ty singing of old-time army songs, martial music during dinner and other entertainment. James O'Connor and Joseph Kirk will act as masters of ceremony.

All members of the association are urged to make reservations early.



Roy F. Bush, county clerk, who seeks re-election to that office for a third term, opposing him will be Walter Wickens, former Republican states assemblyman.

Evening School Offers Dramatic Training Class

In response to a popular demand, No. 27 Evening School has announced the formation of a Dramatic Group for men and women.

Registration for this class will be available at No. 27 School Tuesday and Thursday evenings of next week. The class will be in charge of an instructor thoroughly experienced in the field of Dramatics. Beginners as well as advanced students will find this class of material help in perfecting their dramatic technique. The casting of a one-act play will take place immediately upon the formation of the class.

Phone Genesee 1417

DOLAN'S

MEATS
GROCERIES
VEGETABLES

600 JEFFERSON AVE.

Roasting Chickens **21c**

BEEF ROASTS **17c**

Milk Fatted FOWL **19c**

PASTRY FLOUR, 5lbs. 15c

SPECIAL SALE **Rath's BLACK HAWK BACON**

Double Your Money Back if you don't like Rath's Corn-fed flavor better than any other bacon! **25c**

WISCONSIN CERTIFIED TAMALES In Sauce 25c

1 Lb. Glass Jar PARTY LOAF... can 23c

FOR HALLOWEEN FORMAN'S SWEET CIDER BUY THE CUTS OF CHICKEN YOU PREFER Legs, lb. 37c Breast, lb. 45c Wings, lb. 23c Liver, lb. 45c Giblets, lb. 19c Neck, lb. 12 1/2c



October Bride's OWN SALE!

Start Right by Buying Right



at Majestic

MAJESTIC leads the way again! October brides who buy here, don't have to cramp their budget . . . for here you can have the most liberal credit terms in all Rochester! See these two completely furnished rooms . . . and put them in your own home, with only \$5 down and 18 months to pay the MAJESTIC way!

18 MONTHS TO PAY



Complete 2-Room **\$158**

REGULAR \$220.00

ONLY \$5.00 DOWN!

15 Pc. Living Room Outfit **\$79**

- Big Sofa
- Wing Chair
- Lounge Chair
- Coffee Table
- Two Lamp Tables
- Magazine Rack End Table
- Two Table Lamps
- Bridge & Floor Lamp

9 Pc. Bedroom Outfit **\$79**

- Bed
- Chest
- Dresser
- Spring
- Mattress
- 2 Pillows
- Night Table
- Chintz
- Boudoir Chair

\$17.95 INNERSPRING MATTRESS **\$9.95**



Nationally known brand... specially priced for this week-end to introduce you to MAJESTIC super-furniture values!

OPEN EVERY EVENING
MAJESTIC FURNITURE COMPANY
204 COURT ST.

Just a Step From Clinton

Out of the High-Rent District

Extra Special! Quantity Limited

FOUR POSTER BEDS **\$3.95**

Walnut or Maple Finish



ful Advertising

Truthful News

The Rochester Sun, Thursday, October 26, 1939

Truthful Advertising

Page Seven

The Rochester Sun

Published every Thursday by the Rochester Sun Corp., 5 St. Paul St., Rochester, N. Y.; G. O. Gerling, Pres.; F. B. Kelly, Vice-Pres.; Wm. Pfaff, Sec.; Wm. O. Bromley, Treas.

G. Curtis Gerling, Publisher Orville H. Allen, Editor
Eugene Davis, Adv. Director

NATIONAL REPRESENTATIVES,
James A. Coveney Co.

New York Office 444 Madison Ave.
Chicago Office 39 South State St.

QUALITY SATISFACTION

GUARANTEED
or your
money refunded

2 Stores To Serve You

Fresh Dressed
FOWL 17c

Long Island
DUCKLING 19c

Fancy Hen
TURKEYS 27c

Kaufman's Genuine
LEG OF LAMB 19c

Fresh Dressed
CHICKENS 21c

BEEF ROASTS 17c

Sirloin Steak (well trimmed)
lb. 27c

Fresh Cut-up CHICKENS

Granulated
Cane Sugar 5 lbs. 27c

Breasts, lb. 41c

Pork Knuckles 1 lb. 10c

Wings, lb. 19c

Cherry Stone Clams 1 lb. 10c

Legs, lb. 39c

Fresh Shucked Oyster, pk. 21c

Necks, lb. 15c

FREE Delivery On Orders of \$1.00 or More!

CLARK'S MARKETS

906 NO. GOODMAN
Near Bay, Culver 4870

824 PORTLAND
Stone 471

Ridge Ladies League

Marie Hickey, the energetic secretary of the Ridge Ladies Bowling League takes her pen in hand and sends us the results of last Friday's matches. This new 16-team league was productive of a number of good totals. Leading the pack was Neil Dennis, with high three total of 581 and high single game of 229. Neil's sharpshooting helped her team, Arcade Restaurant, to high single of 888 and high three game of 2460. Aiding and abetting in the high totals were Dee Decker with 518, Marie Hickey's 484, Bobbie Vaccaro 487 and Kay O'Brien 410. Incidentally, the Arcades were spotting Johnston Bakeries 108 pins per game, but they won three games and blasted themselves into first place.

Other highlights were Sara Bavaglia's 210 for second high individual game for the season. Bella Riber came through with a good 529, Lillian Kraft had 512, Grace Lattine 497, Bernice Waffle 495, Ruth Hall 486, Ruth Roberts 475, Lee Tracy 474 and Marjorie Resili 473.

Imperial Papers
are Washable
FAST-TO-LIGHT
and ECONOMICAL



See Hundreds of New Fall Patterns
at our Store Today

GAMROD HARMAN
75
EXCHANGE
ST.



Rose LaRose, talented star with the new revue "Laffingus," which opens tomorrow at the Embassy Theatre for a week's engagement.

Bartholomay League

Jim Hayes was the whole show in the Genesee Hall Bartholomay League with 574 and single game of 256.

Certified swept their series with Pasturized Chocolate Milk also won all three from Butter-milk and Vitamin D won two from Guernsey, one game by the narrow margin of 19 pins and another by 22.

Rochester Sun Movie Guide

All pictures listed now showing, except as noted:
*Friday and Saturday
*Friday Only
ROCHESTER — "The Real Glory," Gary Cooper; "Hidden Power," Jack Holt.
PALACE — "The Roaring Twenties," James Cagney; "Prudella Lane," "Everything on Ice," Irene Dunne.
CENTURY — "What a Life," Jackie Cooper; Betty Field; "Dad," Basil Rathbone; Sigrid Gurie.
REGENCY — "Jamaica Inn," Charles Laughton; "Everybody's Hobby," Ginger Rogers; "Fifth Avenue Girl," Ginger Rogers; Walter Connolly; "The Adventures of Sherlock Holmes," Basil Rathbone; Ida Lupino.
LITTLE — "Maverick," Charles Boyer; Danielle Darrieux; Selected Short Subjects.
"RIVERA-DIXIE" — "In Name Only," Carol Lombard; Cary Grant; Kay Francis; "Saint in London," George Sanders; Sally Gray.
"STATE LIBERTY" — "Lady of the Tropics," Hedy Lamarr; Bobi Taylor; "Orchid Hunt for Mayor," Glenda Farrell; Barton MacLane.
"CAMEO" — "Unexpected Father," Baby Sandy; Misha Auer; "Mr. Wong in Chinatown," Boris Karloff; Margery Reynolds.
"GRAND" — "Man About Town," Jack Benny; Dorothy Lamour; "Grand Jury Secret," John Howard; Gail Patrick.
"LAKE" — "Six Thousand Enemies," Walter Pidgeon; Rita Johnson; "Naughty but Nice," Dick Powell; Francis Langford.
"MADISON-MONROE" — "When Love Borrowed Love," Irene Dunne; Charles Boyer; "Island of Lost Men," Anna May Wong; Anthony Quinn.
"SWIFT END" — "Unexpected Father," Baby Sandy; Misha Auer; "Mr. Wong in Chinatown," Boris Karloff; Margery Reynolds.
"TRIALTO" — "Of Human Bondage," Bette Davis; Leslie Howard; "Lost Squadron," Joel McCrea; Richard Dix (last Rochester).
"TEMPLE" — "Hotel for Women," Linda Starnell; James Ellison; "Magificent Fraud," Akim Tamiroff; Lloyd Nolan. (Fairport)

A hundred years ago the tuition fee at Princeton was \$40. That's as certain as taxes and the fact women's hats next year will be sillier than they were this year.

KIENER'S
CUSTOM TAILORED
COATS
FUR TRIM UNTRIMMED
COATS Dress Coats
\$28 Reg. \$35 and \$39.50 **\$18** Reg. \$22-39
Right now is the time to order your KIENER coat... skillfully tailored to your own face and figure.
KIENER'S
599 HUDSON AVE.

GOOD NEIGHBOR VALUE
TRADE IN your old razor on a new SCHICK CAPTAIN
\$2.75 ALLOWANCE ON YOUR OLD RAZOR
Safety, straight edge or electric Regardless of Make or Condition
Reg. Price \$12.50
Your Razor 2.75
NET ONLY **\$9.75**
50c Down, 50c Weekly
Here's everything you want in a dry shaver! New, more powerful motor, closer shaving, yet cannot nick or cut the tenderest skin. Try this Schick Captain... learn what real shaving comfort is!
\$1 Extra Allowance to owners of Old Schick Shavers
RUDOLPH'S
E. MAIN at SOUTH AVE. Open Saturday Evenings



15-15c SPECIALS For Fri. and Sat. Oct. 27th and 28th

LINCOLN'S 15th ANNIVERSARY

16x28 TURKISH TOWELS 15c 30c value R. O. M. Pastel colors Famous makes at half price. YOU SAVE 15c	Men's Gripper FRONT SHORTS 15c Slub broadcloth and madras shorts in sizes 30 to 44. (Saturday)	PLAIN TAILORED Reg. 25c RAYON UNDIES • Stepins • Bloomers • Panties 15c You save 10c on every one. Beautifully tailored rayons in sizes 5, 6, 7.	Boy's 25c Knitted SPEED SHORTS 15c Fine rib knit shorts in brief and mid-way styles. Sizes 24 to 30. (SATURDAY ONLY)	MEN'S 25c ATHLETIC SHIRTS 15c Sizes 36 to 46 Fine count, 1x1 rib knit athletic shirts easily worth 25c. (SATURDAY ONLY)
Extra Wide 46 Inch (seconds) TABLE OIL CLOTHS Usually 29c Scores of brand new, colorful patterns... shelves, etc. 15c YOU SAVE 14c	NEW FALL PRINTS SLUB BROADCLOTHS SLUB POPLINS Ideal for children's school dresses, house-dresses and blouses. 15c yd. (SATURDAY ONLY) YOU SAVE 10c yd.	MISSES' Reg. 25c First Quality CREW SOCKS Heavy ribbed, plain color, crew socks. 1 in sizes 8 to 12. 15c pr.	80 Square Regular 25c PERCALES IN CHECKS OR PLAIDS Fruit of the Loom, 80 square percales popular for children's school frocks. 15c yd. YOU SAVE 10c a yard	MEN'S 25c RIBBED SPEED SHORTS 15c Sizes 30 to 44 Brief and mid-way shorts made especially for comfort and freedom.
STEVENS' LINEN DISH TOWELS 15c 25c value Genuine Stevens' all linen towels with colored borders. (SATURDAY ONLY) YOU SAVE 10c	Men's Banner Wraps which means no loose threads to unravel SATURDAY ONLY PART WOOL HOSE Expensive-looking patterns in checks, stripes, dots. (Slight imperfections) 15c 25c value	Regular 25c COVERALL APRONS Styles Three 15c Tulip aprons, 5 panel swing styles and coveralls in percale prints. YOU SAVE 10c	Men's FANCY RAYON-COTTON HOSE 2 PAIR FOR 15c Buy a dozen pair at this price and save 54c. Plenty of new patterns.	OIL PARCHMENT LAMP SHADES 15c Bridge and student bridge shades, hand painted and decorated. YOU SAVE 10c

MAIN at ST. PAUL ST.

LINCOLN'S

MAIN at ST. PAUL ST.

WE HAVE BREAKFAST SETS — AUTO RADIOS — IRONERS — JEWELRY — SEWING MACHINES — TOASTERS — CLEANERS — BICYCLES — REFRIGERATORS 2 NICKELS A DAY

MAKING THE NICKEL FAMOUS!



Genuine
DIAMOND
Cross & Chain
10 K Natural
Solid Gold

\$4.95

Neat and Dainty
A Most
Appropriate Gift

3 REASONS for VISITING
Seneca's Big
Jewelry Department

"Smaller Than
A Dime" . . .
21-Jewel
BENRUS
"Mayfair"
WRIST WATCH

JUST
\$37.50

Exquisite, curved, dainty
yellow gold filled case. An
accurate, dependable time-
piece.

75c A WEEK

Sensational Feature
WEDDING RING
10 DIAMONDS
14 K SOLID GOLD
\$11.95

Pay Only 2
Nickels
a Day

2
(ONLY TWO!)

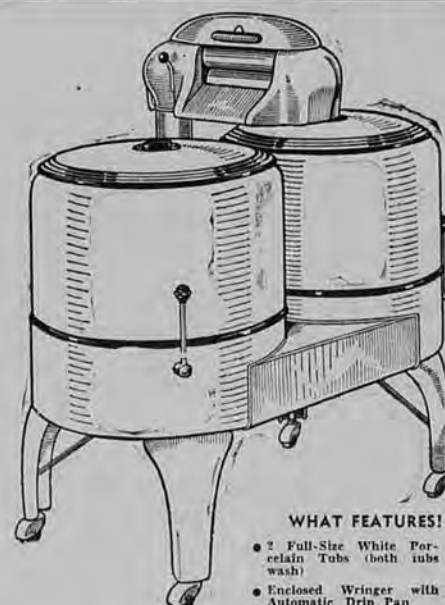
SAVE
\$55

on this 2-Tub Kelvinator

We'll Give You \$55 For Your
Old Washer—Thus You Pay Only

\$94.50

At 2 Nickels a Day



WHAT FEATURES!

- 2 Full-Size White Porcelain Tubs (both tubs wash)
- Enclosed Wringer with Automatic Drip Pan
- Large, Balloon Rubber Rollers
- Sealed Mechanism, never requires oiling
- Seneca 2-Year Service and Guarantee

PAY ONLY

YOU PAY LESS!
YOU GET MORE!

WHY YOU
GET MORE
FOR LESS



Remember, RCA is the
one organization in the
entire world that makes
and does everything in
radio. This experience to-
gether with our own, is
responsible for this amaz-
ing offer.

Thanks to this
MAMMOTH
Radio Value!

We challenge the world
as we introduce the
BIG, NEW 1940

RCA Victor

at the positively sensational price of only

\$69.95



DESIGNED FOR
TELEVISION
ATTACHMENT

We ask you to look at this
BIG, TALL, MODERN radio.
net. 42" high, 28" wide,
14 1/2" deep. Picture how it
will look in your living room.
... how it will be the envy of
your friends and neighbors.

This is Model K-80—the greatest value in RCA Victor
history. A superheterodyne 8-tube console and a hand-
rubbed lacquer finished cabinet featuring heart walnut
veneers... and more than 3 1/2 feet high. Has Magic Eye,
Automatic Tone Compensation, Plug-in for record
player and a wealth of other features.

SEE HOW YOU GET EXTRA VALUE
AT NO EXTRA COST

LOOK!

WE are really excited over the host of
amazing facts and features about this
gorgeous radio. For instance, it plugs in
anywhere, and is as easy to install as your
electric iron. But the best thing of all is
the wonderful performance you get at this
sensationally low price. The way to know
all about what this set will do is to come in
and hear it yourself... and see for yourself.

RCA Victor Model K-80 is in a class by
itself. Mammoth is the word for this value,
and that's what everyone says when he sees
it. Come in... ask about our trade-in deal
and about our easy terms. Don't miss this
chance to have a class instrument at a mass production price.

For finer radio performance
—RCA Victor Radio Tubes

- ★ 7 Tubes and Magic Eye
- ★ Not 6, not 7, but 8 PUSH BUTTONS for Tuning
- ★ Not 8", not 10", but A FULL-TONED 12" SPEAKER
- ★ BUILT-IN ANTENNA... No Outside Aerial Needed
- ★ 3-Band Clear-vision Dial... Wonderful foreign reception. Many other newest, most modern features.

LEADS in Beauty

EXTRA-FAST
POWERFUL
HEAT

EXTRA-LARGE
INSULATED
DUAL-OVEN

PORCELAIN
ENAMELED
INSIDE AND OUT

COOKS AND BAKES
WITH OIL OR GAS
OR BOTH AT ONCE



MOST LIBERAL
TRADE-IN
MOST CONVENIENT
TERMS

FLORENCE DUAL **Oil and Gas** OVEN
COMBINATION RANGES

And a range that also leads in those other
important features that will mean years of
satisfaction for you. It is scientifically de-
signed to burn oil economically and give
you faster heating, balanced baking in the
large insulated oven, ample hot water. The
gas equipment is of the latest design with

safety flash lighters, automatic oven heat
regulator, smokeless broiler...
It leads in convenience, too, with elec-
tric clock, lamp, condiment set. Whether
you use manufactured, natural, or bottled
gas, there is a Florence to meet your needs
and budget.

FLORENCE STOVE COMPANY • GARDNER, MASS.

pecially built
with famous
FLORENCE
RANGE OIL
BURNERS

SENECA STORES

149 MONROE AVE.
CREDIT
JEWELERS
OPEN EVENINGS
UNTIL 9:30

Additional Bowling News On Page 13

The average housewife spends seventy per cent of her time in the kitchen. The averages thirty-six hours a week doing housework.

For AUTHENTIC NEW YORK STATE WINES

be sure the labels say: **"NEW YORK STATE"**

and for New York State quality of its best... be sure you say—

NEW YORK STATE
Widmer's
Hillside
Wines

WIDMER'S WINE CELLARS, INC., NAPLES, N. Y.

Phone Girls League

Genesee No. 2 won all three from Triangle No. 1 in the Rochester Telephone Ladies' League at Genesee Hall. Stone No. 1 won three from Engineering No. 1, Monroe No. 2 won two from Culver No. 2, Glenwood No. 1 took two from Stone No. 2, Main No. 1 won two from Monroe No. 1 and Culver No. 1 took two from Genesee No. 1.

Esther Kennedy's 475 was the best three-game total, while Mary Burns had high single game, 194. Eileen Rafferty with 455 and Anna Tiffany with 180 also rate honorable mention.

Shoe Store Offers Bowling Rules Book

The Kinney Shoe Co. is distributing a booklet which will be of interest to bowlers and bowling fans. This booklet, which is published through the courtesy of the American Bowling Congress, contains a summary of the official bowling rules, pointers on scoring, and other information about the keeling sport.

The booklet, which is free for the asking, may be obtained at the local Kinney Shoe Store at 74 Main St. E.

Dom Scherzi Enters Local Bowling Hall Of Fame With 804 Total

Elm Bowler Rolls Third Highest 3-Game Score In Rochester History Monday Night

The third highest individual total in Rochester bowling history was registered by Dom Scherzi in the Rochester League at Elm Hall last Monday night. Scherzi missed the 1-3 pocket very few times to bang out the exceptional total of 804. His individual games were 278-248-278. The high scoring fever spread to his teammates on the Brownie's Marble Grill team and enabled them to set up two marks for the rest of the league to shoot at when they registered a total of 3275 pins, highlighted by a high single game of 1137.

Other good marks in the Rochester League were the good 755 of Ray Stellingner. Stellingner's effort was overshadowed by the big total of Scherzi but 755 is a good score any night. Stellingner connected for games of 232-257 and 266 in gathering his enviable score. Baldy Knapp missed 700 by a hair with 697. Dick Gallotti got up among the singleleaders with 690. Marky Chafel accounted for 675. Andolino had 666. Charley Judge 666. Wienstein 649. Bill Ehmann 643. Mancuso 643. Bert Oats 639. Ray Benzon 635. McCormick 632. Geo. Angevine 628. Gurney Edmonds 627. Orm Schoen 620. Ivan Ames 616. Lipsky 614. Skinner 613. Hurvitz 603 and Kocinski 600. All in all, 'twas a big night at the Elm Street Emporium of Keeling.

Big Elm Cigar Store won three from Sargent's Smoke Shop with a good 3113 total. The Rochester Transit Corp. were on the receiving end of Brownie's Grill smashing total and took the usual three on the chin. Brass

Rall accounted for two wins over Hetzler Ice, Smallline Drugs won two from RKO Theaters, E. A. Z. Dairy, losing the odd game by Novelty won two from Selo Auto Parts, Lake Coal turned in a big 3108 total to sweep their match with Daw Drugs. Wolcan Bakery won two from Big Elm 12 pins, Uncle Sam's Stores smashed out 3172 to win all three from Comfort Grill.

★ DON'T BE SATISFIED WITH ANYTHING BUT THE BEST

Order—**WILLIAM PENN**
ANTHRACITE

★ You Can Pay More, But You Can't Get More Value!
\$10.45

• PEA • BUCK • RICE • ARAB COKE
\$8.75 \$7.85 \$6.75 \$10.05

REMEMBER: It's GUARANTEED to Satisfy You
CALL MAIN 306

FIRE-KING
70 EXCHANGE ST.

Whelan DRUG STORES
WHELAN DRUG CO., INC.
LEADING ADVERTISED BRANDS AT LOW PRICES!
140 CLINTON AVE. SO.
"Shop at the Friendly Store"
CORNER COURT MAIN 9020

For Regular and Dry Hair
DRENE SHAMPOO
Makes hair soft and glossy. Special rinses not needed as Drene leaves the hair clean and brilliant.
1.00 SIZE, 79c **49c**
60c SIZE

DAGGETT & RAMSDALL
COLD CREAM
3-OZ. JAR **45c**

SPECIAL

25¢ SIZE
FREE PEPDODENT Liquid DENTIFRICE

PEPDODENT ANTISEPTIC
LARGE SIZE 39¢
SMALL SIZE 19¢

KOTEX
3 Sizes: JUNIOR REGULAR • SUPER
BOX OF 12 . . . 20c
2 BOXES OF 12 **39c**

Always wrapped at Whelan's, ready to take out.

Sanitary Accessories
FIBS—THE KOTEX TAMPONS . . . 12's 23c
KOTEX Wonderform Belt . . . 23c
KURB Anodyne Tablets . . . 12's 23c

A Cold Weather Necessity
KLEENEX DISPOSABLE TISSUES
For Colds . . . Cosmetics . . . For Baby . . . Sanitary . . . Efficient . . . Use one and destroy.

BOX OF 150 . . . 10c
BOX OF 200 13c • 2 for 25c
BOX OF 500 **28c**
2 BOXES OF 500 . . . 55c

Johnson & Johnson
BABY POWDER
Regular 50c Size 10 OUNCES
Only **39c**

Johnson & Johnson
BAND-AIDS
Assorted Sizes
Have a supply handy.
36 for **19c**

Johnson & Johnson
TEK TOOTH BRUSHES
39c

Scientifically designed. Made of high grade sterilized bristles.
TEK JUNIORS
Small size Tek for the kiddies. **23c**

If You Are Planning a Photograph for Christmas Here's a Special

A Precious GIFT

It's not too early to be thinking about that Christmas photograph—this special offer is to give you a chance to have it taken before the rush. The artistic skill of our Mr. Leichter assures you of a beautiful photo.

Special 4 Photos
2-8x10 Size
1-Everytone Miniature
\$2

Photo Studio—Main Floor
Neisner's
5¢ to 10¢ Stores
300 E. MAIN ST.

PRICES NOW DOWN!

YOU CAN BUY THIS "FOURMOST" BONDED RYE WHISKEY TODAY AT THESE NEW LOW PRICES—

\$2.23 FIFTH (50.5 OZ.)
WAS \$2.59 FIFTH
\$1.40 PINT (16.1 OZ.)
WAS \$1.63 PINT

OLD OVERHOLT
STRAIGHT RYE WHISKEY

IMPORTANT: The same magnificent quality you've always known
Old Overholt 100 proof bonded rye is sold at all fine bars and package stores at prices down to the level even of many lower proof blended whiskies. Ask for Old Overholt by name.

1 CENT SALE

COLGATE SHAVING CREAM
Brushless or Lather
25c Size
2 tubes **26c**

Free!
ORCHID
Eau de Cologne (50c Value)
with 37c purchase or more COLGATE PALMOLIVE TOILETRIES and SOAPS
87c Value for 37c

OLD OVERHOLT
U. S. BOTTLED IN BOND STRAIGHT RYE WHISKEY
Copyright 1939, National Distillers Products Corp., N. Y. C.

MAIN Near Clinton

Go first to Neisner's
5¢ to 10¢ Stores

Smartest Shoes in Town!

Ready for FALL
60 Thrilling Styles

1.44
REDUCED PRICE

Featuring . . . **SUEDES**
In 'Mid-Night' Black with all of the Elegant Styling usually found only in Expensive shoes

HIGH HEELS
LOW HEELS

MOTHERS! HERE'S A VALUE RUFF-AND-TUFF
BOOTS FOR LITTLE BOYS

\$1.29
SIZES TO BIG 3

Keep Your Child's FEET WARM
IN THESE WELL LINED

33c
BOOTIE SLIPPERS ALL SIZES

WOMEN'S Warm FELT HOUSE SLIPPERS
ALL WANTED NEW FALL COLORS
25c
SIZES 3 to 8

Saddle OXFORDS
FOR COLLEGE GIRLS
With Sport Red Rubber Soles **\$1**

Sizes 3 to 8 BLACK BROWN

SALE! Nurses' OXFORDS - SOFT KID LEATHER
BUILT-IN ARCH
\$1.44
BLACK-WHITE
SIZES 3 to 9

SATIN FINISH TOE RUBBER
To Fit All Style Women's Shoes

SALE! 49c

Child's - All White Lined Arctics First Quality
89c
Sizes 5 to 11

Sale RUBBERS for the ENTIRE FAMILY

Galoshes
for WOMEN-GIRLS **79c**
SIZES 3 to 9 BLACK or BROWN

BIG VALUE! MEN'S-BOY'S RUBBERS
ALL SIZES **79c**
HIGH OR LOW CUT
Children's RUBBERS **69c**

Look AT THESE LOW PRICES

Ohio State Favorite in Cornell Game at Columbus Saturday

BIGGEST HEAT VALUE
Miller's SPECIAL Long-Burning Hard
EGG COAL \$10.45
STOVE COKE \$10.05
NUT DRY COKE \$10.05
• Pea \$8.75 — Buckwheat \$7.85 — Rice \$6.75 •
R.G. & E. DUSTLESS DRY COKE \$10.05
GEN. 20 OUR 27 YR. REPUTATION
BACKS EVERY SALE!
ARDEAN R. MILLER
FINEST FUEL OIL

John Sullivan Leads Sun Selectors With Nine Wins Out Of Fourteen

Last week John Sullivan, football coach at Aquinas Institute scored nine wins out of a possible fourteen to lead his fellow members of the Sun Board of Football Selectors, by one and two games respectively. Freckleton scored eight wins and Lyons split with seven right, seven wrong.

As contestants will remember from last week, due to a schedule error there was no Sun football contest this week. However, next Thursday, two winners will be announced in these columns for the previous week. All the selections are in and Saturday's scores will tell the story as to who the winners are.

lowing Saturday. To the first contestant who more accurately names the winners of these games than any member of our board of selectors, goes the prize of five dollars. In other words, if one of our selectors chooses eight winners, another seven, and another six, prize will go to the first one choosing nine or more winners.

Here is the list for November 4th. Get your replies in early.

Army—Notre Dame
Catholic—St. Bonaventure
Columbia—Cornell
Dartmouth—Yale
Harvard—Princeton
Indiana—Ohio State
Iowa—Purdue
Northwestern—Minnesota
Penn—Navy
Temple—Pitt
Syracuse—Michigan State
Alfred—St. Lawrence
Duke—Georgia Tech
Illinois—Michigan
Louisiana—Tenn.

There may be a lively ball and far too many homeruns but Johnny Cooney, veteran Boston star, hasn't heard of it. He recently got his second homerun in fifteen years.

Cornell's Big Red Faces Tough Foe In Ohio State

ITHACA, N. Y.—Still undefeated with three games behind them, Cornell's Big Red gridders look toward the toughest assignment of the year when they clash with Ohio State at Columbus Saturday.

The surprising 47-0 victory over Penn State, which was regarded as a giant-killer team, did much to raise the hopes of Big Red rooters for triumph over its midwestern rivals this week. Cornell approached the game against the Nittany Lions with fear and trepidation and the easy manner with which they were disposed of had not been envisioned in even the most optimistic of Cornell minds.

Kavaney-Miller Lightweight Battle Headlines Elk's Monday Card

Miller Gets Third Chance At Kavaney; Drops Two Previous Bouts To Popular Wilkes-Barre Slugger



Charlie Kavaney
... Wilkes-Barre Slugger

They're going to give Joey Miller, Buffalo lightweight, another crack at Charlie Kavaney, hard-hitting Wilkes-Barre boy next Monday night at the Elk's Club battle pit.

The last time these two boys met Kavaney scored a one-round K.O. over Miller. In their first fight, Kavaney copped a split decision of the judges.

Kavaney is confident he can repeat his last performance, but Miller is just as determined to copy the verdict. It will be a case of a slugger against a boxer with the Bison city boy doing the boxing.

Benny Friedman's first team at City College of New York this year will include five sophomores, three of them in the backfield.

ETKINS
for Brilliant Odorless Quality
DRY CLEANING
Fine Tailoring
Plant and Store
184 Monroe Ave.
near Broadway
STONE 90

Feelin' Her Oats
H-O
QUICK OATS
RICH IN VITAMIN B₁
1/3 MORE SERVINGS

FREE DELIVERY ON ORDERS OF \$3.00 OR MORE
Miracle FOOD MARKET
OPEN FRI. & SAT. EVENING
694 LAKE AVENUE

Discover New FOOD VALUES
Saturday ONLY FROM 7 TO 9 P.M.
CHICKEN 31c
LEGS and Lb. BREASTS
Del Monte's Today's COFFEE 15c
Vacuum Packed

A "Bargain Discovery!"
10 Lbs. Pure Granulated SUGAR 52c
100 Lb Sack \$5.19

A "Bargain Discovery!"
MISS-LOU SHRIMP 10c Can

A "Bargain Discovery!"
MAXWELL HOUSE COFFEE 23 1/2c Lb.

PILLSBURY'S PANCAKE FLOUR 10c Size 3 for 25c
VERMONT MAID SYRUP Reg. 19c Size 15c
EXTRA FANCY PUMPKIN 3 for 25c
Large 2 1/2 Can
NEW YORK STATE FRESH PRUNES 2 for 19c
Large 2 1/2 Can

FRESH LONG ISLAND DUCKLINGS 19c Lb
Treat Yourself To One For Your Sunday Dinner
BONELESS ROLLED-RIB ROASTS 'O' BEEF 25c Lb
MILK FATTED FOWL For Fricassee or Salad 17c Lb
BEEF ROASTS lb. 18c
Cut From U. S. Inspected Young Steers
WHEAT FATTED, TENDER TURKEYS 8 to 30 Lb. Average 27c Lb.
FRESH SHUCKED OYSTERS . . . pl. 21c
FRESH PIG HOCKS lb. 10c
LEGs 1b. 39c
BREASTS 1b. 41c
LIVERS 1b. 45c
CLAMS 1c ea. 95c
LEAN, TENDER-SLICED BOILED HAM lb. 39c
FRESH CHICKEN PARTS
NECKS 1b. 15c
WINGS 1b. 25c
GIRLETS 1b. 19c

Kraft's Velveeta or American CHEESE 2-lb. Loaf 45c
Arpeko Print LARD 2 Lbs. 19c
N. Y. State Mild CHEESE Lb. 21c
Wisconsin Pure Brick CHEESE Lb. 23c
Sweet Cider—Gallon 12c
Juicy Florida Oranges 2 doz. 25c
U. S. No. 1 POTATOES, 10-lb. sack 15c
COUPON
Hard Ripe BANANAS All You Want 4c Lb.
with 25c Coupon

Football Forecasts

GAME	Sullivan	Freckleton	Lyons
Brown-Princeton	Princeton	Princeton	Princeton
Carnegie Tech-Notre Dame	Notre Dame	Notre Dame	Notre Dame
Colgate-Holy Cross	Holy Cross	Holy Cross	Holy Cross
Cornell-Ohio State	Ohio State	Ohio State	Cornell
Dartmouth-Harvard	Harvard	Dartmouth	Dartmouth
Fordham-Pitt	Pitt	Pitt	Pitt
Iowa-Wisconsin	Wisconsin	Wisconsin	Wisconsin
Louisiana-Vanderbilt	Louisiana	Louisiana	Louisiana
Michigan-Yale	Michigan	Michigan	Michigan
Niagara-St. Lawrence	Niagara	Niagara	St. Lawrence
Illinois-Northwestern	Northwestern	Northwestern	Northwestern
Penn State-Syracuse	Syracuse	Syracuse	Syracuse
Tulane-Mississippi	Tulane	Mississippi	Tulane
Reunerslaer-Union	Union	Union	Union

Cornell Survey Shows Athletes Better Students

Varsity Lettermen Beat Average Students In Grades.

ITHACA, N. Y.—Men who earned their varsity "Cs" at Cornell last year were better students than the average student at the university, according to a compilation of academic averages just released by the Registrar's office. The "All C" average was 74.67, while the "All Men" average was 74.48. These statistics, based on the averages of 4304 men, of whom 270 were "C" men, are regarded as proof that participation in intercollegiate athletics does not prohibit the maintenance of a good academic rating.

Contrary to popular opinion men who earned their letters in football had higher ratings than the average for all "C" men and beat the "All Men" average. Fraternity men who were lettermen had better records than the average fraternity man.

The results of the most comprehensive survey ever undertaken on this subject at Cornell confirmed the opinion of faculty and administration authorities that participation in intercollegiate sports places a premium on good scholarship.

Masonic Doric League

The Masonic Doric League at Genesee Hall was paced by Harold Luehm who had 572 and S. Schraeven with 224. Simes won three from Craftsman, with the help of Herman's 542. Simes No. 2 won all three from Hubbard, Obermyer throwing in 565 to help the cause along. Yonondio No. 1 took two from Rochester, Valley Fell-overcraft won two from Oatka, Yonondio No. 2 won two from Fellovercraft. Corinthian Temple won two from Shrine, Union Star swept all three games from Ancient Craft and Genesee Falls did the same to Yonondio, Thomas' 550 helping the Geneseees to turn the trick.

Inter-Club League

Frank Ganzer showed the way in the Inter-Club League at Bionomo's with a good 664 and high single of 254. Johnny Sullivan supported his teammate in good style with 661. The consistent shooting of these two sharpshooters helped their team, Celery Kings to three wins over Lions Club.

Ad Club took three from Locust Club, Streb aiding the victory materially with a consistent 584. Monarch Club won two from Shrine and Real Estate two from Commerce Club.

FREE RADIO INSPECTION
Maybe it's just a tube needed! Low cost repairs on any Home or Auto radio. Written Guarantee.
GRANGER'S 82 SPRING ST. Call Main 3122

Insulate Your Attic Now With...
RUBEROID ROCKWOOL 5 1/2c Sq. Ft.
3 inches thick THE LOWEST PRICE
KEMP ROOFING CO.
431 W. MAIN — PHONE MAIN 1786

Tam o' Shanter STOCK ALE
More Hops • More Malt • More Age
DRAUGHT • BOTTLES
EVERYWHERE
AMERICAN BREWING CO. • Rochester, N. Y.

Factory Retread TIRES
YOUR CHOICE OF SIZE
5.25 x 17 3.95
5.50 x 17 3.95
6.00 x 16 3.95
6.50 x 16 3.95
All One Price PAY 50c WEEKLY
KOMINZ TIRE CO.
NOW THREE STORES OPEN EVERY EVENING
468 Ridge Rd. W. J. 182 Monroe Ave. 417 Monroe Ave.
At Decey Ave. at Savannah St. at Averill Ave.

Here's an old friend, everybody!
Maybe you recollect seeing this ad before. It was way back in September 1935 when our family put it in the newspapers — and that was how word started going round how you could get the personal recipe of us Wilkens. Since that day, folks pretty near everywhere have gotten to calling for The Wilken Family Whiskey. If you want a heaping portion of tastiness, just you go ahead and try it!

Our own family's whiskey!
Personally supervised by me and the boys
Here's a picture of the Wilken Family. Reading from left to right — my son-in-law Tom, Harry Jr., me, and my son William.
We've put up our Wilken Family Whiskey, and so far everybody that's tasted it has said it's the grandest whiskey they've run across yet. I hope you think the same. *Harry Wilken Jr.*
At Your Favorite Bar and Package Store

THE WILKEN FAMILY
BLENDED WHISKY — 85.8 PROOF — 75% GRAIN NEUTRAL SPIRITS. THE WILKEN FAMILY, INC., ALADDIN, SCHENLEY P.O., PA.
SUPERVISED BY THE WILKEN FAMILY

EVERY DAY IS BARGAIN DAY AT ACHTER'S

SNOW
Full Size Legging Others Night
Children's Flannel
PAJAMA Size 8 to 14
SKI PA Warm Interlined Sizes 8 to 20
Children's All Wool Knit Mittens 50c Value
Men's Lined Casual Gloves \$1.00 Value
Men's All JAC
With Zipper Front and Pocket \$3.95 Value
Men's L Ladies Belfair Indian
Men's and W RUBBERS First Quality
EXTRA SI Persian CO
Size 11 to 46 \$12.95 Value
For
Choc BRIDGE MIXTU
AC
387
AT THE
Specials

Special Good Thurs. Oct. 26 thru Wed. Nov. 1st

ACHTER'S



Anniversary SAVINGS

BUY NOW and SAVE 28c
LADIES FULL FASHIONED
HOSIERY

Pure Silk
4 Thread
Chiffon **61c**

Slight Irregulars
of a Famous Brand

Pure Silk and Rayon
HOSE **24c**

First Quality
Rings

Children's 5-8 Hose **9c**

With This COUPON
PETROLEUM
JELLY **3c**

Ladies' SILK
DRESSES **\$1.68**

Ladies' 2-Tone
Chiffon **\$3.93**

Children's 3 Piece
SNOW SUITS **\$2.59**

Full Size
Leggings
Others Slightly Higher

Children's
Pajamas **44c**

Size 8 to 16
50c Value

SKI PANTS
Warmly
Interlined
Size 8 to 20 **\$1.75**

Children's
All Wool
Knit
Mittens **39c**

Men's Lined
Capitons
Gloves **69c**

Men's All Wool Plaid
JACKETS **\$4.49**

With Zipper
Front
and Pocket
\$5.98 Value

Men's Fancy Rayon Plaided Sox **8c**

Ladies Felt SLIPPERS **49c**

Belfair Sanitary NAPKINS **11c**

Indian Design BLANKETS **99c**

Men's and Women's
RUBBERS **76c**

Children's 2 Snap
ARCTICS **76c**

EXTRA SPECIAL -- Ladies'
Persian Fur Fabric
COATS **\$8.49**

With This COUPON
Old Time
MINCE MEAT **6 1/2c**

For HALLOWEEN
Children's
COSTUMES **49c**

Chocolate Covered
BRIDGE
MIXTURE lb. **14c**

Halloween
MASKS **ea. 1c**

CREPE PAPER
AND NOISE MAKERS **4 1/2c**

Right Reserved to Limit Quantities

ACHTER'S

BARGAIN ARCADE

387 EAST MAIN ST. NEAR GIBBS ST.

FREE PARKING
AT THE GIBBS ST. STA. ★ OPEN EVERY NIGHT
UNTIL 9 P.M. INCL. SAT.

Specials Good Thurs. Oct. 26 thru Wed. Nov. 1st

U. of R. Battles Hamilton Here Saturday

U of R Has Chance Against Hamilton

If the alleged football team representing the University of Rochester ever had a chance to win a ball game it's this Saturday when they stack up against Hamilton at the River campus. Last year the local aggregation handed the Hamilton boys a 17 to 0 drubbing.

However, only the staunchest of supporters are putting their money on the yellowjackets. Others feel that the U. of R. is so in the habit of dropping contests, it would be hard to break from routine and win one. After the game is over Saturday, Rochester will have lost seven straight games. Unless they win! But even Coach Bill Cox is pessimistic so what can you expect of the players.

Syracuse Favored Over Penn State For Saturday

Orangemen Look For Revenge On Last Year's Defeat

Syracuse, N. Y. -- Syracuse's Orangemen will be gunning for revenge when they oppose Penn State's Nittany Lion here Saturday in the 18th game of this spirited gridiron rivalry.

Last year, at State College, Pa., State ran wild in a big upset to get a 33 to 6 decision, and Syracuse hasn't forgotten that drubbing, most one-sided of a series once noted for its low scores. Of the 17 games, Syracuse has won 10, lost four with three ending in ties. The Orange has scored 13 points to State's 106, of which 84 have been counted in the last three tilts.

If the casualty list can be reduced, Syracuse hopes to have its attack in better order for this important game, featuring Dick Banger, Jerry Courtney, Babe Ruth, Bill Shek, Bill Hoffman, Leo Canale and Walt Zimdahl.

Irish Due For Win In Canisius Prep Contest Saturday

Getting back into their own class, Aquinas Institute gridmen will face Canisius Prep at Edgerton Park Saturday afternoon. For the last three Saturdays the Irish have been taking on college from teams and, while they have been holding their own against superior foes, they have been unable to annex a win. However, the story should be different this week as Coach John Sullivan expects to have his team at full strength. Given this, Aquinas will look good against any high school or prep club. So look for an Irish victory this week-end.

Sports Parade

By Fred Turbyville
WHAT'S UP, PREXIES?

The presidents of Harvard, Yale and Princeton have issued a statement calling attention to a long-existent agreement as to the conduct of football.

The public is fairly familiar with the conduct of Big Three football, and some of the game's enthusiasts and close followers are wondering just why this old agreement should be brought out and given an airing at this time. In other words—what's going on here?

Are they up to something? Does this herald a coaching purge? Are too many non-self-supporting youths climbing the ivy?

As to the agreement itself nothing more could be done to keep college athletics on a proper level without discouraging them.

For all the Big Three's conduct of football, past, present and future, football remains a gigantic spectacle from which heavy profits are made.

And so long as this situation exists the sport will continue to bear some of the taints of professionalism, along with such trifles as charges of overemphasis.

Hey, who has the ball?

Big three football being what it is the presidents of the three institutions thought it best to issue a statement telling the world that classes come before football practice.

DANA BIBLE BEGINNING TO SHOW RESULTS

When a new man is hired to manage a big league baseball club or coach a big college football team, he is given a couple of years to get going.

Dana X. Bible was induced to leave Nebraska and return to Texas—the inducers waving a ten-year contract in front of him, this contract containing some figures that would have the average man goggle-eyed. Moreover, they suggested that he take his time and build for the future. The Texas old grads apparently were sick and tired of seeing the T.C.U. Frogs, the S.M.U. Mustangs and the Aggies, Owls and Razorbacks going places denied to the Longhorns. Victory for just a day was not their goal—but the building up of a football team like the Yankees' buildup in baseball, one that would win and continue to win.

Last year Mr. Bible was roundly scored and hopped on—even by some of the old grads who helped to get him signed—and it looked for a while as if the ten-year contract might be a scrap of paper.

But Dana held on. Now he has his team. Unfortunately it came along when some neighbor folks were right hot, and it may be another year until it is going at full speed. But the Texans are smiling for the first time in many seasons.

Now that the pros have their own band and marching song they should get a drum majorette—say Betty Grable, Eleanor Holm or Mae West.

Joe Arico, Dartmouth back, is so small he must have entered college with the regular students.

If your favorite college can't get in one of the regular bowls perhaps it may qualify for the butter-finger bowl.

A world's series umpire gets \$2500 which, all considered, is better than playing on the National League team.

Elm League

Copenhagen again led the Elm League this week with 646. Hurwitz was a close second with 642, his 233 game giving him individual single game honors for the league. Lipsky accounted for the other above-normal total with 603.

Edwards No. 2 won two from McFarlin, Edwards No. 1 took two from Butch Martin's. Corner House won two from Monroe Diner and Hoisting Engineers won two from Bird Floor Coverings.

Western Maryland College will dedicate a new field house at the start of the basketball season.

Elm Ladies' League

Elm Ladies' League last Thursday night was paced by Mary Ricci's 544. Anna Gast had 541. Millie Gabbey 526, Florence Seidel 513 and May Trimble 502. Individual game highlights were the 222 of Millie Gabbey, Mary Ricci's 211 and Anna Gast's 205.

In the team matches, Ryan Carling made a clean sweep of their match with Pittsford Inn. Hensler's won two from Pete's Grill, Brass Hall won all three from Perry's Florists and Turnverein took two from Cobbs Hill Grill.

Lowell Douglas, former baseball coach at the University of Wisconsin, has returned to Bay-

lor University, and his place will be taken by Art Mansfield, an old Badger star.

PENNSYLVANIA HARD **\$9.35** Ton Cash Shoyled Off
COAL
LAKE COKE \$9.20 GLEN 548
COAL CO. 255 LYELL AVE

BIG PRICE REDUCTION
on the Famous Dry Whiskey

Paul Jones was \$1.67 a pint
NOW ONLY \$1.39 A PINT
WAS \$3.24 A QUART
NOW ONLY \$2.69 A QUART

Paul Jones
A Gentleman's Whiskey Since 1865

NOW—YOU CAN BUY ONE OF AMERICA'S FINEST WHISKIES AT A "POPULAR PRICE."

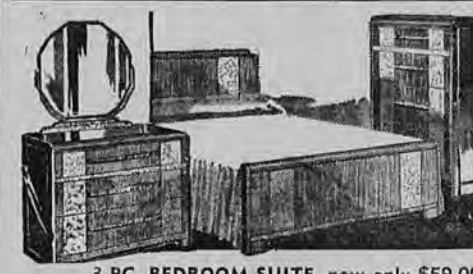
Now you can enjoy one of America's best-known "expensive" whiskies... at the same "popular price" you've probably been paying for other whiskey.

Remember! It's exactly the same Paul Jones as before. Only the price has been changed—to give you a lot more for your money.

So—start right now to enjoy this whiskey that's dry (not sweet)... that's ALL whiskey. whiskey every drop. Get a bottle of Paul Jones today—and get a new idea of whiskey value!

A blend of straight whiskies—50 proof
Frankfort Distillers, Inc., Louisville and Baltimore

KROVETZ CLEAN-UP SALE!



3-PC. BEDROOM SUITE, now only \$59.00

PRICES SLASHED ON ALL FLOOR SAMPLE FURNITURE!

BEDROOM SUITES, Were \$195 **\$89.50**
One-Of-A-Kind Models, Less Than Cost

AXMINSTER RUGS **\$29.50**
9x12, Were \$40. Now Only

7-PC. DINETTE SUITE, 1 Only **\$97.50**
Modern Walnut, Worth \$149.50

HUNDREDS OF SIMILAR BARGAINS

The Sale Rochester Has Been Waiting For — Prices Never So Low In Our History

NEW 1940 BENGAL RANGES

GADGETLESS
DUAL OVEN,
WITH
LIGHTNING CONTROL

\$139.95

As Pictured
Various Other Models
USE OUR EASY
PAY PLAN



ULTRA MODERN DESIGN GLEAMING PORCELAIN ENAMEL

Largest Stock In City!

Immediate Delivery

SPEEDWAY THRIFT
GAS END
AUTOMATIC LIGHTING

HEAT CONTROL

BROILER

NOTE

Several 1939 Models
Still In Stock At

\$34.50 Off

HURRY! HURRY!

KROVETZ 458-62 JOSEPH AVENUE
OPEN EVENINGS ★ FREE PARKING

BETTER DRINK

MARTIN'S V.V.O.
10 year old Scotch
Mellower • Richer • Smoother
Don't short change yourself on age
ask for Martin's V.V.O.

MARTIN'S V.V.O.
BLENDED SCOTCH WHISKY

100% SCOTCH WHISKY - BOTTLED IN SCOTLAND - IMPORTED BY HANCOCK & ROBBINS, INC., N.Y.C.

Page Twelve

Trumfui News

The Rochester Sun, Thursday, October 26, 1939

Truthful Advertising

EASTMAN THEATRE
JOHN THOMAS
Favorite Radio, Opera
and Screen Baritone
FRIDAY, OCT. 27
Seats Now—\$1.50, \$2.00 and \$2.50

WIN GUEST TICKETS



Here's your chance to win guest tickets to see "Mr. Smith Goes to Washington", co-starring James Stewart and Jean Arthur. An easy way to do it? The first 25 persons to send in the correct answers to the questions below will receive two guest tickets to Loew's. All answers will be judged on accuracy.

1. What two stars appeared in Frank Capra's "Mr. Smith Goes to Washington"?
2. What two stars appeared in "Mr. Deeds Goes to Town"?
3. What two stars appeared in "You Can't Take It With You"?
4. For what is Edward Arnold, now appearing in "Mr. Smith Goes to Washington", noted?
5. At what occupation was Jean Arthur cast in "You Can't Take It With You"?

Just Seeing a Capra Picture Is Living a Great Emotional Adventure...

ANSWERS TO QUESTIONS

1. Clark Gable, Claudette Colbert.
2. Gary Cooper, Jean Arthur.
3. James Stewart, Jean Arthur.
4. Cooking.
5. Secretary.
6. "Invisible Man".

Send All Answers To Contest Editor
Rochester Sun, 419 Burke Bldg.

THURSDAY, NOV. 2nd

LOEW'S

NOW SHOWING!
The DRUNKARD
or POP'S A HELLIN'
A gripping melodrama of the gay and reckless '20's. A half a minute for you in this farce that's all for fun and fun for all.
POPCORN! PEANUTS! BEER! HOT DOGS!
No stiff theatre chairs! You sit at tables, refreshing yourself as you h... the villain.
RESERVE YOUR TABLE NOW
STONE 2828
Curtain 9:30 P. M.
Admission 40c
Presented by
The GOTHAM PLAYERS
in the
GLASS THEATRE
SAGAMORE HOTEL
Every Night, Including Sundays

CHATEAU'S
SUNDAY DINNER
De Luxe
\$1
Sirloin or Tenderloin
STEAK DINNERS \$1.50
The CHATEAU
Rochester's Metropolitan Night Club
MONROE AVE., at the 12 CORNERS

MENU
Fruit Cocktail or Tomato Juice
Oysters
Chicken Broth
Choice of Soups
Chicken Chowder
Cream of Tomato
Roast Prime Rib of Beef, Au Jus
Roast Chicken
Roast Chicken or Duck
Island White Fish
Jumbo Fried Potatoes
Vegetable in Season
Choice of Desserts
Baked Coffee, Tea or Milk

Commercial League
Cliff Drullman topped Tuesday's Commercial League keglers with 643. Adolph Kaul with 626, Lester Laemlein with 617 and Mitrano with 612 were other high-scorers. Bill Chaffee took down high single game honors with 235.
Team results in the Commercial League at Buonomo Hall were: Sibley's winning three from Lauer Furniture, Masseth won three from Brewster-Gordon, Lasken Electric won two from Houck, and Durbin's won two from Alvin Place Dairy.

Movie Quiz Winners
Listed below are the names of the Movie Quiz last week. If your name is listed here call at the Rochester Sun Office, 419 Burke Bldg., before Monday noon for your guest tickets to Loew's Theatre. No tickets given out Saturday afternoon.
Howard McCoy, 1325 Monroe Ave.
Beryl Hensley, 341 State St.
Bill Connell, Jr., 259 First St.
Mrs. L. H. Goldstein, 27 Overdale Pl.
Chas. Schleyer, 131 Weldon St.
Catherine Derick, 33 Mason St.
Carol Pratt, 1013 Bay St.
Mrs. J. Keighley, 822 Jefferson Ave.
Marion Johnson, 803 Plymouth Ave.
Mrs. Margaret Welsh, 185 Plymouth Ave. S.
Mrs. Richard Dixon, 75 Meigs St.
Mrs. Cora Phillips, 688 Park Ave.
Marion Gargano, 631 Thurston Rd.

EMBASSY THEATRE
Rochester's ONLY STAGE SHOW
GLORIFIED BURLESQUE
35 STARS
MOSTLY GIRLS!
Week Starting
FRIDAY, OCT. 27
Go Looney With
THE 3 LUNATICS
in
"LAFFINGAS"
Featuring
Midnight Show SAT. NITE
All Seats Reserved—Stone 4430

Smooth AS SILK
KESSLER'S
Private Blend
BLENDED WHISKEY
Priced Right
25% Straight Whiskey—25% Neutral Spirits
distilled from Grain, 90 Proof, Julius Kessler
Distilling Company, Incorporated, Lawrence-
burg, Indiana.

Todd League
Gordon Watt was the big noise in the Todd League at Franklin Hall Friday night. Gordon started like a champion with 250 and batted out follow-up games of 200 and 210 to amass his big total of 669. His effort was good for high three and high individual in the league.
Joe Agram was runner-up with 624. H. Bellinger had 622 and Leenhouts 621.
In the team matches, Little took three from Bindery, Receiving won two from Machine, Office swept the slate with Printing and Century who two from Engineers.

AT Schine THEATRES
RIVIERA-DIXIE SUNDAY
THE PIED PIPER OF SHOW BUSINESS
BING CROSBY
THE **STAR MAKER**
ANN SHERIDAN
RICHARD CARLSON
"WINTER CARNIVAL"
Linda Wells
Red Sparks

LIBERTY-STATE 500 Balc. Seats STATE 15c
135 WOMEN—WIT RAINING
ON THEIR MINDS—BUT NOT
SHEARER
CRAWFORD
MIRACLES
FOR SALE
ROBERT YOUNG
FLORENCE RICE

MADISON-MONROE 500 Balc. Seats MADISON 15c
THE WIZARD OF OZ
M. TECHNICOLOR
OF SHOWS!
NIGHT WORK
CHARLIE RUGGLES
MONROE 15c to 3 PM.

CAMEO
BABY SANDY MUSICAL
UNEXPECTED FATHER
MR. WONG IN
CHINATOWN
200 BALC. SEATS 15c

WEST END
GINGER ROGERS/BACHELOR
DAVID NIVEN
ANDREA LEEBEN-JOEL MCCREY
THEY SHALL HAVE MUSIC
15c to 3 PM.

LAKE
Daughters Courageous
THE FOUR DAUGHTERS
JOHN GARFIELD
HELL'S KITCHEN
ALL SEATS 20c

GRAND
THE MAN IN IRON MASK
RAN BENNETT
LOUIS WAYWARD
GOOD GIRLS
GO TO PARIS
Plus
ALL SEATS 15c

RIVIERA HALLOWEEN FUN FEST
Gala Midnight Show on Stage and Screen
TUESDAY, OCT. 31st. DOORS OPEN 11:30 P. M.
7 BIG ACTS OF VAUDEVILLE 35c
On Screen, "The Hilarious Higgins Family"
in "MY WIFE'S RELATIVES"—Shorts—Favors—Fun
ALWAYS A GOOD SHOW AT SCHINE'S

ROCHESTER'S MOST COMPLETE BINGO DIRECTORY

BINGO SUNDAY NIGHT 8:00 Sharp—All Cash Prizes 23 Games 25c Also DOOR PRIZES Union League Hall GREGORY AT SOUTH AVE.	BINGO Every Thursday 8 P. M. 251 Hawley St. 23 GAMES—25c Cash Prizes Harris Memorial Club Benefit New Church Fund	BINGO EVERY SUNDAY NIGHT BETH JOSEPH 1150 St. Paul St. ALL CASH PRIZES 20 Games—25c 8:30 P. M.	BINGO Sunday 8 P. M. 333 Driving Pk. near Dewey Side Entrance 23 Games—25c BAUMAN-BAYNES HALL	— STOP — 10 DAY SPECIAL Regular \$3.00 permanent ways for \$2.50 Master Hair Shop 9 Parsells Ave., Culver 3790 OPEN EVENINGS	BINGO WED. 8:00 P. M. 333 Driving Park Ave. over Bauman & Baynes Store Side Entrance 23 Games—25c	BINGO MONDAY WEDNESDAY 8:15 P. M. WEGMAN HALL Cash and Door Prizes—Tables and Chairs for Everyone 23 GAMES - - - 25c
MATINEE BINGO Every Wednesday At 1:30 Sharp 23 Games 25c Bigger Cash Prizes ARNETT THEATRE	Roller Drome 186 Clinton North Every Wednesday 8:15 P. M. BINGO ADMISSION 40c BIG CASH PRIZES Sponsored by Veteran's of Foreign Wars Trott-Emerich Post No. 2844	BINGO EVERY SUNDAY 1203 JAY ST. cor. GLIDE ST. ML Read via Jay St. Bus 23 GAMES—25c BINGO Every Fri. Night 8:30 P. M. Last Friday Night We Gave Away Diamond Watch and 75 Large Cash Prizes Sponsored by Clayton L. Warner Post American Legion Admission 35c For 23 Games Free Parking For 1000 Cars	BINGO as you like it TUES. & WED. 8:30 P. M. Sharp A. B. C. Rug Cleaning Plant 2011 E. MAIN ST. 23 GAME 25c	BINGO THURSDAY 8:30 P. M. GLIDE HALL 1203 JAY ST. 23 GAMES—25c	BINGO at its BEST Tuesday, Thursday and Friday 8 P. M. CHILI RECREATION HALL 509 CHILI AVE. AT THURSTON IN PROPORTION WE PAY BIGGER PRIZES CASH AND DOOR PRIZES 23 GAMES—25c Benefit Hellenic Orthodox Church	Empire Textile Weaving Co. IRENE HENEBURY Weavers & Menders Tears, Moth Holes Burns renovated and made invisible in sweaters, sweaters and Undies 100 Burke Bldg. 3 St. Paul St. Est. 1909 STONE 3192

GRAND OPENING
BINGO
— At The —
ROLLER DROME
186 CLINTON AVE. NORTH
Sponsored by
VETERANS OF FOREIGN WARS
Trott-Emerich Post No. 2844
MONDAY October 30th
8:15 P. M.
Admission 27 GAMES
BIG CASH PRIZES 25c
WEDNESDAY NITE 40c

Everybody Plays BINGO!
Home of the Original
4-5-6 and 7 Ways to
WIN
BIGGER CASH PRIZES
Door Prizes
Beautiful
Beacon
Blankets
First time ever shown. The most beautiful
gorgeous array of colored harmony ever
produced. You cannot afford to miss these
pictures.
General Admission
25c
Plenty of
Free
Parking
Space
HOLLYWOOD BINGO HALL
35 PULLMAN AVENUE
(Just A Step From Kodak Park)

NOW 25c
A BIG PRICE SLASH FOR MORE CASH!
HIPPODROME BINGO
8:30 P. M.
EVERY MONDAY
JACK POT \$120
AT THE
ARENA
87 STONE ST.
Near Court St.
PLAYERS HAVE WON
\$26,000
AT OUR GAMES

Sun Bowling News - Notes

Kodak Park A. A. Considers Building Bowling Alleys

So popular is bowling at Kodak Park, that officers of the K.P. Athletic Association are investigating the possibilities of installing bowling alleys right on the grounds, according to a lengthy article about Kodak bowling appearing in the current issue of the A.B.C. Bulletin, the official organ of bowlers throughout the country.

Other highlights of this article tell about Kodak's 400 bowlers in five men's and one women's league, representing workers in almost every department.

According to report the present season is by far the busiest in K.P. history. One of last year's eight-team leagues is now a full-fledged sixteen-team league. The oldest league at the Park, the Kodak "A", has been in existence more than 20 years.

Rectigraph League

Cottrell's 571 and Carl Seeh's 205 were the best in the Rectigraph League at Genesee Hall. Blue won three from Red and Green two from White in the league team matches.

BOWLING WITH ED RANDALL

This week the column is going to be devoted to the "forgotten man" of bowling, the sponsor. He is called the "forgotten man" because the only time most bowlers think of him is at the beginning of the season, when the team captain makes his annual visit to collect a check for league entry fee and to "put on the bite" for players' shirts. The sponsor is seemingly forgotten by the daily papers and, all in all, it behooves the bowlers of Rochester to start thinking of the future, because the day may not be far off when the "angels" of bowling will start wondering if the investment is worth the results.

Years ago, when the newspapers of Rochester were publishing bowling scores, the sponsorship of a bowling team was a really worth-while investment from an advertising standpoint. Under present conditions in this community, we must consider that bowling teams are sponsored because of friendship or whatever good-will may be gained from the bowling hall and its adjacent restaurant or grill.

There are many ways in which league members can let their sponsors know that they appreciate his interest in bowling. If you have occasion to do business with a merchant who has sponsored a team in your league, let him know that you are giving him your patronage because he has helped to make the league possible. Make a practice of keeping in touch with your sponsor. Let him know how the team is doing, how many games you have won. Invite him down to watch you bowl, let him get acquainted with the other members of the team and make him feel that you want him to have a personal interest in the team's progress.

Some leagues have adopted the idea of presenting the sponsor of the winning team with a trophy, suitably engraved with his name and the reason for the presentation. This plan was followed for a few years in a league in which I rolled and the trophy was presented at the annual league banquet. There were always several other sponsors present and I daresay that this inexpensive promotion, which amounted to \$1.00 a team, made a very definite impression. It was much easier for teams to go along with the same sponsor year after year. Always the thought was in mind that some year the trophy might adorn the business place of the sponsor.

There are many other ways that a bowling team can indicate they consider their sponsor more than just an "angel" for the payment of their entry fee and a soft touch for another shirt. The sponsors of other sports, such as softball, basketball, etc., find it much easier to get their names in the newspapers, but in bowling it seems that it is necessary to roll 300 to get a paragraph in the public prints.

This article is not an indictment of the daily newspapers. They have their rules and regulations and are forced to live up to them. What I am trying to drive home is the fact that bowlers are definitely on the spot and must devise ways and means of assuring themselves that their sponsor is firmly sold on the idea that his investment in a bowling team is all that the word implies and not just a gesture of good-will. He must be made to realize that he is helping to make the game possible and that his interest extends to every member of the league who will pledge himself to patronize a sponsor whenever possible.

So let's all resolve now to take the sponsor out of the "forgotten man" class and honor him for what he really is—a real and its progress.

Buonomo Leads League In Monday Night Scoring

Tony Buonomo put together games of 215-214-256 for a big 685 to lead the Buonomo League Monday night. Tony's high game of 256 was duplicated by "Cap" Carroll to share the honors for high single game. Al Masline was a good runner-up with 671. Other glory shooters were: Oscar Muenster 649, Frank Ohlau 629, Herb Scheuch 623, "Cap" Carroll 620, Ball 619, Cliff Drullard 619, Ken Anderson 616, Mickey Walker 609, Leon Wittman 606, Fitzpatrick 606, Sutherland 606, J. Luke 604, Kay Murdoch 603 and Ainsworth 600.

The sharpshooting of Tony Buonomo and "Cap" Carroll gave their team, Doyle's, three wins over Muensters, with a good 3107 total, made up of games of 981-1048 and a big final effort of 1078. West Coal snared three from Hettler Ice C & M Forwarding won three from Buonomo No. 1. Jespersen Agency took three from Decker's Dairy. Sutherlands won two from Central Ring Free, Ruby's Plumbers two from Hickson Radio, Imperial Beverages three from Beechnut Packing, Miller Beverages swept their series with Norm's Restaurant, Gamrod-Harmon set down Judge Motors in three straight, Owens Amoco Gas won two from Pure Quill, Mickey Walker continued their good going with three wins over Stillmans. Herbert's Grill took three from Sterlings, Moose won two from D'Apriles, Norge Appliance baited out three consistent games for three wins over Central Chevrolet. Union Hotel won three from Wilson's Oyster Bar. Calvert's won three from Malcolm Furniture. Credit Acceptance took two from Kresges and Joe Connors Insurance boys sold three non-cancellable policies to Silver Star Cleaners.

IMPROVE Your Score WITH REGULATION BOWLING SHOES



Check these outstanding points:
* Scientifically designed for better balance.
* Light weight for greater comfort.
* Quality leathers for long wear.
* Non-slip heels for gripping!
* Regulation insoles (leather and rubber)
* Insoles padded for foot protection!

KINNEY'S
74 Main St., E. near Front
Stop In For Free Book of Bowling Rules

BARN DANCE

2ND ANNUAL BENEFIT
Sponsored by
ROCHESTER NORTH SIDE LION'S CLUB

NEW and OLD
ROUND and SQUARE

DANCING FOR ALL
FOR THE CHAMPIONSHIP
NEW YORK STATE
\$125.00
PRIZE MONEY

Door Prizes | Refreshments

WOODHULL'S
Old Time Orchestra
FRIDAY
OCT. 27
4 P.M.—Tickets 40¢
BLDG. 8
EDGERTON PARK

What'll You Have FOR HALLOWE'EN



BERGHASH FOR BARGAINS
WE WON'T BE UNDERSOLD
Worth More!
2 QUARTS FOR **\$3.00**
Single Quart **\$1.59**
A Fine Blended **WHISKEY**
2 Quarts FOR **\$3.00**
Single Quart **\$1.59**
This fine whiskey aged in wood EVERY DROP is two and one half years old. It's smooth as silk, thousands of our customers will tell you so. Use it straight or in your favorite mixed drink.
Compare to any brand you pay \$2.25 a quart. Now is the right time to stock up your shelves and save.

\$2.25 Value
LE JOUR APRICOT (Liqueur)
Large Bottle \$1.59
4.5 Quart
90 Proof
London INN GIN \$1.09
4.5 Quart
112 Case of 12 Bottles

SOME PUMPKINS!
30nded 13 Years Old 100 Proof
BRANDY \$2.15
4.5 Quart
Imported
Scotch \$2.25
4.5 Quart
Excellent flavor and bouquet will convince you.

"DIPLOMAT" THIS WINE IS 100% PURE. A \$2.25 VALUE!
YES ITS OUR FAMOUS

DIPLOMAT CALIFORNIA WINE

Choice of: Sherry, Port, Tokay, Muscatel, Burgundy, Claret, Sauterne, Madiera.

Take Advantage of This Special!
Stock Up a Few Gallons At This Low Price!
\$1.39
FULL GALLON

BOTTLED-IN-BOND
Rye or Bourbon
\$2.15 Full Quart
100 PROOF
3 QUARTS FOR \$6.00
Both the Rye and Bourbon Whiskies are distilled by famous Distilleries.
\$23.50 FOR 12 QUARTS

Four More Special Priced Items:
Imported Puerto Rican Rum... Fifth **\$1.39**
Reichwehr Kummel... Quart **\$1.69**
California Sweet Wines... 3 Fifths **\$1.00**
Mr. Boston Strawberry Gin... Pint **75c**

BERGHASH
Next Door To Loew's Theatre
124 CLINTON AVE. SOUTH
FREE PARKING Opposite Our Store

FIRST at the Games
ADAM scores again in style leadership. It's the hat preferred by sport fans worn at the big games.
ADAM
Hats... \$2.95
127 MAIN ST. E. OPEN SATURDAY EVENINGS

BEST COAL VALUE IN CITY
BLACK MAGIC QUALITY **COAL** \$10.50
Egg Nut
GEN. 586
BUCKWHEAT \$7.75 Ton
STOVE \$10.75 Ton
PEA COAL \$8.95 Ton
PAYNE & DUNHAM
34 BRONSON AVE.

RADIO'S Best Buy TODAY
The Latest **Motorola**
TABLE MODEL RADIOS
DOWN A WEEK \$9.95 5 TUBES
\$49.95
MOTOROLA CONSOLE MODELS
GUARANTEED FOREIGN RECEPTION...
1185-1223 MAIN ST. EAST
UNIT ROCHESTER PARTS CORPORATION CULVER 250

If you SIP for quality—

and SHOP for price—
here's your whiskey!
NATIONAL'S EAGLE WHISKEY
If you want a perfect, mild, gentle whiskey, try National's EAGLE. And compare its price, its body, its aroma and its taste with any blend at any price.

Rochester's Newest and Smartest Rendezvous Opens Today

ODENBACH'S
Oyster Bar and Tap Room
THREE ENTRANCES
East Main St., Clinton Ave. S., Hotel Hayward Lobby

Oysters Served As You Like Them!
Delicious oyster stew and clam cocktails—made at the bar right before your eyes. Choice Crabmeat, shrimps and tender lobsters served master chefs. Also steaks and chops, charcoal broiled.
What Will Yours Be?
You'll like the gay, colorful atmosphere of its long, roomy bar with novel decorative scheme. And whether you order a "long tall" or your favorite cocktail or your sure you're getting the best. Make a date today at Odenbach's new Tap Room!
Music and Entertainment By That Fun-Making Trio "THOSE THREE GUYS"
5:00-7:00 Dancing 10:00 to Closing

Fall Opening
Saturday Night
Allard's Grill
Have You Tried OUR
CHICKEN ON THE RUFF
Eat It As You Like It **40c**
ORCHESTRA—DANCING FLOOR SHOW
STATE ST. OPP. CAR BARN

Page Fourteen

Truthful News

The Rochester Sun, Thursday, October 26, 1939

Truthful Advertising

WANT ADS

RED ROOM SUIT for \$125.00, 3 months wear, you can have it for \$75.00, unpaid. Upholstered, 124 Plymouth Ave. North, Open Evening.

ALL COTTON MATTRESS \$4.25, coil springs, five while they last. Best mattress \$7.00, coil springs, five while they last. Interlocking mattress \$9.50, coil springs, five while they last. Factory Furniture, 124 Plymouth Ave. North, Open Evening.

\$25.00 INNER SPRING MATTRESS \$15.00, 124 Plymouth Ave. North, Open Evening. Beautiful, Bookie chairs from \$1.00. Occasional chairs from \$2.50. Club chairs of all kinds from \$10.00. Living room suite from \$10.00. Gas stove from \$4.00. Combinations from \$10.00. Cool stove from \$10.00. Furniture, 124 Plymouth Ave. North, Open Evening.

Beautiful dining room with sofa for \$125.00, used six weeks, price \$65.00. 15 piece walnut, 124 Plymouth Ave. North, Open Evening.

Beautiful living room with all new but the fabric from \$20.00. Furniture, 124 Plymouth Ave. North, Open Evening.

Beautiful 4 pc. bed made, bedroom suite, \$55.00. Furniture, 124 Plymouth Ave. North, Open Evening.

Beautiful Walnut dining set (new). Requested from \$50.00 to \$60.00. Furniture, 124 Plymouth Ave. North, Open Evening.

WILL move 4 rooms furniture for \$1.00. Phone Main 8926. Ask for Mr. Carter. Free Estimates.

WILL buy used furniture, stores, rugs and complete house hold also odds and ends. Phone Mr. Carter, Main 8926.

GET A GOVERNMENT JOB Men—Women, \$105 to \$175 monthly. Dependable positions. Frequent immediate openings. Short hours. Company education usually sufficient. Experience unnecessary. Full particulars and list positions FREE. Write today. Franklin Institute, Dept. 7, 15, Rochester, N. Y. THANKS to Our Lady Perpetual Help and Sacred Heart for favors received. T. H. H.

THANKS TO OUR LADY PERPETUAL HELP and Sacred Heart for favors received. T. H. H.

Camera Works League

Max Wochma paced the Camera Works League at Franklin Hall Friday night with 601. Ted Meitus had high single, 225.

Seminary League

Frank Mueller led the St. Andrew's Seminary league last week with 583 total. Don Mulcahy had high single game with 224.

Arpeako League

Arpeako League results at Elm Hall Friday night showed Nuggets winning two from Tenderized Ham, Bacon two from De-Luxe Beef. Steamers all three from Nufanks and Picnics winning two from Butter.

Over half of the seven thousand island in the Philippines have no names. Only 462 have an area more than one square mile, the others averaging much less than that.

The telephone company uses more film than a movie producing company. The total monthly calls of every subscriber are photographed and the bills made out from the photo'd record.

At Washington University, in St. Louis, students are insured against marriage before graduation to the sum of \$35. Monthly premiums are twenty-five cents for men, fifty-cents for women.

Just Call: MAIN 4325

Vollendas won two from Kodak, Juhors two from Duos, Ralph Hendrick having 567 to help the cause. Tripods took two from Recomars and Seniors won two from Retinas, with the help of Enos' 577.

In the team matches, the Browns swept their series with the Cardinals. The Cubs won two games from the Pirates. The Giants took two from the Indians and the Bees two from the Yankees.

Individual scores of the stars were Long's 626, Crandall's 617, Schusterbauer's 614 and Bocci's 607. Long also accounted for high single with 244.

Water is more vital than anything else, next to oxygen, to living creatures. Water makes up two-thirds of the adult human being. Even the hard cells of the bones are two-thirds water.

BUY BEFORE PRICE ADVANCE!
RUBEROID ROOFING AND SIDING
KEMP ROOFING CO.
331 W. MAIN
Phone Main 1786
Easy Terms
\$5 MONTH

LAST CALL
OFFER EXPIRES OCT. 31st
\$1.99
Men's Suits Topcoats
DYED NAVY BLUE or BLACK
EMPIRE CLEANING & DYEING WORKS
622 Hollenbeck St.
Free Call and Delivery

DEEP VALLEY \$9.35
HARD COAL
STOVE SIZE \$9.60
PEA SIZE \$8.25
Prices Cash, Delivered, Shovel'd Off
LEHIGH
FUEL SERVICE
202 STAMBAUGH BLVD. - Exchange at Edison

HOLLOW HILL ANTHRACITE \$9.95
TONnage
STOVE \$10.20
PEA \$8.50

Winter SALE

HILL'S CASCARA-QUININE Cold Tablets

30c Size **11c**

GAUZE

RED CROSS Sterile
5-Yard Roll **49c**
Seamless ICE BAGS
Priced From **59c**

PHILLIPS' MILK OF MAGNESIA

50c Size **19c**

ASPIRIN TABS

U.S.P. 5 Grain
Pkg. of 100 **6c**

LIFEBUOY SOAP

3 for 13c

MEDICATED NOSE DROPS

30c Size **14c**

IRONIZED YEAST

\$1.00 Size **49c**

WOODBURY TOOTH PASTE

Large Size **8c**

FATHER JOHN'S MEDICINE

60c Size **37c**

NASON'S COD LIVER OIL

\$1.00 Size **64c**

DAW'S

Rochester's Original
Cut-Rate Drug Stores
56 CLINTON AVE. SO. 31 MAIN ST. EAST 353 MAIN ST. EAST 452 RIDGE ROAD W. 880 MAIN ST. WEST 473 N. GOODMAN

ELECTRIC HEAT PADS

Simple, 3-Heat Switch Control
Double-Safety Thermostat on Each Heat
Cable Only About 1/2c Per Hour to Operate
Cushion Comfort Construction
Safe, Uniform Heat for Relief of Pain or Chill
\$2.50 VALUE **\$1.39**

HOT WATER BOTTLE

Heavy, well made... live, red rubber... 2-qt. capacity... the lowest price ever sold!
\$1.00 VALUE **39c**
(Limit 1—None to Dealers)

SUN LAMP

Bake Your Pains Away!
Bake your pains away with these health-giving infrared rays. Sunshine at the snap of a switch!
REGULAR \$2.00 Value
Complete with Bulb and Cord **\$1.19**

TONICS-BUILDERS

ABBOTT'S HALIVER MALT	12c	97c
SCOTT'S EMULSION	4c	49c
MALTINE With COD LIVER OIL	11.5c	\$1.19
IRRADOL-A	11.5c	\$1.25
WAMPOLE'S TONIC	New Size	49c
A-B-D-G CAPSULES	Box of 25	59c
MYELADOL UPHON'S	12 oz. Size	\$1.45
MCCOY'S COD LIVER TABS.	4c	36c

MEDICINE CHEST NEEDS

ADHESIVE PLASTER	5 yards	6c
OLIVE OIL	Pint Size	59c
ZINC STEARATE POWDER	2c Size	11c
PEROXIDE OF HYDROGEN	4 ounces	6c
LAVORIS	11.5c Size and 6-oz.	89c
GLYCERIN SUPPOSITORIES	Box of 12	11c
GAUZE BANDAGE	7 in. x 12 yds.	6c
PEPTO-BISMOL for INDIGESTION	4c	47c

FAMOUS COUGH REMEDIES

CREO-TERPIN	WAMPOLE'S 3c	39c
SYRUP OF COCCILLANA	4 ounces	18c
PETUSSIN	4c	49c
BROWN'S MIXTURE	4c	28c
PINE, TAR & HONEY	4c	24c
AYER'S PECTORAL	4c	36c
KEMP'S BALSAM	4c	21c
SEDATOLE	4 ounces	49c

DR. SCHOLL'S Super-Soft ZINO-PADS

FOR REMOVING CORNS
and other foot irritations caused by shoe pressure. A new softener cushioned with KURO-TEX, don't come off in wash. Don't rub to stockings.
BOX OF 15 CORN PADS **31c**

FOR ACES AND PAINS

HEET LINIMENT	4c	43c
BACK PLASTERS	1c	21c
SODIUM SALICYLATE TABLETS	5 Gr. (100's)	23c
MUSTARINE OINTMENT	2c	26c
HAARLEM OIL CAPS.	Box of 24	16c
VICK'S VAPOR-RUB	7c	59c
SLOAN'S LINIMENT	2c	29c
OIL OF WINTERGREEN	4c	29c

HOUSEHOLD NEEDS

NOXZEMA CREAM	7c	49c
ANTIPHLOGESTINE	2c	26c
PLUTO WATER	Large size	39c
STERO CUBES	2c	27c
WHISK BROOMS	2c	19c
ZINC OINTMENT	2c	8c
JOHNSON FLOOR WAX	2c	36c
DJER-KISS TALC.	2c	25c

SICKROOM SUPPLIES

NASAL ATOMIZERS	Reg. 6c	49c
CAMPBOR ICE	1lb. Size	7c
INSULIN LILLY'S or SQUIBB'S	120-180c	63c
INSULIN SYRINGE	2c	93c
HYPO. NEEDLES	2c	25c
LEXTRON CAPSULES	LILLY'S	2.72
SPIRITS OF AMMONIA	2 ounces	19c
MEDICINE DROPPERS	Reg. 5c	25c

LISTERINE ANTISEPTIC

Large 7.5c Size **59c**

Fever THERMOMETER

Made by Taylor Instrument Co.
Oral or Rectal **\$1.00 VALUE 49c**

MODESS

BOXES OF 12s
2 for **39c**
EACH 20c

IT'S NEWS
these days when
PRICES GO DOWN!

Good news, too, in these times when prices are mounting on almost everything else you buy. But Mount Vernon too proof blended rye prices are down—down to the level even of many lower proof blended whiskeys.

NOW
\$2.39 **\$1.50**
FIFTH (25.6 oz.) PINT (16 oz.)
WAS **\$2.89** **\$1.84** Plus



Mount Vernon
BRAND
STRAIGHT RYE
WHISKEY
Copyright 1939
National Distillers Products Corp., N.Y.C.

WHAT CAUSES GETTING UP NIGHTS?
Getting up nights now in winter's warning of sluggish kidneys. If excess acid and other wastes are not regularly eliminated other danger signals that may appear are: heartburn, acidity, flatulence, slow backache, loss of appetite, indigestion, headache, nervousness, etc. Mount Vernon's proof blended rye whiskey has a low proof of 40-45 proof. It is not mixed with 40-45 proof 25c back. Locally at J. & P. Drug Co.

ful Advertising
of \$35. Monthly
twenty-five cents
for women.
Just Call:
AIN 4525

OLLOW
HILL
THRACITE
995
TON
\$10.20
\$ 8.50

s'
F
IA
c
IN
U.S.P.
Grain
c
oy
P
3c
ED
PS
4c
ed
ST
9c
ury
aste
3c
IER
N'S
NE
7c
n's
VER
4c

ROCHESTER'S
WEEKLY
SHOPPING
GUIDE

Vol. III No. 3

The Rochester Sun

TRUTHFUL NEWS TRUTHFUL ADVERTISING
ROCHESTER, NEW YORK, THURSDAY, NOVEMBER 16, 1939

DELIVERED
TO 74,700
ROCHESTER
HOMES

PHONE STONE 6001

Jimmie Fidler In Hollywood

HOLLYWOOD. — Today's "horrible lesson" in greed is Loretta Young. Becoming dissatisfied a few months ago with her 20th Century-Fox contract that paid her well and guaranteed fine roles, Miss Young looked with hungry eyes upon the seeming independence of such free-lancing stars as Carole Lombard and Janet Gaynor. She decided that she too, would be a free lancer.

Since she made that decision and cut loose from Zanuck's organization, she's found the going not so delightful as it appeared from the safety of a contract and regular weekly salary. She has made one picture—a thing called "Eternally Yours"—

(Continued On Page 8)

JEAN'S

17 EAST AVENUE

SELLING OUT

LEASE EXPIRED
129

COATS \$5.00
Reg. \$16.95 to \$19.95

SUITS \$2.00
Reg. \$14.95 to \$29.95

DRESSES \$3.00
Reg. \$6.98 to \$25.00

Canada Will Merge With U. S. A. Soon Medium Predicts

"Canada will become part of the United States," says Thomas John Kelly, spiritualist medium, who will conduct seances at the Plymouth Spiritualist Church tonight and tomorrow night.

This is one of the latest prophecies of this unusual medium who has a wide reputation among members of his faith. It is claimed that he foretold the beginning of the present European war many months ago in a magazine interview.

Pastor of the Spiritualist Church of Life, Buffalo, and missionary at large for the National Spiritualist Association, Kelly came to the United States from Wales, England, where he was raised. He served in the world war and claims many remarkable experiences, such as being able to describe events about to happen and then awaiting their eventual reality.

He claims that he is controlled by the spirit of his father and working completely blindfolded he demonstrates rapidly and accurately his expert mediumship. It is said that very few contradictions have been made of his messages.

Evening Schools Offer New Sewing Classes

Registration for the new sewing course will begin tonight at No. 8 School Adult Education Office from 7:30 to 9:30 o'clock. The new sewing school will offer additional opportunities for women living in the vicinity of Joseph avenue and Clifford to remodel and make new clothing.

In the 10-week course opening next Tuesday evening the prospective students will learn to make dresses and children's clothes, alter clothing, repair their own clothes, do fancy and plain sewing.

Mechanics Teacher Defends 'Doodlig' At Zonta Meeting

Charles Horn Has Made Study of Habit
Almost Everyone Has

How to properly "doodle" will be fully explained to Zontians at their luncheon meeting next Tuesday noon at the Rochester Club, with Charles Horn as head "doodler." Horn, a member of the faculty of Mechanics Institute, has made a hobby of studying meaning and significance of "doodlers," those designs which people unconsciously draw while listening to a lecture, to the radio or even talking on the telephone.

Arrangements for this program have been made by Mrs. Marjorie Hamilton, program chairman, and Miss Adeline Bush, club president, will preside.

Also listed on the Zonta Club schedule for this week is another in the series of benefit card parties held twice each month. Tomorrow night the party will be held in the American Red Cross rooms, 199 Plymouth Ave. S. Proceeds from these affairs are used for the club's service work.

Miss Veronica Mahar, Miss Alva Fritz and Miss Marietta Lechelter are hostesses.

Knights of Pythias To Nominate Officers

Nominations for officers of the Jay Lodge, Knights of Pythias will be made at the group's next convention to be held in the lodge rooms at Moose Temple next Monday evening.

After the regular business session, the fourth rank will be conferred on all eligible members. Knights from other lodges who are eligible and wish to receive this rank are asked to confer with Master of Work Irving S. LaBar.

Rochester Turners Out For 500 New Members In Drive

More than 300 active members of the Rochester Turn Verein are conducting a membership drive which will end on December 10th, according to William J. Cabel, general chairman.

At the initial rally held in the club hall on Clinton Ave. N. last Monday reports showed 64 new members signed in the first three days of the campaign. Innovation of the Turners' drive this year is the board of director's decision to admit social members along with the regulars who participate in gymnastics. This new division is expected to create 500 new memberships. The plan this year is to have each member work as an individual in garnering new one and therefore there are no drive teams. Points are awarded for each application and winning workers will be awarded prizes at the close of the campaign.

Clayton Handy, president of the Turn Verein, explains the aims of the club are to develop a sound mind in a sound body and to furnish wholesome social activities for its members.

CHARITY SMOKER

Announcement has been made by Louis Goler that the annual charity smoker of the W. Kirke Otis Post, 1457 V.F.W., will be held at Eagle's Hall, N. Washington St. on Friday, December 15th.

Bishop Kearney To Celebrate Mass For K. C. Members

Members of the Knights of Columbus have a busy schedule for Sunday, Nov. 26, when there will be a Communion Mass and breakfast and a Fourth Degree exemplification.

Rev. James E. Kearney, bishop of the Catholic diocese of Rochester, will celebrate the Communion Mass in Columbus Civic Center at 9 a. m.

Coming for the three events is the order's new supreme secretary, Joseph F. Lamb of New York, who will speak at a Communion breakfast in Hotel Sagamore following the mass.

The Fourth Degree exemplification, in charge of City Judge Frederick J. Mix, master of the Fifth District, will take place at Hotel Seneca, beginning at 3 o'clock. Knights from cities and towns in the Rochester diocese area will come for the degree.

A dinner for the fourth degree knights will follow in Hotel Seneca.

Rochester Bankers Hold Nite Club Party

Gay, colorful balloons floating through the air will form the decorative background for dancers at the Oak Hill Country Club next Saturday night when members of the Rochester Chapter, American Institute of Banking stage their annual nite club party.

Entertainment will be provided by members of the group. Kenneth W. Gelwitz of Central Trust Company will be master of ceremonies for the entertainment and will also contribute a monologue. A quartet composed of Harold Tetamore, Giles Hobbs, James Thompson, and Clarence Clift will sing. High light of the evening's entertainment will be the jitterbug exhibition by Miss Bernice Rogers and Gordon Tarbox, Miss Elizabeth M. Emery and Gaston Verriere, and Miss Rita Conley and Matt Cornelia.

Ward Group Plans Christmas Party For East Side's Needy

Annual Affair To Be Held December 23rd
For Entire East Side Area

Sun Advertisers Offer Values For Thrifty Shoppers

Rochester's thrifty shoppers will again have a big week-end tomorrow and Saturday with merchants offering the season's finest assortment of super-values right before the start of the Christmas buying season. Smart people are doing their shopping now instead of waiting for the rush later in the season. Then too, by buying now they can save considerable because prices are bound to advance very shortly due to the unsettled condition of the wholesale markets. Look through the columns of the Sun today and see for yourself what excellent "buys" local merchants have to offer for your selection.

Christmas cheer in otherwise cheerless homes will again be provided through the efforts of the Eighteenth Ward Young People's Association when they hold their annual East Side needy children's Christmas party on Dec. 23.

According to Mrs. Frances Casey and Miss Fay Passato, co-chairmen of the affair, the Imperial Club and the Business Men's Club committee will cooperate in making this party a success. Formerly confined to Eighteenth Ward families, demands have grown from year to year until now the entire East Side area will be included.

Don J. Mattaro originated these parties in 1930, and with the aid of various committees has carried on this worthy charity for eight years. Over 10,000 children and needy families have been supplied with food, books, clothes, toys, candy and other sweets.

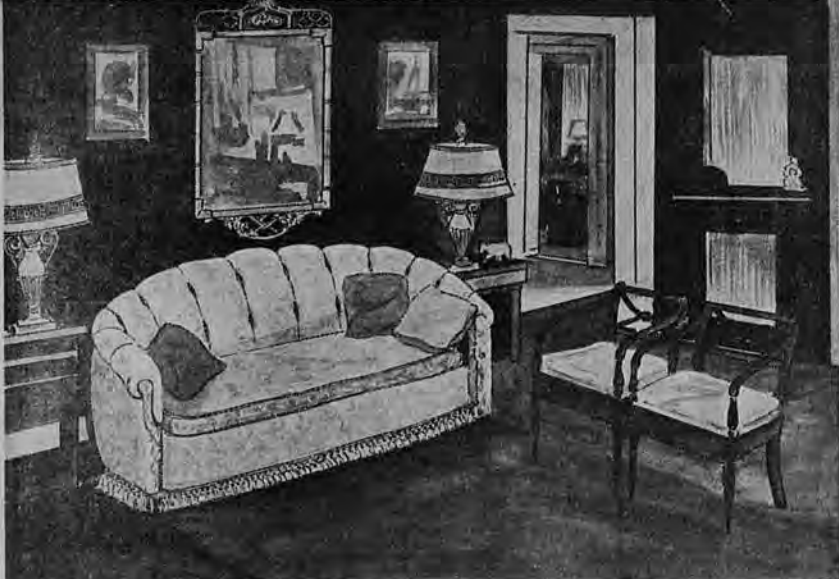
Tickets are given to church leaders, pastors, school principals and school teachers to make sure that all families are reached. Two hundred baskets filled with candy, meats and fruits are distributed to needy families annually. A huge entertainment, with many leading Rochester artists donating their services, is presented at the annual party.

LODGE CHRISTMAS PARTY

Special entertainment for the kiddies will occupy the spotlight at the annual Christmas party of the Knights of Calvin to be held in the lodge hall on Clifford Ave., Saturday, December 23rd. Members of the lodge are now making plans for the affair and full committees have been appointed.

At Lauers You Are Thought Of As An Individual,

We know, here at Lauer's, that we are a store dependent upon your patronage for our livelihood. But, in all the years of our existence we have never looked upon you and others just as Mr. or Mrs. "Mass Consumer". With us business has been seasoned with the thought of you as a personality and your wants and desires as problems of individual importance to you. Keep this in mind . . . and when you come into our store know that that is why you find attention and courteous service from everyone in our organization.



Pictured Above Is One Lauer Expression of

Individuality For Your Living Room

THE DOWN FILLED SOFA \$125 THE CHAIRS \$25 EACH THE LAMPS \$10 EACH
THE MIRROR \$18.75



The creation of livable interiors is our life's work. Here at Lauer's every salesman is schooled in color harmony. He is an individual himself, capable of understanding your problems and able to help you. It is his thought to conform with your own ideals and to assist you with his knowledge. He does not believe it is all important to make a sale but it is his goal to help you in making a satisfactory purchase.

INDIVIDUALITY NEED NOT
BE EXPENSIVE . . . JUST SHOP
AT LAUER'S FOR PROOF

THE CHAIR—

In a material of character . . . The figures are embroidered of a field of oyster white dilled satin. **\$39.50**

THE SOLID MAHOGANY PEMBROKE TABLE, \$9.95
THE TABLE LAMP \$7.00



Not Everywhere Can You Find Such Fine COMFORTS and BLANKETS

YET NOTICE IF YOU WILL LAUER'S MODEST PRICES

WELL FILLED DOWN PUFFS

IN PAISLEY PATTERNED SATTEEN

\$9.95

Others Up To \$35

PALMER COMFORT
AND ALL WOOL BLANKET
COMBINATION

\$12.95
FOR BOTH

EXTRA HEAVY LARGE SIZE 100%
MARIPOSA WOOL BLANKETS

\$10.50

DOUBLE WOOL
Heavy Warm Blankets

\$5.95

50 STATE ST. "At the sign of the grandfathers clock"

Lauer's

BUDGET TERMS ON
ANY PURCHASE
AT LAUER'S

Last Xmas

And Again This Xmas We'll
Treat You Right in Watches
and Diamonds—Come In.

Edwards
Jewelry
Street Floor

Members of the congregation of the Spiritualist Church of the Divine Inspiration will combine their service with Thanksgiving dinner next Sunday. Services will begin at 3 P.M. with a discussion on the subject of "What Is Hell and Heaven according to the Spiritualist Philosophy?" Following this service dinner will be served at 5:30.

Window Shopping In New York

By Jane Rover

NEW YORK. — Window views caught while strolling down Fifth Avenue—the plush fashion sector.

At 88th the windows of Bergdorf-Goodman bright with evening gowns set against a Gay 90's background, with old prints, ancient copies of Harper's Bazaar, and relics of carriage days scattered about...made the new evening dresses, with their narrow waists and full skirts, look very old-fashioned indeed, one of them reminding me of a daguerreotype of my grandmother...a blue velvet gown was shown with a hoop-skirt and an ermine jacket...another had the skirt drawn up just enough to reveal a linen petticoat with real lace underneath, the dress itself being of black bengaline...then, in another window, a long-sleeved gown made of taffeta-like material, but of a gingham-plaid color, bright-colored evening shoes decorated with sequins.

A block further south, where wide, invisible glass windows open to the show rooms of The Tailored Woman...hats, hats all about...a beauty done in black Persian lamb, if you've got the folding money for that sort of thing...another one covered with pheasant feathers...and still another with not only pheasant feathers but even the pheasant's head, beak and all...wonder what the Audubon Society thinks about that...some luxury bags, too, in antelope skin...they're made to carry, lots of bills.

Gown of Metal Cloth

Then a few blocks on down to Bonwit-Teller's, where the windows are decorated by that fantastic, surrealist artist, Salvatore Dali...lots of evening dresses, with taffeta and bengaline predominating...more long sleeves than last year, too...one gown made of light grey metal cloth...wonder how in the world you'd ever clean it—certainly no dry cleaning shop could handle it...one pink and red number set off by a pink and red pointed turban...an odd color combination, I thought...one mannequin set off in a hat made of nets, lace, feathers, all sorts of odds and ends...“Looks like someone cleaned out a drawer to make that one,” I overheard from a pert young girl standing nearby.

Past the beautifully decorated little windows of Elizabeth Arden's to I. Miller, where there was a whole window full of blood red evening slippers...“Goya Red,” they called it, and there was a reproduction of the famous Spanish artist in the background to prove so...some of the slippers were quite extreme...one pair looked just like a pair of native slippers we recently saw in Puerto Rico.

Even Furred Spats

Then past the new trends they're planting in front of St. Patrick's Cathedral to Saks, where the windows run along an entire block...a honey made of uncut velvet and gold braid which I first thought was an evening gown but then saw was a negligee...evening gowns and bed-wear, I thought, are getting to look more alike all the time...another evening dress with a knitted wool jacket...take a few decorations off and the jacket would just be a plain sweater...quite unusual...then a mannequin, all bedecked with gown, coat, hat, evening shoes and with furred spats over her ankles...I can go for fur on hats, gloves, even shoes, but fur on spats, or spats of any sort leave me cold indeed unless you're skiing at Sun Valley and have forgotten to bring along your ski pants...more turbans, and a picture of Carmen Miranda, the Brazilian dancer who's bowling them over on Broadway...that girl and her head-dresser, she's certainly given a lift to the turban trade...and then a handsome pair of gold mesh evening gloves, which looked entirely too costly for this little girl, so I turned off on a side street.

All Day Lipstick

New for the lips. Something revolutionary is Princess Pat's liquid “lipstone,” which is being shown on many cosmetic counters. It's a liquid lipstick that's applied with a little brush attached to the inside of the cork, is greaseless, and, more importantly, it stays on until you take it off. The advantage, the salesgirls claim, is that it precludes your having to pull out your lipstick at the luncheon table, and that it'll never rub off on your coat, or anyone else's. I've tried lipstone and find it very satisfactory. Apply it in the morning and forget about your lips until bedtime, when you can remove it with cold cream, or with the remover made to go with it. Lipstone costs \$1, and the remover a quarter. It comes in a lot of shades, too.

Flower City Post Has New Officers

Elected At Unit Meeting Friday

Flower City Post of the American Legion has announced new officers for the coming year, elected at a meeting of the unit last Friday.

The new officers installed are: Commander, Victor A. Botash; First Vice, Commander, Dr. Charles L. Maggio; Second Vice, Commander, Joseph DiPasquale; Third Vice, Commander, Francis Buttacelo; Adjutant, I. James Pastorelli; Treasurer, Paul C. Iacona; Financial Secretary, Joseph LaMark; Chaplain, Vincent Carozzi; Sergeant at Arms, Frank Amendola; Historian, Louis Mauro; Service Officer, Nunzio DeCarne; Standard Bearers, Charles Fantauzzo and Alexander Tambe; Color Guards, Peter Matarazzo and Michael Feola; Delegates to County Committee, Anthony V. Cotroneo and Louis Mauro and Thomas V. Izzo.

Do You Believe In Life After Death

Hear and See
T. JOHN KELLY
World's Famous Blindfold Medium. The man who proves there is no Death.

PLYMOUTH SPIRITUALIST CHURCH
Friday and Saturday, Nov. 17th and 18th.
Plymouth and Troup Streets 8:15 P. M.

WEEK-END SPECIALS AT
SCHLEIF BAKE SHOP
17 CLINTON AVE. SO. NEXT TO GLENBACH'S
A STEP OFF MAIN
If you haven't visited this new, modern downtown Bake Shop, you have a treat in store for you.

FRIDAY ONLY!

PECAN BUTTERSCOTCH BUNS 24c
A Delicious Bun with pecan butterscotch filling. Regular 30c dozen.

Chocolate WALNUT LOAF CAKE 21c
Tender chocolate cake generously filled with walnuts, topped with chocolate fudge and walnuts. Reg. 25c ea.

SATURDAY ONLY!

WALNUT BUTTER TWIST 24c
A delicious coffee cake. Reg. 30c.

FRESH ORANGE LAYER CAKE 29c
A real cake treat. Made with fresh oranges. Reg. 30c.

FRIDAY & SATURDAY SPECIAL

BUTTER ROLLS 18c
Our most popular roll. Serve them with Sunday dinner. Reg. 22c dozen.

Watch Our Windows For Our Daily BARGAIN SPECIAL!

3-DAY SALE

100% ALL-WOOL PLAIDS 99c
54" Wide. Values to \$1.79 Yard

HOLLAND CASHMERE PLAIDS 37c
Imported, 36" Wide Reg. 50c

FELD'S SILK STORE
318 Joseph Ave. — Opp. Cohen's Restaurant—Stone 2843
Open Evenings 7-11 P.M.

LINCOLN STORES

OLD FASHIONED THANKSGIVING



18 inch Blue Enamel ROASTERS

Heavy gauge, blue enamel, dome shaped roasters. Big enough for an 18 lb. turkey.

15 inch ROASTERS... 59c
20 inch ROASTERS... \$1.00



NOW IS THE TIME TO BUY YOUR NEW ALUMINUM or ENAMELWARE

- | | |
|------------------------------|------------------------------|
| The Aluminumware | The Enamelware |
| • 8 qt. enamel covered pots | • 8 qt. tea kettles |
| • 8 qt. seamless tea kettles | • 8 qt. covered kettles |
| • 2 qt. percolator | • 2 qt. double boilers |
| • 1-1/2-2 qt. sauce pan sets | • 1-1/2-2 qt. sauce pan sets |



60 x 80 Beautiful LUSTROUS RAYON TABLECLOTHS

16x16 Matching Napkins 15c each

Lustrous ivory rayon tablecloth designed in beautiful woven patterns. Lovely for your Thanksgiving table.



32 Piece Delmar Open Stock DINNERWARE

Lincoln's own famous delmar patterns... you can fill in pieces at any time.

- | | |
|-----------------------------|-----------------------------|
| • 8 cups | • 8 bread and butter dishes |
| • 8 saucers | • 8 fruit dishes |
| • 8 fruit dishes | • 8 dinner plates |
| • 8 bread and butter dishes | • Vegetable dish |
| • Platter | |
- Open stock available at all times

BEND or DIP... IT CANNOT RIP



Snug Hug one seam SLIPS

Just one diagonal seam makes them fit you to perfection... they won't sag, bunch or cling. They're made of dull finished, charbonized rayon taffeta. Trimmed and tailored models in a number of lovely styles to choose from. Lace trimmed, embroidered or appliqued. Sizes 32 to 44 in. bust or white.

SNUG HUGS are GUARANTEED

- A new slip FREE if it Rips
- A new slip if it doesn't wash satisfactorily

FRUIT-OF-THE-LOOM
80-SQ. PERCALE
DRESSES
\$1.00
Sizes 12 to 52
Gay floral designs and checks in all popular colors.

SALE OF GLOVES



SUEDE GLOVES

The new glo-suedes as warm as they are smart. In 6-button lengths. Or tailored and dressy gloves with smooth leather backs and fabric palms.

100% All-Wool Women's Mittens 59c
Men's Capeskin (lined or unlined) \$1.00

Colorful Organdy Dimity or 80 square PERCALE
APRONS
Including Multi-Colored Bavarians. 39c

Colorful organdies, dimities and 80 square percales in dainty shadow stripes, floral patterns and multi-colored Bavarian half aprons.

Wear the Hosiery That's Best by Test
"Audrey"
Ringless CHIFFON

Guaranteed to give satisfaction
79c

Compare Them, \$1 Hosiery

Hosiery with the sheer beauty of a 2 thread but actually an extra high twist 4 thread chiffon. Exquisite shades flattering with new winter costumes. Sizes 8 1/2 to 10 1/2.

That remarkable 3rd Year of aging
brings out Windsor's finer flavor!

We expected Windsor to be a splendid whiskey when it reached the 3 year mark. But we hardly expected this remarkable flavor. Try it and see why we call it the "Prince of Good Bourbons".

This whiskey is **NOW 3 YEARS OLD!**

Very Smoothly Yours
WINDSOR
"PRINCE OF GOOD BOURBONS"

ASK FOR WINDSOR BY NAME AT PACKAGE STORES AND YOUR FAVORITE BAR

© 1939, National Distillers Products Corp., N.Y.

Roast Pork Supper And Bazaar At St. Mathews

Annual bazaar of St. Mathews Church, Winton Rd., corner Browncroft Blvd., will be held Nov. 28 and 29 in the basement of the church. A roast pork supper will be served each evening under the direction of Mrs. Herbert Kaelber. Tickets, which are 50 cents for adults and 35 cents for children, can be obtained from Casper Christiansen.

Booths will be under the direction of Mrs. James Dickinson and Mrs. Casper Christiansen.

Church Society Plans Ham Supper and Drawing

Members of the Men's Club and Rosary Society of Blessed Sacrament Church will gather in the church hall for a Virginia ham supper next Monday night, beginning at 5 p. m.

After the supper a poultry drawing will be conducted in the school auditorium. Many turkeys, ducks and chickens will be passed out, with five turkeys going as door prizes. It is announced that the public is invited to attend this affair.



TOWERING MANSIONS
Designed and Dedicated to Heighten the Joy of Living

LINCOLN HOTEL

Live like a king when you visit New York. Stay at Manhattan's Mighty Hotel Lincoln, superb in every detail of location, luxury and hospitality.

NEW YORK CITY
44th TO 45th STS. AT EIGHTH AVE.

1400 ROOMS
Each With Bath
Shower And
Cabinet Radio

HOME OF THE FAMOUS BLUE ROOM
Outstanding Music And Entertainment

Ownership Management
MARIA KRAMER
President
John E. Morgan, Gen. Mgr.
HOTEL SUTTON
Same Management

Andrew Jackson called them "FEMININE FOPPERY"



President Jackson called bathtubs "feminine foppery" and ordered torn out of the White House the one installed by Dolly Madison. He was probably more annoyed by the difficulty of getting hot water than by the bathtub.

If "Old Hickory" lived in Rochester today, we think he would be among the charter members of the bath-a-day club. With our low gas rates and dependable gas service, he'd find it easy and economical to enjoy a bath whenever he wanted one.

With an automatic gas water heater you can have all the hot water you need all day long for the price of an inexpensive wash cloth.

ROCHESTER GAS & ELECTRIC CORPORATION



Here is one of the thirty-one huge inflated rubber "giants" which will be shown in Rochester Saturday morning at the Annual Sibley-Lindsay & Curr Company Christmas parade.

Mile Long Parade Of Giants To Start Christmas Season Saturday

Sibley, Lindsay & Curr Co. Sponsors Annual Event

Upwards of 80,000 children and adults alike will be on hand for the official opening of the Christmas season next Saturday when the annual "parade of giants" is staged by Sibley, Lindsay & Curr Co.

Growing in popularity year by year, police officials are preparing to handle an even larger throng than last year when 75,000 people stood in a pouring rain to watch the mile-long parade of inflated rubber figures.

More than half the spectators were adults.

The parade, with music furnished by four bands, will form at Culver Rd. and East Ave. at 9:30 a. m. and will arrive at Main to St. Paul St. and thence to Franklin Square for disbanding.

Charity Group To Hold Supper Dance At Moose Club

Members of the Oak Leaf Charity Club will hold their second annual supper dance on Saturday, Nov. 25, at the Moose Club on East Ave.

Mrs. Arthur G. Zimmer, president of the club, has announced the following committees for the affair: General chairman, Mrs. Conrad P. Ward; reception, Mrs. Arthur G. Zimmer, Mrs. Norman Prince, Mrs. Herman Zimbrich, Mrs. Joseph Stett, Mrs. Michael Keating, Mrs. Edward Deninger, Mrs. R. Edmond Kyle, Mrs. Michael Leht, Mrs. George Mann, Mrs. Walter Street, Mrs. John Barton, Mrs. Albert Fidman, Mrs. Arthur Suter and Mrs. George Pappert.

Serving on the ticket committee will be Mrs. Clifton Truner and Mrs. Louis Glider; raffie, Mrs. William LeWalter, Mrs. Frank Malone, Mrs. Elwood Halpin and Mrs. Joseph Schenk. Dinner arrangements are under the direction of Mrs. Richard Volk and Mrs. Walter Smith; entertainment, Mrs. Thomas Ludlow, Mrs. Arthur Siebert, Mrs. George Wing, Mrs. Thomas Cook.

Bankers Party . . .

(Continued From Page 1)

Arrangements for the party are under the direction of Barton S. Horner, Rochester Savings Bank and Oral C. Gruning, Lincoln-Alliance Bank and Trust Company, co-chairmen of the local chapter's social committee. They are being assisted by a group including: Miss Rose M. Tschieder of Lincoln-Alliance Bank and Trust Company, chairman of the woman's committee; Miss Mary A. Wilson of Rochester Trust and Safe Deposit Company, vice-chairman; Miss Bette Dunn, Miss Loretta Finear, Miss Edna A. Casey, Miss Lucy M. Serafine, Gordon W. Moll, and Galen T. Everts of Union Trust Company; Miss Rosemary A. Schairer, Miss Monica Kress, Martin S. Thulin, and Leonard W. Hall, Lincoln-Alliance Bank and Trust Company; Miss Constance A. Codd, Miss Margaret T. Strowger, and William E. Esterheld, Monroe County Savings Bank; Mrs. Mabel N. Church, Miss Helen H. Townsend, and W. Ray Bradford, Rochester Savings Bank; David K. Wright, Rochester Trust and Safe Deposit Company; Miss Elizabeth M. Erickson, Miss Madelyn H. Sullivan, and Leo J. Henner, East Side Savings Bank; Miss Helen R. Lankton, Miss Freda L. Keugart, and Leo M. Shaughnessy, Security Trust Company; Mrs. Esther T. Freeman and Jacob Cusimano, Mechanics Savings Bank; Mrs. Lucille W. Forham and Frederick C. Waterman, Genesee Valley Trust Company; Miss Mary L. Peters and J. Martin Hudson, Central Trust Company; and Mrs. Louise K. Le Pine of Dencho and Co.

After the game with the Giants in New York, Dave Smukler, star of the Philadelphia Eagles, turned in his suit and announced he was quitting the professionals.

Say you saw it in The Sun

80,000 Expected To View Spectacle Rain or Shine

With a complete clown band furnishing more comedy. Of course, Santa Claus will be present on a huge float to awe the younger generation. More than 500 people have been employed for this parade, and action will begin tomorrow afternoon when the figures will be inflated at the Culver Road Armory.



Feelin' His Oats

1/3 MORE SERVINGS

H-O QUICK OATS

RICH IN VITAMIN B₁

Miss Grace Beardsley, 36 Finch St.

Sibley, Lindsay & Curr Co. FOOD VALUES!

Flav-o-rich HAMS

"Best ham I ever ate" is an average comment on Flav-O-Rich! Try it this week. Whole or shank half.

25c lb.

SUGAR

Pure cane granulated, a real Sibley special.

10 lb. bag 51c

COFFEE

Our famous Lenox brand, fresh-roasted every day.

3 lbs. 57c

BIG B FLOUR

All-purpose flour of a famous brand.

24 1/2 lb. bag 87c

Macaroni DINNER

Kraft's famous snack, so easy to prepare.

2 packs 21c

CREAM CHEESE

Choice of Eagle or Philadelphia brand.

2 packs 17c

CHOCOLATE

Baker's baking chocolate. 1/2 lb. cake for . . . 17c.

2 for 32c

Peanut Butter

Our own home-made brand, extra-delicious! 16c pound, or . . .

2 lbs. 32c

CALO Dog Food

89c doz.

GROCERY, MAIN FLOOR . . . ORDERS TAKEN AT 8 A. M.

Sibley, Lindsay & Curr Co. BASEMENT NEWS



KNITTED RAYON BROADCLOTH

Soft to the touch, soft on you, soft in its tailoring at throat, shoulders and bodice. Just one of dozens of styles in these best-sellers!



Women's Dresses \$2.94

Youthful styles for you who wear women's sizes! Rayon broadcloths in bright colors and, of course, in black, too. Rayon alpaca in such new tones as marsh rose, new blue, grape, peacock. Gored skirts, swing skirts—everything that's good this season, at an almost unbelievably low price. Sizes 38 to 52.

BASEMENT, AISLE 10

Since your great-grandfather's days . . . four generations ago . . . HEUBLEIN has been famous for its blends of fine American whiskeys . . .

TRY HEUBLEIN'S WHISKEYS FOR SUPERIOR FLAVOR AND BOUQUET



HEUBLEIN'S PRIVATE STOCK
A BLEND OF STRAIGHT WHISKEYS

QUARTS \$2.79
PINTS \$1.45

An extra superb quality blend of straight whiskeys. 90 proof.



HEUBLEIN'S FOREST PARK
A BLENDED WHISKEY

QUARTS \$2.29
PINTS \$1.19

A popular-priced fine blended whiskey. 60% grain neutral spirits. 90 proof.

HEUBLEIN of HARTFORD Since 1875

Mr. and Mrs. John Robert Holmes of Oak Lane spent the week-end in New London, Conn., where their daughter is a student at the New London College for Women.

Mrs. Paul Favour of Windmere Rd. entertained the Gardens Twigs for luncheon on Friday in her home.

Dwight Paul, formerly of Rochester, now of Miami, Fla., spent a few days in town with his family and friends.

Curt Comments

There is something unusual about an alligator who can read and it was discovered later that one Walter Eckhardt, aged 10, had been cooperating with him unbeknownst to Maloney. Now here is what makes this particularly alligator a very strange animal indeed. Young Walter is a great "warm cereal for his breakfast" boy but frequently when his eyes were bigger than his stomach he would share his morning portion with Florida's most famous animal.

Most good alligators become leather bags sooner or later, but this founding now resides in the Seneca Park Zoo. Whether or not he still receives portions of Hecker's H. C. for breakfast is a moot question, but he will go down in the records, no doubt, as the first cereal consuming amphibian on record.

Good music like good food has a habit of turning up in a lot of unexpected places. Canandaigua's Webster House tap room is a place where you can find both. A string trio under the masterful leadership of one Frank, turns out swing, melody and classic — whatever may be your desire. Choppe atrums a mean guitar and a handsome lad named Jimmy plucks fondly at a bass viol. The premises are suitably decorated for atmosphere and a genial gent named Moynihan knows how to mix with his patrons.

Parker Hall, and not Davey O'Brien, is the star passer of the professional football ranks this fall. Hall, from Mississippi, plays for Cleveland.

You'll be surprised
at its MILDNESS

—and more than mildly surprised
at the price

NATIONAL'S
of **EAGLE**
"The King of Blends"

If you want a perfect, mild, gentle whiskey, try National's EAGLE. And compare its price, its body, its aroma and its taste with any blend at any price.



National Distillers Products Corp., New York — 90 Proof. 40% straight whiskey, 60% grain neutral spirits.

Whelan TALKS TURKEY WITH Thanksgiving Specials

Whelan DRUG STORES
140 CLINTON AVE. SO
"Shop at the Friendly Store"
CORNER COURT MAIN 9020

1 CENT SALE



COLGATE SHAVING CREAM
Brushless or Lather
25c Size
2 tubes 26c

Free!
ORCHID
Eau de Cologne
(50c Value)
with 37c purchase or more
COLGATE PALMOLIVE
TOILETRIES and SOAPS
87c Value for 37c



NEW ELECTRIC CORN POPPER
Makes delicious, fluffy white pop corn. 3-quart seamless popping bowl. Rust proof. Has Underwriters' Approval.

89c
POP CORN 10c

Try the
AMAZING NEW DENTAL LIQUID
Brushes teeth to dazzling brilliance
Leaves mouth gloriously refreshed

MEDIUM SIZE 10c
LARGE SIZE 23c
GIANT SIZE 39c

STOCK UP!! PRICES ADVANCING

EPSOM SALTS	5 lbs.	12c
WAX PAPER	Extra Heavy 100 Ft.	8c
CALOX TOOTH POWDER	\$1.00 Size	69c
LIGHTHOUSE CLEANSER	2 for 5c	
WEST POINT TONIC HAIR	Reg. 75c	49c
NOXZEMA	75c Size	49c
LORELEI SHAVING CREAM	Dbl. Size	11c
QUICK NAIL POLISH REMOVER	3 oz. Size	8c
PROPHYLACTIC TOOTH BRUSH	Reg. 50c	29c
HOSPITAL COTTON	16 Oz.	16c
BENZEDRINE INHALER	Reg. 60c	49c

A-B-D-G Capsules \$1.19
100's

5 Grain ASPIRIN TABLETS 100's 9c

1 PINT RUBBING ALCOHOL 6c

GUAR. MOL. WATER BOTTLE 29c
or Ftn. Syringe Reg. 49c

HALIBUT Liver Oil Capsules 100's 89c

Russian Mineral OIL Full Pint 16c

TYRA FACIAL TISSUES 200's 5c

U. S. P. MILK OF MAGNESIA FULL PINT 9c

SANITARY NAPKINS 12's 9c

VELVET TOILET TISSUE TWO FOR 5c

Chocolate Covered CHERRIES POUND 29c
Chocolate Covered Peppermint Patties POUND 19c
SMITH'S 2 COUGH DROPS for 5c
Reg. 15c Hershey or Nestle BARS 11c

A Cold Weather Necessity
KLEENEX DISPOSABLE TISSUES
For Colds... Cosmetics... For Baby... Sanitary... Efficient... Use one and destroy.
BOX OF 150... 10c
BOX OF 200 13c • 2 for 25c
BOX OF 500 28c
2 BOXES OF 500... 55c

Johnson & Johnson **BABY POWDER** Regular 25c SIZE Our Price 19c
Johnson & Johnson **BAND-AIDS** Assorted Sizes Have a supply handy. 36 for 19c
Johnson & Johnson **TEK TOOTH BRUSHES** 39c
Scientifically designed. Made of high grade sterilized bristles.
TEK JUNIORS Small size Tek for the kiddies. 23c

More! Delicious Money-Savers

THIS WEEK
Friday & Saturday At

Wegmans
HOME OWNED FOOD MARKETS

FREE Customer Parking

SAVE
but eat well!
BUY
your food at
WEGMANS

It's Wegman Quality
PRIME, GRAIN-FED SHOULDER

BEEF ROAST
18c lb.

Creamy Mild White Colby **CHEESE** lb. 19c

One Pound Print Best **PURE LARD** 8c

5-Lb. Back Pillsbury's **BEST FLOUR** 22c

Ocean Spray Cranberry **SAUCE** 2 cans 19c

Cross & Blackwell Plum and Fig **PUDDINGS** 33c

2 1/2 Size Lake Shore **PUMPKIN** can 8c

Sunmald New Seedless **RAISINS** 2 pkgs. 17c

6 Delicious Flavors **JELLO** 6 PKGS. 25c

Tall Size Tea-Mix Fruit **COCKTAIL** can 10c

Beech-Nut Fancy Tomato **JUICE** 4 cans 25c

1/2-Lb. Cake Hershey Baking **CHOCOLATE** 11c

48-oz. Royal Rio Texas GRAPE **FRUIT JUICE** can 15c

MAKING A FRUIT CAKE?

To be sure your Holiday Fruit Cake will be the best ever — make it with Wegman-Quality Citron, Orange and Lemon Peel, Cherries, Pineapple and White Raisins. And if you prefer, we have a fruit assortment already mixed and diced.

BONELESS ROLLED SPRING LAMB ROAST, lb. 21c

Large Bundle CRISP, CLEAN **HEART CELERY** 10c ea.

Tender, Green FRESH, GARDEN **BRUSSEL SPROUTS** 15c qt.

Fresh and Delicious WHIPPED CREAM **CUSTARD CAKES** 19c ea.

HERE'S YOUR GUARANTEE!

HIGHEST GRADE BUTTER
U. S. CERTIFICATE OF QUALITY IN EVERY PACKAGE



Fresh from the tub **33c** lb.
Pound Roll 34c

WHO —
DOES THE BIGGEST MEAT BUSINESS IN ROCHESTER?
WEGMANS!

PERSONAL MENTION

The Business and Professional Women's Chapter of Brick Church will have a dinner tonight at the Brick Church Institute. Richard L. Greene will be the speaker. His subject will be "Why Professors Leave Home."

Mrs. Edwin E. Ervils of Park Ave. entertained her bridge club for luncheon on Wednesday in her home.

Mrs. ad Mrs. Michael Lester Madden of Boston, who were guests in town at the Sagamore, have returned to their home.

Mrs. Frank T. Bascom of Oak

Lane returned last week from Washington, where she passed a week as the guest of Mr. and Mrs. Perry Hurd.

Mrs. Sidney M. Crosselet of Radcliffe Dr. entertained at luncheon and bridge on Friday at the Rochester Club.

Miss Lucy Manners Turpin and her sister, Mrs. Herbert C. MacAlpine of Oxford St. returned by motor this week from Farmington, Conn., where they were guests of their sister, Mrs. Clara Birdseye.

Mrs. J. Howard Kidd Jr. of

Bay Rd., Webster, entertained her reading club for tea on Tuesday in her home.

Last Xmas
And Again This Xmas We'll
Treat You Right in Watches
and Diamonds—Come In.

Edwards
Jewelry
Street Floor

Thanksgiving SALE OF SWEETS

Beginning Thurs., Nov. 16, through Wed., Nov. 22
MAIL and PHONE Orders Filled

"Symphony Sweets" FAVORITES

Regularly 29c and 39c
19c lb.

In Pound Lots of a Kind

- Chocolate or Vanilla Caramellows
- Barley Sugar Squares
- Chocolate Coated Peppermint Patties
- Peanut Butter Chips
- Chocolate Coated Wintergreen
- Nut Butter Crunch
- Molasses Hard Candy Mixture
- Solid Chocolate Mint Wafers
- Chocolate Coated Thin Mints
- Assorted Bridge Mixture
- Cocoa Nut Royals
- Chocolate Marshmallows
- Paradise Tart Filled Hard Candy
- Vienna Soft Filled Hard Candy
- Clear Assorted Hard Candy
- Rum and Butter Toffee
- Assorted Chews
- Chocolate Coated Nut Butter-crunch
- Chocolate Coated Dates

From Our Own Candy Kitchen

"Symphony Sweets" Home Made CANDIES

Regularly 39c Pound
29c lb.

- Chocolate Bark
- Pure Butter Caramel Corn
- Turkey Bones
- Molasses Cream Sticks
- Chocolate Coated Sponge
- Assorted Thin Nut Butter Brittle
- Cocoa Nut and Fudge Bon Bons
- Bittersweet Cream Drops
- Bittersweet Thin Mints
- Peanut Clusters
- Home Made Cream Wafers

"SYMPHONY SWEETS" DOUBLE DIPPED CHOCOLATES

Extra thick delicious chocolate coating on these yummy centers.

Regularly 39c lb.

29c lb.

- Vanilla Buttercreams
- Caramel Creams
- Molasses Plantations
- Honey Cashew Nougats
- Honeycomb Chips
- Raspberry Fingers
- Brazil Nut in Cream
- Crème de Mint

- Pineapple Creams
- Orange Creams
- Raspberry Creams
- Milk Chocolate Brazils
- Peppermint Patties
- Wintergreen Patties
- Italian Creams
- Maple Walnut

AND MANY OTHERS NOT LISTED!

Regular 49c Quality Fresh SALTED MIXED NUTS

Fresh salted mixed nuts—pecans, almonds, cashew and brazils—NO PEANUTS
39c lb.

Reg. 49c "Symphony Sweets" French CHOCOLATES

Balls of soft chocolate fudge rolled in pistachio and cashew nuts, coconut and chocolate sprills.
29c lb.

Our Reg. 29c "Symphony Sweets" Soft Cream CARMELS

Individually wrapped in cellophane and in a choice of vanilla, butterscotch, chocolate, rum, vinegar or brazil nut.
19c lb.

CANDIED Mixed Fruits

18 oz. Package 39c
2 lb. Package 59c
3 lb. Basket 99c

CANDY
SHOP

ROCHESTER'S LARGEST
POPULAR PRICED STORE
Edwards
STREET
FLOOR

ROCHESTER'S LARGEST
POPULAR PRICED STORE

Edwards
No Down Payment — No Interest to Pay
Now Is The Time to OPEN A
90-DAY CHARGE ACCOUNT
If you do not already enjoy the many conveniences of an Edwards Charge Account, take advantage of this new 90-DAY Service. Now, Our Credit Department, 7th Floor, will be glad to receive your application by phone or letter, if you cannot come in person. Pay as follows:
1/3 DUE DEC. 10*
1/3 DUE JAN. 10*
1/3 DUE FEB. 10*

'EASY' Electric WASHER

Model
Illustrated
at Right

74⁵⁰

Regular
99.95
You Save
25.45

SAVE Up To \$40 On These One-of-a-Kind Famous Makes

Make	Reg. Price	Sale Price	Make	Reg. Price	Sale Price
Gain-A-Day	69.50	49.50	General Electric	79.50	64.50
General Electric	69.50	49.50	Easy Ironer	79.95	69.50
Easy	79.50	59.50	Easy	99.95	84.50
Gain-A-Day	89.50	64.50	Bendix	179.50	139.50
General Electric	89.95	69.50	Easy Dryer	159.50	75.00

No Down Payment—Balance Monthly

EDWARDS—Sixth Floor

IMPERIAL 4-HR. ENAMEL



Reg. 85c Qt.
69c Qt.

Your choice of 12 smart colors and white. Easy to apply... Easy to keep clean.

EDWARDS—Fourth Floor

WALLPAPER CLEARANCE

SHORT LOTS

19c to 69c Bundle

ROOM LOTS

98c to 279 Bundle

Clearance of our odds and ends tied up in short lots. (4 to 8 rolls in a bundle.) Room lots (8 to 12 rolls) including border.

Other Papers 10c To 90c Roll

EDWARDS—Fourth Floor

Exclusively At Edwards!

*Just out
the stunning new*
NORCA
CLEANER

A GENUINE HOOVER PRODUCT
WITH THE HOOVER GUARANTEE

\$39⁷⁵



The most famous name in cleaners is behind the most amazing value of years—the new and beautiful Norca Cleaner with new no-adjustment feature—always right for both thick and thin rugs. It has a heating-sweeping brush for thorough cleaning—lightness for easy cleaning. It has the new features that Hoover is noted for. It is serviced by Hoover. The Norca is your cleaner—at your price, and on very easy terms, with only a small carrying charge. Norca Dusting Tools, \$9.95. Norca Hand Cleaner, \$14.50.

No Down Payment—\$1 Weekly

EDWARDS—Sixth Floor

Old Hooked Rugs!

SALE
ONE-OF-A-KIND
CANADIAN
HAND HOOKED RUGS

If bought in Newfoundland, Nova Scotia or Prince Edward Island the prices would be double what you pay here at Edwards in this Sale!

All Are Different! Landscape, floral, geometric and colonial effects. Some in half moon shapes, some ovals, and of course, many in oblong scatter sizes.

Rugs	Size 18x36	.95
Rugs	Size 20x40	1.85
Rugs	Size 27x54	2.98
Rugs	Size 24x48	2.50
Ovals	Size 18x36	1.10
Circles	Size 18x36	1.10
Semi Antiques	27x54	5.75

EDWARDS—Fourth Floor

TWO DAY SALE FRI. & SAT. NOV. 17 & 18 RUBBER FOOTWEAR

WOMEN'S AND GIRLS' SATIN FINISH RUBBERS
3 Heel Heights
\$1.15 Value **69c**

WOMEN'S OR GIRLS' ARCTICS
All heels, black or brown, automatic fastener, fleece lined.
\$1.29

WOMEN'S OR GIRLS' VELVETEEN FUR TRIM GAITERS
Whale of a Buy! **\$1.85**

WOMEN'S AND GIRLS' \$1.50 Value SNAP RUBBERS
Jersey Lining! Cover whole shoe! **98c**

MEN'S OR BOYS' High or Low RUBBERS
\$1.25 Value **79c**

Men's Short RUBBER BOOTS
All Sizes to 12
\$2.50 Value, Extra Special **\$1.50**

MEN'S 4-BUCKLE ARCTICS
All-Rubber or Cloth
Strong Type, Worth \$2.50 **\$1.85**

Men's HEAVY WORK RUBBERS
With Red Soles, \$1.49 Value **94c**

MYERS SHOE STORE 19 FRONT ST. Near Main

FREE DELIVERY ON ORDERS OF \$3.00 OR MORE

Miracle FOOD MARKET
OPEN FRI. & SAT. EVENING
694 LAKE AVENUE

BARGAINS BY THE BASKETFUL!
At Rochester's Great Super-Market

None Such	21c	Combination Sale	LOG CABIN SYRUP	13c
Ocean Spray	21c	Pillsbury Pancake FLOUR	10c	
Cranberry Sauce 2 cans	21c	Both	23c	
Del Monte's Seedless RAISINS 2 1 lb. pkgs.	15c	Gold Medal FLOUR 12 1/2 lb. sack	49c	
Campbell's TOMATO SOUP 4 CANS	25c	French's Pumpkin Pie or Cinnamon Spice 2 1/2 lb. pkgs.	15c	
Hershey's Baking CHOCOLATE 1/2 lb. pkg.	10c	Morrell's MEAT LOAF 1 lb. can 2 for	13c	
Blue Label CATSUP 14 oz. bottle	11c	SPRY or CRISCO 3 Lb. Can	47c	
Heinz CATSUP 14 oz. bottle	15c	Wilson's Certified COOKED HAMS 1 lb.	25c	PORK LOIN ROASTS 1 1/2 lb. End
Wilson's Certified COOKED HAMS 1 lb.	25c	Ready to Serve Whole or Shank Half		15c
Fresh Dressed—Small Young FOWL 1 lb.	16c	ARPEAKO BACON Sliced Rindless	23c	
BEEF ROASTS lb.	17c			
FRESH DRESSED ROASTING CHICKENS 4 lb. Average	21c			
Fresh Dug—Cherrystone CLAMS 35c per 100 dozen 12c		Fancy Hen—10 to 12 lb. Avg. TURKEYS lb.	27c	
BUY THE CHICKEN CUTS YOU PREFER		Fancy Tom Turkeys 16 to 20 lb. Avg.	25c	
Breasts lb. 45c				
Legs lb. 37c				
Livers lb. 45c				
Wings lb. 21c				
Necks lb. 15c				
Giblets lb. 19c				
WISCONSIN SHARP BRICK CHEESE 1 lb.	21c	PURE GRANULATED SUGAR 10 lbs.	49c	
LARGE WHITE GRADE "A" EGGS 1 doz.	32c	DAVIS BAKING POWDER 12-oz. can	15c	
GRADE "C" EGGS 1 doz.	23c	SUNSWEEP PRUNES 2-lb. pkg.	15c	
ASSORTED SWISS CHEESE 4-oz. pkg. 2 For	13c	CITRON, LEMON OR ORANGE PEEL 2 pkgs.	17c	

Thoughts Turn To Holiday Foods

Now Is The Time To Make Christmas Fruit Cake

It's not too early to make your fruit cake for Christmas and if you wait it for Thanksgiving it should be made within the next few days. Aside from the recipe used the most important thing is the baking. Low temperatures are best for fruit cake, otherwise the sugar caramelizes and is apt to produce a bitter taste. Pans lined with wrapping paper and wax paper will help in an oven that is hard to control. In the new ranges, pans need only a lining of wax paper. All dark fruit cakes should be covered with a wax paper and baked. The following are favorite recipes.

FRUIT CAKE
(10 pounds.) Temperature: 250 degrees F. Time: 3 to 5 hours.
2 1/2 lb. seedless raisins
1 lb. currants
1 lb. candied lemon peel
1 lb. candied orange peel
1 lb. citron
1 lb. candied cherries
1 lb. nutmeats
1 lb. all-purpose flour
1 soda
1 cinnamon
1 nutmeg
1 allspice
1 clove
1 salt
2 c. shortening
2 c. brown sugar
2 eggs
1/2 c. rum or brandy syrup or 1/2 c. fruit juice

Look over raisins, wash currants and dry thoroughly. Add to raisins. Cut up the peel, citron, cherries, and nutmeats. Mix and sift flour, soda, spices, and salt. Add to fruit and mix thoroughly. Cream shortening, add sugar gradually, add eggs and beat well. Add syrup or fruit juice and then the flour. Mix well. Fill paper-lined pans 2/3 full, decorate tops with whole cherries or nuts, cover with 2 thicknesses of wax paper; tie down and bake in a preheated oven. Pull papers from sides of cake until thoroughly cooled, then wrap in the paper in which it was baked. Store away in a cool dry place.

CHERRY CAKE
Temperature: 300 degrees F. Time: 1 1/2 to 2 hours.
1/2 c. butter
1 c. sugar
1 egg
1 c. all-purpose flour
1 c. baking powder
1 c. balanced almonds
1 c. citron
1 lb. candied cherries
1 lb. coconut
1 lb. white raisins
1 c. sour milk
1 c. baking soda
1 c. hot water
2 egg whites

Cream the butter, add sugar gradually and the egg yolks. Beat well; mix and sift the flour, and baking powder and add the nuts, fruit, coconut and raisins. Add alternately with the milk to the first mixture. Add soda dissolved in the hot water and fold in the stiffly beaten egg whites. Pour into 2 paper lined tins and bake uncovered in a preheated oven.

To Glaze a Fruit Cake: Mix 3 T molasses with 1/2 c hot water and brush over dark fruit cake 1 hour before removing from oven.

To Decorate Cakes: Brush top of cake with glaze. Arrange slices of pineapple, citron, cut in fancy shapes on the top of cake 1 hour before removing cake from oven. Decorate with whole cherries and nutmeats. Brush with glaze and finish baking.

To Remove Cake from Tin: Use a single thickness of wax paper in pan to make it easy to remove cake from tin. Cover top of cake with double thickness of wax paper, tied down. If casserole dishes are used, use cover. Glass dishes do not require wax paper lining.

Knights of Calvin To Nominate New Officers

Nomination of officers for the Knights of Calvin will be made at a meeting of the lodge on Thursday, December 7th, with annual election slated for December 21st. At the election meeting, final reading of suggested amendments to the lodge constitution will be read and voted on. It is requested that all members be present at these meetings.

Social Justice Club To Meet At St. Mary's

The regular monthly meeting of the Social Justice Club of Rochester will be held next Monday evening in Old Saint Mary's Church Hall, South Street, at eight o'clock.

Rev. Benedict Ehmman, Ph. B. and faculty member at St. Bernard's and St. Andrew's Seminaries will be the guest speaker. His talk is entitled, "Which Way—Democracy?"

The public is invited to attend.

Drama Guilders Prepare For Dance Saturday

Genesee Senior Drama Guild will sponsor a Harvest Moon dance next Saturday at the Genesee Institute. It is announced that a local popular band has been engaged for the occasion. Miss Marian Hart, social chairman, and Marsh Maeder are in charge of decorations. Miss Mary Coco is acting business manager and ticket agent. Two door prizes will be given away to lucky ticket holders. The prizes are a beautiful four-way lamp and a novel smoker.

SPECIAL
2-Pc. Knitted Suits
Cleaned & Blocked **85c**
Special low prices on Dyeing, Re-modeling and Altering Knitwear
The Knitwear Shop
282 MAIN E. Opp. McCURDY'S
We Call and Deliver—Stone 1918

Your Portrait Is A Perfect Gift!



Oil Colored . . . Photographs

3 Beautiful Photos **\$3.95**

Sizes 8x10 . . . 4 Proofs To Choose Regular \$4.00

A portrait makes a lasting remembrance of your Christmas greeting. Give something personal and something only you can give . . . your photograph.

No Appointment Needed
STUDIO — MAIN FLOOR
Neisner's
5 to 10 Stores
200 Main St. East

Mr. and Mrs. H. Kenneth Likly and Mrs. Rbert Kidd and Sidney Benuma of Penfield Rd. attended the Cornell-Colgate football game at Ithaca on Saturday.

Mr. and Mrs. Victor W. Hurst of Sandringham Dr. entertained at dinner and bridge on Saturday at the Rochester Country Club.

Mrs. Louis S. Foulkes Jr. of Allen Creek Rd. entertained the Strong Chapter of the Genesee Hospital for luncheon on Monday in her home.

SAVE \$30
ON THIS NEW 1939 **C/P** **NORGE**
Super Concentrator GAS RANGES

NEVER before in Rochester has this Certified Performance Gas Range been offered at such a sensationally low price! Here is a range that meets the needs of every housewife.

Regular Price \$129.50
SALE PRICE \$99.50
AND YOUR OLD RANGE

USE YOUR OLD RANGE AS DOWN PAYMENT

FITCH APPLIANCE CO.
477 JOSEPH AVENUE
OPEN EVENINGS
STONE 5972

JUST LOOK AT THESE FEATURES:

- MOD-FIRE OVEN BURNER operates on low heat . . . uniform roasting and baking.
- Automatic Lighting For Oven and Broiler
- Simmer Burners
- HEAVY INSULATION keeps heat in the oven and out of the kitchen . . . saves fuel.
- REMOVABLE BURNERS are interchangeable . . . easy to remove and clean.
- REFLECTO PLATE provides individual drip tray for each burner . . . easy to clean.

Mrs. Edith Clouston, 271 Eastman Ave.

GOLDEN WEDDING NOW LOWER-PRICED

ABSOLUTELY SAME QUALITY

Every Drop is 4 Years Old or Older . . . a Delicious Blend of Straight Whiskies . . . the same Superb Quality that made Golden Wedding Famous. Try it Today.

WAS \$1.59 A PINT
NOW \$1.39 A PINT

GOLDEN WEDDING WARRANTY
WE WARRANT: (1) That Golden Wedding, at its new low price, is exactly the same, luxurious whiskey that sold at the higher price. (2) That every drop is all whiskey, at least 4 years old. (3) That our great reserves of aged choice whiskies are adequate to assure you of uniform high quality for years to come.

NO PROOF—AS YOU PREFER, IN BOURBON OR RYE
The Straight Whiskies in this Product are 4 Years or More Old

Copyright 1939, Jos. S. Finch & Co., Inc., Schenley, Pa.

"HAS HAD NO PEERS FOR 50 YEARS"

GIVE FURNITURE

the Perfect Gift for the Home!

BUY NOW AT MAJESTIC

(Out Of The High Rent District)

BEAT RISING PRICES

A Small Deposit Will Hold Any Article 'Til Christmas

TAKE 18 MONTHS TO PAY



**14-Pc. Complete
BED ROOM
Outfit**
Pay \$3.50 Down
18 Months To
Pay Balance
\$79

Everything included as pictured:
Bed, dresser or vanity, chest, robe,
chair, springs, mattress, pillows,
bed spread, boudoir lamp, and rug.



A Living Room Outfit De Luxe

Included in this outstanding living room outfit are the following pieces: Davenport, companion chair, end table, lamp table, coffee table and the three beautiful lamps pictured. Pay \$3.50 Down. 18 Months To Pay Balance.
\$69



Genuine Walnut
CEDAR CHEST
Pay 95c
Down
\$14.95
Lay Away Now
FOR CHRISTMAS

MAJESTIC
FURNITURE COMPANY
204 COURT STREET
OPEN EVENINGS TO 9 P. M.

Jimmie Fidler . . .

(Continued From Page 1)

for which she received the reported sum of \$100,000. Today, I wonder if she wouldn't willingly return the money to get out of the picture?

Miss Young's quarrel with Fox was purely financial. It couldn't have been over her roles, for while she may have fallen heir to an occasional "Sue," most of her parts were the envy of her fellows.

What most contract stars fail to appreciate is the "safety" of a long term studio tie-up. They don't realize that a free lancing actor can be killed dead as vaudeville by two or three poor films, while a contract star has a sure job and the chance of a comeback after a series of badies.

If Miss Young's next picture is in a class with her initial free lancing venture, I fear the clamor for her services may hush to a whisper. But meanwhile, I don't think it's too late for her to make peace with 20th Century-Fox (and I believe Zanuck would welcome her back; he needs her). The lady should think.

MUTTERINGS: I'd like to choke American-born stars who over-use the adverbial phrase. "A bit of all right." Nervous tick: to clip one hair from Adolphe Menjou's mustache and exclaim: "My dear sir, you're positively unbalanced." Silly notion: Constance Bennett washing dishes. Too bad more stars can't realize that true success means reaching the top while remaining on the level. Wondering muse: If Martha Raye's personal appearances draw such mobs, whose fault is it her pictures flopped? Secret ambition: to be 21 again—and play Ann Rutherford's boy friend. Growl: why not express our Czech-Slovakian sympathies by giving likable Francis Lederer a decent screen break?

An approving nod to Director Wesley Ruggles. Months ago, while in Tucson to supervise preparatory location work on "Arizona," he met an Indian lad named Tommy Kohano, admitted his ambition to get a college education and promised him enough work in the picture to finance his first year's tuition. With the collapse of production plans, Ruggles didn't forget to remember. Tommy is now working in Hollywood and will enroll in U. S. C. next semester. (Copyright, 1939.)

IT'S NEWS
these days when
PRICES
GO DOWN!

Good news, too, in these times when prices are mounting on almost everything else you buy. But Mount Vernon too proof blended rye prices are down—down to the level even of many lower proof blended whiskies.

NOW
\$2.39 **\$1.50**
FIFTH (25.6oz.) (PINT 16 oz.)
WAS
\$2.89 Fifth **\$1.84** Pint

IMPORTANT!
The same magnificent quality you've always known.



Mount Vernon
BRAND
STRAIGHT RYE
WHISKEY
Copyright 1939, National Distillers Products Corp., N.Y. C.

All Rochester Agrees IT'S LIVADAS FOR THANKSGIVING QUALITY Wine & Liquor Values

CORAZON
IMPORTED
WEST INDIES
PUERTO RICAN
RUM
\$1.49
86 Proof Fifth
Compare! \$2.25 Value!

ONE OF THE GREATEST VALUES EVER!
We were able to purchase only 300 quarts to sell at this spectacularly low price as a Thanksgiving special!
STONY BROOK STRAIGHT RYE WHISKEY
3 YEARS OLD 85 Proof Distilled in Maryland
\$1.39
Full Qt. 3 Qts. \$4.00
COMPARE \$2.25 VALUE!

IMPORTED FRENCH OR ITALIAN
VERMOUTH
Large 30-oz. Bottle
89c
COMPARE! \$1.35 VALUE!

OUR VERY BEST SELLER!
LIVRO GIN
Distilled From Grain 90 Proof
\$1.45
Full Quart
Compare! \$1.98 Value!
A fine quality gin at a spectacularly low price. Smooth and mellow to suit the taste. Try this famous LIVRO brand and you'll adopt the habit if you have it. We claim there is no better gin at any price. Try it and you will agree with us!

SAVE THIS AD
MAKE IT YOUR SHOPPING GUIDE FOR
THANKSGIVING WINES AND LIQUORS
LOWEST PRICES — FINE QUALITY
Imported 1928 Vintage
POL CLEMENT CHAMPAGNE
Product of France
\$2.09
Large 30 Oz. Bottle
CASE of 12 Bottles \$23.85
Compare! \$3.29 Value!

Our Famous Whiskey
LIVRO RYE
90 Proof 51% - 4-Yr. Old
\$2.10
Full Quart
Compare \$2.65 Value!
The straight whiskey in this product is 4-yr. old 51% straight whiskey. 49% neutral spirits distilled from grain. Distilled, blended and bottled by the largest distillers in the world. A very spectacular purchase makes possible this low price. Another example of Livadas Bros. policy, selling at the lowest possible price, consistent with this high quality.

CARAVAN
A Blend of
Straight
WHISKIES
A master blend of carefully distilled mellow straight whiskeys.
90 Proof
\$2.35
Full Quart

KING GEORGE IV BLENDED SCOTCH WHISKEY
100 Per Cent Scotch Whiskies Distilled Blended and Bottled in Scotland
\$2.49
Fifth
Compare! \$3.29 Value!
We are very fortunate in being able to land this fine Scotch to sell at this remarkably low price. Superbly smooth, soft, flavorful.

GILBEY'S SPEY-ROYAL SCOTCH WHISKEY
A Blend—100% Scotch Whiskies—86.8% Proof
One of the world's best Scotch whiskies. Any connoisseur will tell you so!
\$2.99
Fifth
COMPARE! \$3.69 VALUE!

A SENSATIONAL BUY
Bottled-In-Bond Under U. S. Gov. Supervision
4 YEARS OLD 100 Proof
Meadville RYE
Distilled by Baltimore Pure Rye Distilling Co.
\$2.39
Full Qt.
Compare! \$3.39 Value!

EARL'S COURT SLOE GIN LIQUEUR
The main characteristic of this product is derived from Berries. A very choice brand at a very low price.
60 Proof
\$1.29
Fifth

Our Lowest PRICE!
Imported Gold Label
CUBAN RUM
Compare \$3.25 Value
Aged and bottled in Cuba—90 proof—One of America's best sellers—and now specially reduced!
\$2.25
Fifth

THEY'RE EXTRA CHOICE—THEY'RE GREAT VALUE!
Balboa WINES
BOTTLED AT THE WINERY IN SUNNY CALIFORNIA
We buy and sell more wine—thus we can give you the greatest wine values because of our huge purchasing power. We are able to offer you these seasonally low prices REGULARLY! Try these Balboa Wines...just see if you ever tasted so fine a wine at so low a price!
SWEET
Muscatel, Sherry, Tokay, Port
Full Quart Full Gallon
\$1 \$1.25
Alcohol 20% by Volume
99c
Full Gallon
DRY
Burgundy, Chianti, Claret, Barbera, Chianti, Riesling, Sauterne

CORONET Rock & Rye
LEMON and HOREHOUND
70 Proof
A Schenley product
\$1.49
Qt.
COMPARE! \$2.25 VALUE!

Great Vintage Year!
Imported French
CHABLIS WHITE BURGUNDIES
Only a few cases at this unusual low price.
\$1.25
Large 24 oz. Bottle
Compare! \$2.25 Value!

LIVADAS BROS.
PHONE STONE 5549
183 MONROE AVE.
N. Y. S. LICENSE L-4229
OPEN EVERY NIGHT 'TIL MIDNIGHT
A Name You Can Trust
FREE DELIVERY

No Wonder We're Busy AT GAMLER'S

We've every reason to be! These values—these low prices—our liberal offer to reserve any gift until Christmas, is bringing hundreds to our store for Christmas gifts! Compare these low prices—you, too, will come tomorrow. All next year to pay!

No Interest or Carrying Charge At Gamler's

FREE JUDY DOLL OR SCOTTY DOG WITH PURCHASE OF EITHER LADIES' OR MAN'S HALL MARK, 7-JEWEL

WRIST WATCH \$9.95



6 DIAMOND BRIDAL PAIR \$14.75
50c DOWN 50c WEEK
3 brilliant diamonds in each ring, set in magnificently carved 14K gold setting. A beautiful bridal pair, at a wonderfully low price!



SOCIAL SECURITY PLATES 10c
Get one of the permanent bronze plates—we'll stamp your name and Social Security Number on it. Complete in a leatherette case.



SPECIAL WATCH CRYSTALS 15c
Any shape, unbreakable. Replaced while you wait.

LISTEN In—Every Sunday 12:45 to 1:00 P.M. Station WSAV, for Gamler's Musical Program.

GAMLER'S
104 E. MAIN ST. cor. N. WATER

Credit Jewelers And Opticians

OPEN SATURDAY EVENINGS UNTIL 9



BULOVA

A handsome masculine design. A dependable 15-Jewel movement. It will certainly please the man who wants an accurate, good-looking time-piece!

\$24.75
50c DOWN 50c WEEK

ELGIN

A handsome new shape in yellow gold, a guaranteed time-keeper. 7-Jewel.

\$24.75
50c DOWN 50c WEEK

LADY'S ELGIN

Yellow gold, wrist watch. New 1940 design. 15 Jewels.

\$29.75
50c DOWN 50c WEEK

BULOVA

Smart round shape 17 Jewels, yellow gold case. Dainty cable strap.

\$24.75
50c DOWN 50c WEEK

Gentlemen's Solid Gold Cameo. Ring set with two diamonds. Handsomely carved.

\$14.75
50c DOWN 50c WEEK

Evans Combination. Lighter and Cigarette Case — all in one.

\$1.75
50c DOWN 50c WEEK

SPECIAL!

HAVE FUN! WHILE THEY LAST

ANIMATED MONKO

Pun for the children from 6 to 10. By placing your fingers inside MONKO you can make him perform all kinds of cute tricks.

A Complete Line of EMERSON RADIOS AS LOW AS

\$9.95
TERMS 50c WEEK

SPECIAL WATCH STRAPS

Genuine leather, any style, all colors. Reg. \$1.00.

19c

Football Forecasts

Game	Sullivan	Freckleton	Lyons
Army-Penn. State	Penn. State	Army	Penn. State
Carnegie T.-Holy Cross	Holy Cross	Holy Cross	Holy Cross
Colgate-Syracuse	Colgate	Colgate	Colgate
Columbia-Tulane	Tulane	Tulane	Tulane
Cornell-Dartmouth	Cornell	Cornell	Cornell
Duke-No. Carolina	No. Carolina	No. Carolina	No. Carolina
Fordham-St. Mary	Fordham	Fordham	Fordham
Indiana-Mich. State	Indiana	Indiana	Indiana
Iowa-Minnesota	Minnesota	Minnesota	Minnesota
Notre Dame-Norwestern	Notre Dame	Notre Dame	Notre Dame
Pitt-Nehrasca	Pitt	Pitt	Pitt
Princeton-Yale	Princeton	Princeton	Princeton
Purdue-Wiscopsin	Purdue	Purdue	Purdue
Vanderbilt-Tenn.	Tenn.	Tenn.	Tenn.

Football Upsets Wreck Predictors Records; Bottigler Cops Sun Award

A majority of the nation's football experts took a beating last Saturday in predicting the results of college games. And the Sun board of selectors was no exception. The best score turned in was that of Freckleton who called the shot correctly in eight out of thirteen tries. Because of a printing error the previous week, the Dartmouth-Princeton and Fordham-Indiana games were not taken into consideration. This was listed in the Sun as Dartmouth-Indiana and many contestants chose The Green Mountain boys to beat the Hoosiers. However, this game was not tallied with the others so there were only thirteen actual games to be chosen.

Leading the field of contestants was Michael Bottigler, 16 Glenwood Pl., who bettered Freckleton's score by two games. His ten winners were enough to cop the five-dollar prize offered by the Sun each week to the first entry bettering the mark of a Sun expert. There were several entries correctly scoring nine winners, among them being Carol Versace, 136 Jefferson Ter., Willard Sloane, 127 Tait Ave. and Ed Millette, 70 Bloss St.

Now for next week's contest: Because of the many schedule changes made at the last minute to conform to the early Thanksgiving date, games listed below will be played Thanksgiving Day, November 23rd, the following Saturday, the 25th or the next Thursday, November 30th. Entries must be in this office by Wednesday night, November 22nd, and results will be announced on December 7th. The prize will be doubled for this contest which will bring the Sun series to a close. Mail your entry now and then watch the Sun for name of the winner.

Colgate-Columbia.
Cornell-Penn.
Fordham-N. Y. U.
Harvard-Yale.
Iowa-Norwestern.
Michigan-Ohio State.
Minnesota-Wisconsin.
Navy-Princeton.
Notre Dame-S. Calif.
Indiana-Purdue.
Syracuse-Maryland.
Temple-Mich. State.
Alabama-Vanderbilt.
Calif.-Stanford.
Carnegie Tech-Duquesne.

You get all 4 advantages in SCHENLEY'S Light Whiskies

1. THE RIGHT FLAVOR of rich, mellow whiskies.
2. THE RIGHT LIGHTNESS—achieved by Schenley's exclusive method of blending.
3. THE RIGHT STRENGTH—mild, yet full 90 proof.
4. THE RIGHT PRICE—best value in fine blends.



Schenley's Black Label
65% grain neutral spirits
Fint. (16 oz.) \$1.58
Quart (32 oz.) \$3.07
Schenley's Red Label
72% grain neutral spirits
Fint. (16 oz.) \$1.30
Quart (32 oz.) \$2.53

Rochester Jobbing House

Breaks the Ice with Lower Prices
Warming Customers Hearts & Bodies

A warm welcome awaits you at Rochester Jobbing House. Buying, as Jobbers, way in advance of retail stores we saved many dollars on prices that immediately thereafter sky-rocketed upward. Our Joseph Ave. retail outlet is now turning those savings over to customers like yourself, while present stocks, TRULY TREMENDOUS RIGHT NOW, last.

CHILDREN'S
Wool 3-Piece

SNOW SUITS \$4.98
Regular Values 6.98
WITH HAT
Sizes 3 to 14
Double breasted completely lined jackets and completely lined ski pants with zipper ankle (Suspenders and bib top on smaller sizes). Combinations of plaid and solid colors. Sizes 3 to 6, 8 to 14.



MEN'S
ADMIRAL BYRD

Pony JACKETS \$10.98
Regular \$12.98 Values
Made with patented 2-way pockets, bi-swing belted back. Richly lined. Sizes 38 to 48.



Ladies' & Girls' PARKA and GLOVE SETS

89c
Warm sporty, wooly hat and mitten combination for sport or school. Variety of colors and sizes.

LADIES' ALL-WOOL CAMPUS COATS \$4.98

Reg. \$6.98 Values
Beautifully colored plaids and plain colors. Completely lined. 4 pockets and full belt. Sizes 12 to 20.

Others to \$11.98

STONE 2260



MEN'S NEW
SPORT SWEATERS \$1.98

Regular \$2.98 Values
Choice of zipper styles, button, or crew neck styles. Combination cloth and knit, all knit slippers and conservators.

Sizes to 54. OTHERS, Priced to \$4.48

Regular \$6.98 Value

MEN'S ALL-WOOL PLAID MACKINAW COATS \$4.98

Reg. \$6.98 Values
Tough, hard wearing coats for several winters wear! Detachable belt and 4 pockets. Sizes 38 to 40.

OTHERS to \$18.98

OPEN EVERY EVENING 'TILL 9 UNRESTRICTED PARKING

Rochester Jobbing House
159-161 JOSEPH AVE. Cor. NASSAU ST.

OLD OVERHOLT
U. S. BOTTLED IN BOND STRAIGHT RYE WHISKEY
Copyright 1939, National Distillers Products Corp., N.Y.C.

PRICES NOW DOWN
YOU CAN BUY THIS "FOURMOST" BONDED RYE WHISKEY TODAY AT THESE NEW LOW PRICES—
\$2.23 FIFTH (12.5 oz.)
\$2.59 PINT (16 oz.)
\$1.40 PINT (16 oz.)
\$1.63 PINT (16 oz.)

IMPORTANT: The same magnificent quality you've always known
Old Overholt 100 proof bonded rye now sells at prices down to the level even of many lower proofblended whiskies. Ask for it by name wherever fine liquors are sold.

Bowlers Mourn Passing of Harold "Butch" Johnson

WOLINS

NEW LOCATION
83 EAST MAIN ST.

MOVED FROM 100 WEST MAIN
WATCH

FOR OUR WEEKLY SPECIALS

SPECIAL
SUEDE
JACKETS
\$4.45
Reg. \$5.95
Others to \$12.95

SPECIAL
ALL WOOL
Sweaters
\$1.95
Coat Style and Slip-on
Others to \$3.95

SPECIAL
MEN'S & BOYS' ALL-WOOL TROUSERS
\$1.95
Others to \$4.95

SPECIAL
RIDING BOOTS
\$5.95
Wool, Breeches, All Colors
Others to \$9.95

THE NEW ADDRESS
83 EAST MAIN ST.

BOWLING

WITH
ED
RANDALL

The sporting writers of the local dailies have uncovered "the little man who wasn't there." Yes sir, the little man is "Pat Gilhooley".

If you read last Wednesday's sport pages, you will recall the headlines and detailed accounts of the 300 game rolled by "Pat Gilhooley" in the Traffic League at Franklin Hall on Tuesday (Election) night. But there is no "Pat Gilhooley" rolling in the Traffic League. There is no one with a name even remotely resembling "Gilhooley", be jabbers!

Included in the story about "the little man who wasn't there" mention was made of a 289 game by Gene Bianchi in the same league, how he left the 10-pin with his eleventh ball, etc. This story was partly accurate as a bowler named Bianchi bowls in the Traffic League, but the score sheets we have before us show that, all respect to Bianchi's bowling ability, he came nowhere shooting a 289 game on November 7th.

But seriously, this unfortunate error should prove that some plan must be worked out between the newspapers and the bowling alley managers whereby the newspapers would be insured against misinformation of this nature. It is the custom of the morning newspaper to call each hall after the league matches have been concluded and inquire as to high scores for the evening. Our suggestion would be that the alley manager or league secretary be made responsible for the correctness of the information. If they are not available at the time the call comes in, the newspaper should take particular care that they secure the name of the individual they talk with and make sure that he is fully qualified to furnish scores. Score sheets are available for the evening newspaper and they can check any scores reported.

So we leave "Pat Gilhooley", the little man who wasn't there. He wasn't there again today and I'll bet somebody wishes he'd go away.

The Rochester Sun joins with the legions of Rochester bowlers in expressing sympathy to the family of "Howie" Denk for his untimely death.

Only 39, Howie had hosts of friends among the bowling fraternity and through his executive connections with leagues he helped the cause of bowling as wholeheartedly as he did everything else. Howard Denk will be missed.

Wednesday Ladies League

In the Buonomo Wednesday Ladies' League, Muscarella Bananas won two games last week from B. G. Costich, Al Michael's Chateau won two from Chateau Nite Club, Allard's Grill took all three from Camel's Haven, Voss Five won two from Pepsi-Cola, Todds won three from C. C. West Coal Co., Brown-croft Garage won two from Turn-Verein, Merchants Linen Supply won two from Lotz Hardware, Stillman Tobacco won two from Rochester Transit Corp. and Lincoln Printing won two from Balcon Coal.

New Bowling Hall To Be Erected In Southwest Section

Plans for the erection of a new bowling hall costing \$100,000 have been revealed by Byron "Coot" Webber, popular golf pro who will own and manage the establishment.

The hall, which will be located on Plymouth Ave. S. at Santiago St. will open about February 15th according to present plans. The Brunswick-Balke-Collender Co. will install 24 alleys one one floor. Innovations for Rochester bowlers will include teletype scoring, score flashed in lights at the head of each alley as game is being rolled, indirect alley lighting and forced draft ventilation to maintain proper temperature.

Webber, who learned his golf on Rochester courses is professional at the LeRoy course during the season.

E. P. Reed League

Joe Cook was head man in the E. P. Reed League at Buonomo's Hall with an even 600. Sam Profetta had high individual game of 226.

Foremen won two from Lasters, Office won all three from Wood Heels, Cutters took two from Finishing and Welts won two from Sole Leather.

Popular Secretary Widely Known In Local Section

By ED RANDALL

They buried Harold "Butch" Johnson yesterday.

It doesn't seem possible that big, good-natured Butch is gone and that his hearty laugh will never again be heard on alley and fairway.

What the bowlers of this community owe to Butch Johnson is something that only time will tell. Butch was responsible for much of the harmony that exists today in the Rochester Bowling Association. As secretary, Butch had the interests of the bowlers as well as the game at heart and through his own likeable personality, he had been given the great deal of the credit for the growth of ABC sanctioned leagues in this area.

Butch Johnson had always been wrapped up in athletics. He was catcher for West High in his school days and went on to play for the Symingtons in the old Industrial League. In later years he was an ardent golfer, belonging to Brook-Lea and shooting consistently in the low 80's. Butch was always a regular participant in all District events. Prior to his executive position with the Rochester Bowling Association for many years, he conducted a C-trial-Western Holy Name Bowling Tournament.

Butch Johnson will be sorely missed, but I like to think of him as so ably expressed in a poem by LeRoy Hutchins in a recent issue of the A. B. C. Bulletin.

"And I know when his days are over
And he departs from that earthly state
And is wafted on wings by the angels
Up, to Peter on guard at the gate
He'll ask, what league are they rolling in?
Up here in the starlight so bright?
And if there are none
He'll organize one
So he can bowl Thursday night."

Franklin Hall Bowler Paces League With 657

Norm Minch found the alleys to his liking at Franklin Hall Monday night and paced the Triangle League with 657.

Minch's final game of 258 was good for high individual effort for the league. Jim Cullen with 652 was right on Minch's heels. Elmer Lohmeyer had 649, Elmer Tuschong 640, Carl Niedermeier 637, Walt Baetjer 637 and Ed Florack 636. Cullen and Lohmeyer's sharpshooting helped their team, Adcraft Printers, to a good 3087, a new high team three-game mark for the league.

Police No. 2 League

Lieut. Ed Wilkey showed the boys in Police League No. 2 at Genesee Hall Monday that he knows the game as well as the rules when he led the league with 595. Art Franklin had high single, 214.

Joseph won two from Exchange, Bronson won two from Franklin and Lyell won two from University.

Lutheran League

Bunn was high in the Tuesday night Lutheran League at Buonomo Hall with 588. Andy Kachmarik had high single, 214. Concordia won three from Redeemer, Saint John won two from Saint John No. 2, Saint Matthew won two from Church of Peace and Zion No. 2 took two from Zion.

TAXI RATES REDUCED

First Mile
20c
10c Each
Added
1/2 Mile
STONE 209
ELM ST. CAB CO.
42 ELM ST.

Loudly
Acclaimed As
THE FINEST ALE
IN
ROCHESTER

AMERICAN BREWING CO. • Rochester, N. Y.

Charley Hoffmeier's 698 Leads Buonomo Bowlers

Ken Anderson Close Second With 691 Pins Total

The pins were flying on Charley Hoffmeier's Monday night when the strong Buonomo League went into action, and when the dust had settled and the pin boys had finished ducking, over thirty 600 totals had been registered.

Charley Hoffmeier led the shelling with a big 698. Charley started off rather inconspicuously with an average 181, then started in with a will to bat out games of 238 and 279 for his enviable total. Hoffmeier's 279 was high single game for the league as well. Ken Anderson threatened Hoffmeier all the way with a good 661.

Honorable mention goes to Art Faust 668, Al DeVonis 664, Don Crombie 656, Frank Ohlau 655, Utter 653, Oscar Grove 652, Collins 649, Kenny 647, Vogel 646, L. Eckert 643, Bolton 638, Connie Lense 638, Ken Finer 636, Joe Hoerner 636, Luke 634, Stevens 628, Tony Buonomo 624, Brennan 621, Art Masline 618, Harloff 615, Granger 614, Jack Curtice 608, Joe Smarsh 604, Pembroke 604, Harry Spiel-macher 604, Scanlon 603, Elmer Eckert 601 and Joe Lusardy 600.

Ruby Plumbers stole the spotlight with their big 3226 total. Every man on the team shot over 600, and they wound up the evening in style by shooting 1112 for what should be a tough game to beat for single game honors. The plumbing boys hard-hitting tactics gave them three wins over Miller's Beavers.

Gamrod-Harmon won two from Jespersen Agency, C. C. West Coal took all three from Trot's, Union Hotel won three from Hetzler Ice, Rochester Turners turned in three wins over Silver Star Cleaners, Judge Motors won three from Beechnut Packing Company, Mickey Walker cleaned the slate, winning all three from Moose Club. Buonomo No. 1 rolled 3076 to four three from Norm's Restaurant, and Doyle's won three from C. & M. Forwarding. Owens took three from Joe Connors Insurance, Calverts won three from Qualton Beverages, looked like a case of three Calverts and no soda. Kresges, Herbert's Grill, Norse Appliances, Herbert's Grill, Pure Quill won three from Central Chevrolet, Hickson Electric won three from Stillman's and Malcolm Furniture won two from Imperial Beverages.

Franklin League

Bob (Muscles) Streib piled up a big 679 total to lead the Franklin League in last Thursday's matches. Streib's teammate, Kay Murdock, shot 642 to lend a helping hand in giving Adcraft Printers a high single game of 1092 and a total of 2951. Streib and Murdock split honors for high single individual game with 255. Other highlights were: Jack Zick 633, Al Stuart 631, Sam Sillato 612, Marv Fox 604 and Stan Lampert 608.

Team matches gave Simonds Press three wins over Alyce Chase Chocolates, Ryan Carling took two from Royal Crown Cola. Dawn Creameries won two from Claridge Hotel, Chaplin Dairy swept the series with Hetzler Ice, winning all three. Chateau Lunch won two from Globe Amusement. Adcraft Printers took two from Perry's Florists, Franklin Grill won two from Hadlocks and Ontario Biscuit took two from Honey's Restaurant.

Genesee League

Lou LaToy shot 642 to lead the Genesee League on Monday night. Wagner had 636, White 634 and Sprague 622. White and Meyers split single game honors with 233. Cool Chevrolet won two from Carr Drugs, Simonds Press won two from Genesee, Hetzler Ice won three from Davis-Howland and Barney's Restaurant won two from Ailing & Miles.

BOY'S

Shorts, Knickers, Longies
Made To Measure
From the finest modern remnants which we obtain from leading clothing manufacturers.
SPORTS SHOP
126 S. Clinton Ave. Open Even.

Loudly
Acclaimed As
THE FINEST ALE
IN
ROCHESTER

AMERICAN BREWING CO. • Rochester, N. Y.

University of Chicago started out in football playing high school teams and is making the return trip over the same route.

TIRES



AS LOW AS
43c
A WEEK

New Accounts
OPENED IN 5 MINUTES

UNIT PARTS Corp.
1185-1223 MAIN ST. E.
CULVER 250

Table Tennis — Badminton Squash Equipment

Why build your own Ping Pong Table when you can buy a factory-built one?
8 Legs—5 Ply—14 in. Official Size Table for
\$14.00
L. and R. HUBER
260 BRONSON AVE.
Open Evenings 7:15 P. M.

Come To E. Rochester For

USED CAR BUYS

1934 Plymouth Del. Trg. Sed. Finish like new, only 23,000 miles. Motor exceptional, one owner, part. 1936 Terraplane 4-Dr. Sed. Black, Motor & body checked, N.I.C. upholstery, Good tires. 1936 Terraplane Twn. Sed. Excellent condition throughout. 1936 Ford Sedan Delivery. Excellent for grocery or floral delivery.

WHEELER MOTOR CO.

125 E. COMMERCIAL ST. E. ROCHESTER, N. Y.
Phone: Monroe 8894-J — E. Rochester 2

SPECIAL 69c

Men's Suit, Topcoats
Ladies Suits, Plain Coats
Plain 1-pc. Dresses

Beautifully Cleaned & Pressed
FREE CALL & DELIVERY
GLEN, 1102 622 Hollenbeck St.

The Cheapest Considering Heating Comfort!

GUARANTEED QUALITY COAL COKE

SPECIAL \$10.45 TON
Store Egg, Nut
PEA \$8.75 100 lbs. 87.50
R. G. & E. \$10.05 TON
Dustless and Dry
GEN. 20 Cash Shop. Off

ARDEAN R. MILLER

500 West Ave. • Finest Service Since 1912 • BEST FUEL OIL

WE WILL CALL FREE AND INSPECT YOUR RADIO

THIS WEEK ONLY
Guaranteed RADIO REPAIR
Call Luke and Luke Will Call
MAIN 8115
\$1.50 PLUS PARTS
JOB DONE
For Over 12 Years We Have Been Serving Rochester
—98 SCIO ST.—

LUKE'S RADIO SERVICE

126 S. Clinton Ave. Open Even.

Smooth AS SILK



Kessler's Private Blend — A Blended Whiskey, 20% straight whiskey — 75% neutral spirits distilled from grain. 99 Proof. Julius Kessler Distilling Co., Inc., Lawrenceburg, Indiana.

Harking back to how we first got in print

This ad we ran in the papers way back shows how a lot of folks first heard tell of a personal whiskey recipe put up by a real old time family of distillers. Since then we've put up millions of cases of Wilken Family Whiskey. And if you haven't tasted it yet you're missing as likely a treat as you ever had.

It's our family's whiskey, neighbor—and neighbor—it's your price!

In this here prize recipe you'll taste what making 380 million gallons taught me!

Yes sir, you're tasting the real family's whiskey of us Wilkens—and I've put all the knack I got out of my 40 or so years of experience into it! Up to the plant you'll find me and the boys watching over our Family's Whiskey from 6 a.m. till quitting time. And when you taste how licking good it is, I miss my guess if you don't say the Wilkens done mighty well by you. That's what every body seems to be saying anyway!

At your favorite bar and package store

THE WILKEN FAMILY
Blended Whiskey
THE WILKEN FAMILY, INC., ALADDIN, SCHENLEY P. O., PA.
SUPERVISED BY THE WILKEN FAMILY

You can pay A LOT MORE

...but you can't buy greater TASTE SATISFACTION in wines

WIDMER'S HILLSIDE
NEW YORK STATE
Wines
WIDMER'S WINE CELLARS, INC., NAPLES, N.Y.
Baldwin & Strochan, Inc., Buffalo
Widmer's Ad. No. 252

Loudly
Acclaimed As
THE FINEST ALE
IN
ROCHESTER

Tam o' Shanter STOCK ALE
More Hops • More Malt • More Age
DRAUGHT • BOTTLES
EVERYWHERE
AMERICAN BREWING CO. • Rochester, N. Y.

ANOTHER WEEK

\$ **60**

Of Seneca's Big Stove Buy!

ALLOWANCE

For Your
Old Stove...

PAY ONLY

2

NICKELS A DAY

Extra-Fast Powerful Heat

Extra-Large Insulated
Dual-Oven

Porcelain Enamelled
Inside And Out

Cooks And Bakes With Oil
Gas or Both At Once



Just a Few Minutes
WALK or DRIVE
From Main St. and You
SAVE \$60

FLORENCE DUAL OVEN COMBINATION RANGES

10-TUBES
FOREIGN RECEPTION
GUARANTEED
NO AERIAL
NEEDED

Amazing 1940-10 TUBE

ZENITH
RADIO

The Newest Radio Sensation
Radiorgan--



There is no tone of the new improved Radiorgan tone color blander... found only on Zenith. Experience the satisfaction of blending tones to suit yourself... with the 4 keys of the Zenith Radiorgan, 64 beautiful tonal combinations are at your command... you choose the tone you like best.

TRADE IN YOUR OLD RADIO
Get rid of that old out-moded radio today. Trade it in on a brand new Zenith! Just see what you can get for this amazing low price! A big, powerful 10-tube radio that brings in American foreign broadcasts, police, amateur, aviation and ship. Big, deep, golden tone 10-inch speaker... Beautifully individualized cabinet in choice selected walnut veneer... Mon Rotor Wavemagnet... you need no aerial, no ground. Radiorgan tone color blander and a host of other features you wouldn't believe possible in a set selling under \$100.

\$79.95
ON EASY TERMS

SENECA STORES CREDIT JEWELERS

149 MONROE AVE.

Open Evenings 'til 9:30

h School Gridders Set For Owl Test At Wing Stadium Tomorrow

t Siders Revamp Team After 6-0 Beating
In First School Tilt

aring off against their west-
ivals under the Red Wing
in aces tomorrow night,
siders from East side high
a will face a revamped
p, according to Royal
i, coach of the westerners.
East siders, who emerged
ous in the initial contest
aturday will stand pat on
line-up that showed a 6
dvanlage last week.
i coaches have drilled their
is this week in clearing up
ugged edges demonstrated
first high school football
in Rochester public schools
1939.

standing last week was
ork of Al Christiano, who
ost of the ball totting. Su-
tly of the East siders' line
stantly demonstrated by
ability of the accidents to
it.

in all, the game last Sat-
proved that Rochester
school lads not only enjoy
ig football but can match
kill of the average school
gation. Of course, there
slips in the first game
e passing on the fourth
more than a few fumbles
ther plays not too brilliant.
ans will undoubtedly see
uch improved teams at the
m tomorrow night.

Post Office League

ouple of guys named Joe
inated, the Post Office
e at Franklin Hall Monday
oon. Joe DiMarco had high
game and high individual
e very creditable 629 and
e Janus had a high game
and total of 376. Brown,
his name is Joe also, had
d a first game of 230.
arco inspired his team-
on the Mailing team, and
won all three from Pri-
Postage. Due look two
ir Mail, Circulars won two
Specials and Missions sent
wins into the records over

**A. A. U. AMATEUR
BOXING**
ELKS CLUB,
113 No. Clinton
Every Monday
Night, 8:30
Reserved Seats
75c and \$1.10
General Admission
40c

FREE WINE CU.
21 NORTH WATER ST.
'Here's
How!'
A Free Recipe
Booklet of
Delightful
Punches, Wine
Cups, etc.
Call, Write or
Phone for Your
Copy

THE ONE AND ONLY
"Original"
**CHICKEN
ON THE
ROUGH**
Served Only At
Punk Rowe's
1160 Jay St.
Thanksgiving Eve Party
Wednesday Nov. 22
Served At All Hours
Gen. 2301

DOLAN'S
MEATS
GROCERIES
VEGETABLES
Y THE PARTS OF CHICKEN YOU PREFER
Legs lb. 37c Giblets lb. 19c
Necks lb. 12 1/2c Breasts lb. 45c
Wings lb. 23c Livers lb. 45c
600 JEFFERSON AVE., COR. BARTLET
GEN. 1417—WE DELIVER

PENNSYLVANIA
HARD
COAL \$9.35
To Cash Shipped Off
STOVE \$9.60
COKE \$9.20 GLEN 538
LAKE COAL CO. 255 LYELL AVE

**'TASTES SIMPLY
WONDERFUL!'**

... AND YOU CAN'T
BEAT IT FOR VALUE!

Town Tavern
STRAIGHT RYE WHISKEY
NOW 3 YEARS OLD!

ASK FOR
TOWN TAVERN
BY NAME AT
PACKAGE STORES
AND YOUR
FAVORITE BAR

Whiskey is 3 years old
ght 1939, National Distillers Products Corp., New York, N. Y. 90 PROOF

**I LIKE
BERGHASH'S
LOW PRICES**
... Because I Like
Quality Too!

FAMOUS FOR FINE WINES AND LIQUORS

FREE DELIVERY

Special!
EVERY
DROP
IS
4 YEARS
OLD

U. S. BOTTLED
IN BOND
BARDSELEY
100 PROOF
STRAIGHT
RYE
WHISKEY
QUART

Compare!
\$2.95
Value!
Full Quart

\$2.08

2 Quarts ... \$4.00
\$24.00 for 12 Quarts

STOCK UP NOW AT
THIS LOW PRICE!

Incomparable smoothness—
rich delicate flavor, assures
greater satisfaction. Berghash
guaranteed quality.

**'Biggest
Buy!'**
In
Rochester
This
Famous
Scotch

Imported
Queen
Victoria
Scotch
Whiskey

IMPORTED FROM
SCOTLAND

Compare!
\$3.05
Value!

\$2.25

4 1/2 Quart
Case of 12, \$25.25

You'll enjoy its smooth-
ness, mellow flavor...
From Scotland's finest
distillery.

4 YEARS OLD
**MARYLAND
RYE WHISKEY**
Matured In Aged
Wood For 4 Years
Then Bonded At
100 Proof

Compare!
\$3.50
Value!

\$2.19

FULL QUART
CASE OF 12, \$24.50

To-Day as for Generations,
Bonded Rye Whiskey continues
to be the chosen
favorite of those
who know and
appreciate the
finest.

Phone Main 786

"SCOOP!"
WE MADE A
LARGE PURCHASE
OF THIS FINE CALIFORNIA
WINE
BEFORE PRICES INCREASED.

Chateau Brisac
100% PURE WINE

Compare!
To \$2.15
Value!

\$1.39

Full Gallon
BUY SEVERAL GALLONS
AT THIS LOW PRICE!

LIKE IT OR YOUR MONEY REFUNDED...
Try A Gallon Of Sherry • Port • Muscadine • Tokay • Madeira •
Angelica • Burgundy • Claret • Sauterne • White Port
At This Low Price!

HOLIDAY SPECIALS!

BOURBON WHISKEY	2 1/2 Yrs. Old	\$1.59
LONDON INN	90 Proof Gin	\$1.09
APRICOT LIQUEUR	4 1/2 Quarts	\$1.79
IMPORTED WEST INDIES RUM	4 1/2 Quarts	\$1.59
CALIFORNIA BRANDY	4 1/2 Quarts	\$1.49
IMPORTED FRENCH SAUTERNE	4 1/2 Quarts	98c
IMP. FRENCH BURGUNDY		98c
ROCK & RYE	Full Quart	\$1.69

BERGHASH
Next Door to Loew's Theatre
124 CLINTON AVE. SOUTH
FREE PARKING Opposite Our Store

Bowlers Mourn Passing

WOLINS

NEW LOCATION
83 EAST MAIN ST.

MOVED FROM 100 WEST MAIN

WATCH

FOR OUR WEEKLY SPECIALS

SPECIAL

SUEDE
JACKETS
\$4.45

Others to \$12.95

SPECIAL

ALL WOOL
Sweaters
\$1.95

Others to \$3.95

SPECIAL

MEN'S & BOYS'
TROUSERS
\$1.95

Others to \$4.95

SPECIAL

THE NEW ADDRESS
83 EAST MAIN ST.

SPECIAL

TRULY WARNER
HATS
\$1.99

Others to \$2.45

SPECIAL

NEW PATTERN
(Wool and Silk)
SCARFS
95c

Others to \$1.95

SPECIAL

RIDING
BOOTS
\$5.95

Wool
Breeches
All Colors

\$1.95 \$2.95

BOWLING

WITH
ED
RANDALL

The sporting writers of the local dailies have uncovered the little man who wasn't there. Yes sir, the little man Gilhooley.

If you read last Wednesday's sport pages, you will find the headlines and detailed accounts of the 300 game, "Pat Gilhooley" in the Traffic League at Franklin Hall on day (Election) night. But there is no "Pat Gilhooley" in the Traffic League. There is no one with a name so motley resembling "Gilhooley", be jabbers!

Included in the story about "the little man who wasn't there" was a 289 game by Gene Bianchi in the league, how he left the 10-pin with his eleventh ball, and story was partly accurate as a bowler named Bianchi in the Traffic League, but the score sheets we have before that, all respect to Bianchi's bowling ability, he came shooting a 289 game on November 7th.

But seriously, this unfortunate error should prove that plan must be worked out between the newspapers and the alley managers whereby the newspapers would be against misinformation of this nature. It is the custom morning newspaper to call each hall after the league have been concluded and inquire as to high scores for the evening. The evening paper simply re-runs the story. Our suggestion would be that the alley manager or secretary be made responsible for the correctness of the information. If they are not available at the time the call of the newspaper should take particular care that they see name of the individual they talk with and make sure is fully qualified to furnish scores. Score sheets are a part for the evening newspaper and they can check any score.

So we leave "Pat Gilhooley", the little man who wasn't there again today and I'll bet somebody will go away.

The Rochester Sun joins with the legions of Rochesterers in expressing sympathy to the family of "Howie" D his untimely death.

Only 39, Howie had hosts of friends among the bowlers and through his executive connections with league helped the cause of bowling as wholeheartedly as he did thing else. Howard Denk will be missed.

Wednesday Ladies League

In the Buonomo Wednesday Ladies' League, Muscarella Bananas won two games last week from B. G. Costich, Al Michael's Chateau won two from Chateau Mite Club, Alard's Grill took all three from Camels Haven, Voss Five won two from Pepsi-Cola, Todds won three from C. G. West Coal Co., Brown-croft Garage won two from Turn-Verein, Merchants Linen Supply won two from Lotz Hardware, Stillman Tobacco won two from Rochester Transit Corp. and Lincoln Printing won two from Balcon Coal.

New Bowling Hall To Be Erected Southwest Sect

Plans for the erecting new bowling hall costing have been revealed by "Cool" Webber, popular who will own and man establishment.

The hall, which will be on Plymouth Ave. S. at E St. will open about 15th according to presser The Brunswick-Balke-C Co. will install 24 alleys floor. Innovations for bowlers will include scoring, score flashed at the head of each game is being rolled, alley lighting and force ventilation to maintain temperature.

Webber, who learned on Rochester courses is alonal at the LeRoy court ing the season.

E. P. Reed League

Joe Cook was head man E. P. Reed League at Bu Hall with an even 600. Sal fetta had high individual of 226.

Foremen won two froers, Office won all thri Wood Heels, Cutters to tom Finishing and We two from Sole Leather.

Harking back to how we first got in print

This ad we ran in the papers way back shows how a lot of folks first heard tell of a personal whiskey recipe put up by a real old time family of distillers. Since then we've put up millions of cases of Wilken Family Whiskey. And if you haven't tasted it yet you're missing as likely a treat as you ever had.

Harry E. Wilken

It's our family's whiskey, neighbor—and neighbor—it's your price!



In this here prize recipe you'll taste what making 380 million gallons taught me!

Yes sir, you're tasting the real family's whiskey of us Wilkens—and I've put all the knack I got out of my 40 or 50 years of experience into it! Up to the plant you'll find me and the boys watching over our Family's Whiskey from 6 a.m. till quitting time. And when you taste how licking good it is, I miss my guess if you don't say the Wilkens done mighty well by you. That's what everybody seems to be saying anyway!

Harry E. Wilken & Co.

At your favorite bar and package store

THE WILKEN FAMILY

Blended Whiskey—66 & 70 Proof—75% Grain Neutral Spirits, THE WILKEN FAMILY, INC., ALADDIN, SCHENLEY P. O., PA.

Supervised by the Wilken Family



You can pay A LOT MORE

...but you buy great TAST SATISFA in wi



NEW YORK STATE
Widmer's
Hillside
Wines

WIDMER'S WINE CELLARS, INC., N.Y.
Baldwin & Streichen, Inc., Buff
Widmer's Ad. No. 25-2

Reserve Your
Table Now!

(Stone 2828)

For the Season's Zaniest Show

The DRUNKARD or Pop's A Hellin'

Presented Every Night But Mondays
By The GOTHAM PLAYERS

in the GLASS THEATRE SAGAMORE HOTEL

Curtain 9:00 P. M.

Admission 85c

WIN GUEST TICKETS

Take the title, "ANOTHER THIN MAN", and see how many words you can form using only the letters in the title—do not use then, more times than they appear. For example: hat, matter, her: and you may use these words to start your list off!

First 25 longest and correct lists of words to reach the Contest Editor, Rochester Sun, 420 Burke Building, will be awarded Guest Tickets to see this outstanding attraction, WEEK of NOV. 23rd, at

LOEW'S



Starting THURSDAY
November 23rd

William
POWELL * **LOY**
with "Mr. Thin Man" in
ANOTHER THIN MAN

VIRGINIA GREY • OTTO KRUGER • C. AUDREY SMITH

Directed by W. S. VAN DYKE II—HUNT STROMBERG Production

BINGO

NEW **Strand** THEATRE

FRIDAY NIGHT, NOVEMBER 24th

8:15 P. M.

\$600 IN CASH

ADMISSION \$1.00—All Seats Reserved

Tickets Now On Sale

23 GAMES
Enjoy this game in a warm comfortable theatre which complies with all public safety regulations.

2 FEATURES

GRAND PRIZE **\$250** OTHER PRIZES \$50, \$25, \$20, \$15, \$10

Where To Go For Dining, Dancing and Entertainment

NEVER A DULL MOMENT AT
Ben Helfer's
Special Sunday
Turkey—Chicken or
Duck Dinner 50c
Home Cooking Every Day
Choice Beverages
90 Henrietta St. Mon. 3147

There's Always a Good Time
To Be Had at The
STATE & PLATT GRILL
THANKSGIVING EVE PARTY
WED., NOVEMBER 22, 1935
Choice Foods
319 STATE ST. MAIN 8045

THANKSGIVING DINNER
TURKEY 50c
Includes Soup,
Potato, Vegetable
Dessert
RALPH'S CAFE
489 St. Paul St. Tel. Main 8053

BILL LAWSON'S
GRILL
See the largest Baseball Gallery in
the World. Send in Local Groups.
DANCING EVERY NIGHT
ALL LEGAL BEVERAGES
74 South Ave. Main 8098

FOREST HOUSE
Steaks, Chops, Turkey
Floor Show Every Night
Music by
Frank Skulley's
Orchestra
For 39 Years Rochester's
Oldest Tavern
Ridge and Culver Roads
CULver 5956

ALLARD'S GRILL
CHICKEN FRY FRIDAY
WED., NOVEMBER 22, 1935
On The BUFF
THANKSGIVING EVE PARTY
252-254 STATE ST.

DODGE GRILL
1479 Lyell Ave.
NEW—Sweet Swingers
Thanksgiving Eve Party
Wed. Nov. 22
Floor Show Every
Friday, Saturday and Sunday Nights
Rudolph, Buvarian Baritone,
Formerly at Pittsburgh Inn
Fish Fry or
Chicken Pies
Pearl M. Dodge, Prop. Glen 2291

RED WING
RESTAURANT
FRIDAY—FISH FRY
Home Cooking
Music
FRIDAY and SATURDAY
Special Sunday
Turkey—Steak Dinner 50c
1184 Clinton N. Main 9092

WANT ADS

FOR RENT—Large airy room. \$2.50 week. Inquire 489 St. Paul Street.

SIMMONS' bed, spring and mattress. \$3.00 Nolan's.

SIMMONS' bow-end bed with Foster Ideal springs, like new, both \$5.00. Nolan's.

FELT base rug! Heavy \$272 \$5.73 value, \$3.55. Nolan's.

RUGS! Finest wiltons, 5'x10'x8". Cost \$70.00, like new! \$36.00. Nolan's, evenings.

NOLAN'S, \$55.00 custom built studio couch, slightly used, \$25.00. 420 State.

NOLAN'S, \$15.50 Insprucing mattresses, store sold, \$10.75. 420 State.

SIMMONS', Hard, Bardo, bedding! Cut prices! Nolan's.

COTTON-felt mattresses. \$3.75. Nolan's.

NOLAN'S 100% cotton mattresses \$3.85. 420 State.

NOLAN'S 4-poster beds \$4.85, maple, walnut. 420 State.

SIMMONS' \$20.75 studio couches. In-springs! Choice colors! \$12.50. Nolan's.

NOLAN'S Rebuilt, recovered \$35. Rome-DeLuxe studio couch \$13.20. 420 State.

STUDIO couches, new \$13.50 Nolan's, evenings.

GENUINE Simmons' double coil springs, \$7.75 Nolan's.

MAYTAG washed, reconditioned \$25. Nolan's 420 State.

MOVING, 3 rooms \$5.00, plain 4023.

NOLAN'S Furniture Exchange. Save money! 420 State St. Evenings.

RECONDITIONED furniture! Nolan's basement 420 State St.

SIMMONS' coil springs \$4.75. All sizes. Nolan's.

BREAKFAST suites! Nolan's special. Greatest value in Rea. York State! Stainless porcelain-extension top table. 4 heavy box-type seat coils! Choice of colors! \$22.50. Save \$15. 420 State.

NOLAN'S \$110. Bedroom suite, 4-pc. FTS. Bed, dresser, vanity chest. Must see to appreciate. One only! 420 State.

NOLAN'S low over-head. Cash! Quick turnover! Save you money!

DINING suite. Save \$35. 5-pc. modern water-fall type. \$110 floor set. \$75. One only! Nolan's.

NOLAN'S. New mattresses \$3.00. 420 State.

BEAUTIFUL walnut dresser, large plate mirrors. Like new! \$13.00 Nolan's, evenings.

CLOSE OUT! \$24.75. Eclaira Radio-phonograph \$19.50. Nolan's.

MAPLE large 2 drawers, chests \$8.75. Nolan's.

CUSTOM built! Save \$10. English overstuffed cowgirl chairs! Latest, Fratzette covers! Choice colors! Nolan's special. \$16.50. 420 State.

TRADE old furniture for new, Nolan's Main 4623.

NOLAN'S. Sagins springs. \$3.00. Evenings.

NOLAN'S. Catalier tables, maple, walnut. Cut to \$7.50. 420 State.

SIMMONS' beds \$43.50. Nolan's. 420 State.

UPHOLSTERED furniture! Save 10. Nolan's own factory! Occasional chairs \$3.50.

NOLAN'S. Save \$25. Livingroom suite. Our own factory! Day-bed and chair, modern, cut to \$45.00. 420 State.

SEE Nolan's bargain close-out gas and combination ranges. Save \$5. 420 State.

CASH is King! Save at Nolan's.

NOLAN'S close out floor models. \$145.00 combination range. All white. \$30.00. Only one! 420 State.

NOLAN'S closing out entire line! Gas stoves! Full size table top. \$72.95! Combination ranges.

BROKEN LENSES
Replaced Reasonable.
Prescription Not
Required
C. A. Kohler
Prescription Optician
604 Temple Bldg.
6th Floor,
Stone 6179
See Your Eye Physician Today
Evenings 6 to 8—81 LUX ST.

ETKINS
FUR COATS
CLEANED & GLAZED **\$3.50**
Fine Tailoring
Plant and Store
104 Monroe Ave. STONE 90
cor. Broadway

AUDITORIUM
FRI. and SAT., NOV. 24-25
MATINEE SATURDAY
..KISS..
the BOYS
GOODBYE
SEAT SALE—Tomorrow 9 A. M.
Nights—\$2.75, \$2.30, \$1.65, \$1.10
Matinee—\$2.25, \$1.65, \$1.10, \$55c

EMBASSY
Week
Starting
Friday
Nov. 17
CONTINUOUS
11AM TO 11PM.
Rochester Will Gasp At
The Cyclone Strippease
SEN LEE
Oriental Glamour Girl
A Great Cast of 35
"CONGRESS OF
BEAUTY"
with
The World's Fair-est
CHARMAINE
Mary
MURPHY
Bob
FERGUSON
Gala
MIDNITE
SHOW
SAT
11-12:40PM
ALL SEATS
RESERVED
GET THEM
Early!
4 STAGE SHOWS Daily

BEST COAL VALUE IN CITY
BLACK MAGIC
QUALITY
COAL
PHONE
GEN. 586
PAYNE & DUNHAM
34 BRONSON AVE.
Come and Meet Your Friends
at our Parties
AT WEGMAN HALL
Every Monday and Wednesday
Night at 8:15 P. M.
Re-Opening Sunday
NIGHT PARTIES
—AT—
UNION LEAGUE HALL
Gregory at South Ave. — E. P. M.

Friends of Court Highland No. 178 Foresters of America
Invites You To The Re-Opening of
THEIR PARTIES AT HIGHLAND HALL
387 Gregory St.
Every Tuesday, Thursday and Saturday

Marion With
see Ladies
night with a
Turiano was
These ladies
honors, each
Martin had 5
\$50, Evelyn
Marge Johnso

All clothes

O
\$

A spee
kind—
money
great

OPEN
EVENINGS

Fact
T
YO
\$2.25
5.50
6.00
6.50

YO
\$2.25
5.50
6.00
6.50

YO
\$2.25
5.50
6.00
6.50

YO
\$2.25
5.50
6.00
6.50

YO
\$2.25
5.50
6.00
6.50

YO
\$2.25
5.50
6.00
6.50

YO
\$2.25
5.50
6.00
6.50

YO
\$2.25
5.50
6.00
6.50

YO
\$2.25
5.50
6.00
6.50

YO
\$2.25
5.50
6.00
6.50

YO
\$2.25
5.50
6.00
6.50

YO
\$2.25
5.50
6.00
6.50

YO
\$2.25
5.50
6.00
6.50

KEN LENSES
Protect
YOUR EYES!
Kohler
Optician
170
Eye Physician Today
9 to 5-42 LUX ST.

KINS
R COATS
D \$3.50
Tailoring
and Store
Ave. STONE 90

ITORIUM
SAT. NOV. 24-25
FREE SATURDAY
KISS..
he BOYS
GOODBYE
E-Tomorrow 9 A. M.
2.20, 1.45, 1.10, 53c

BASSY
CONTINUOUS
11AM-11PM.

ter Will Gasp At
Circle Striptease
N LEE
al Glamour Girl
NGRESS OF
BEAUTY"
with
World's Fair-est
CHARMAINE
Bob FERGUSON
STONE 4430
E SHOWS Daily

CITY
045
TON
CASH
Showered
OFF
AL \$875 TON
EAT \$7.75 TON
LVAY
E \$1005
TON
HAM

Opening Sunday
HT PARTIES
LEAGUE HALL
South Ave. - S. P. M.

aters of America
ing of
ID HALL

turday

tainment

LAWSON'S
GRILL

est Baseball Gallery in
Send in Local Groups
G EVERY NIGHT
GAL BEVERAGES
ve. Main 8096

ED WING
RESTAURANT
LY - FISH FRY
Home Cooking
Music
Y and SATURDAY
Special Sunday
Steak Dinner 50c
th N. Main 9992

Genesee Ladies League
Marion Wittman led the Genesee Ladies' League Monday night with a good 563. Lucille Turlano was runner-up with 563. These ladies split single game honors, each having a 227. Dot Martin had 568, Dot Hartleben 550, Evelyn Biedock 540 and Marge Johnson 538.
Roast Beef Tavern won two from Decker's Dairy, Houck Bros. won two from Soldi's Spaghetti, Eisenbergs won all three from Sommer's Garage, Fabian's Service Station took three from Royal Crown Cola, Pure Quill won two from Lincoln Printing and Rivers Furniture won two from Braun's Radio.

All clothes made in our own shop — on the premises.

HERE THEY ARE!
Special . . .

OVERCOATS

Blues — Grays — Browns — Mixtures

\$15.75

Regularly \$25 to \$30

A special group of fine overcoats — few of a kind — at a tremendous saving in this special money-saving sale — A great value and a great price —

PAULL

48 CLINTON AVE., NO.
Opp. Mortimer St.

OPEN EVENINGS

Factory Retread TIRES
YOUR CHOICE OF SIZE
5.25 x 17 3.95
5.50 x 17 3.95
6.00 x 16 3.95
6.50 x 16 3.95
All One Price
PAY 50c WEEKLY

BATTERIES
\$2.95
9 Months Guarantee

KOMINZ TIRE CO.
NOW THREE STORES OPEN EVERY EVENING
468 Ridge Rd. W. | 182 Monroe Ave. | 417 Monroe Ave.
At Decey Ave. | At Savannah St. | At Averill Ave.

The Most Sensational Jewelry Sale In Years

AUCTION

GOING OUT OF BUSINESS

Our Entire Stock consisting of Platinum and Diamond Jewelry, ladies and gentlemen's diamond rings, stone set and birth stone rings, pendants, brooches, rosaries, cigarette cases, Ronson cases and lighters, clocks all makes, perculator sets, hostess sets, tea and coffee sets, watches of all description including the popular makes and designs such as Longines, Gruen Bulova, Hamilton, Waltham and many others. Must be sold

AT PUBLIC AUCTION DAILY UNTIL ENTIRE STOCK IS DISPOSED OF
SALE STARTS EACH DAY AT 10:30 A. M.

FREE Handsome Souvenirs given away FREE to the first 25 Ladies attending the Sale each day at 10:30 A. M. **FREE**

THIS IS YOUR OPPORTUNITY TO BUY YOUR NEEDS FOR THE HOLIDAYS SO DON'T HESITATE TO COME IN AND SAVE MONEY

ROSENBERG'S

Jewelers For 35 Years

39 EAST MAIN ST.

Fight Card Headliners



Kaveney-Robinson Re-Match Heads Elks Club Monday Night Fight Cards
Colored Battler Beats Wilkes-Barre Slugger In Previous Showing

Charley Kaveney, popular Wilkes-Barre slugger, will have an opportunity at the Elks Club next Monday night to prove that the defeat handed him by Frank (Smoky) Robinson three weeks ago was "all a mistake." Robinson, a fast, slugging lightweight, took the nod in five rounds when he substituted for Joey Miller in the headliner on Oct. 30. Kaveney stepped into the ring a heavy favorite to knock the colored lad silly, but somewhere along the route he lost his knockout punch and came very close to taking the count himself.

When the rematch was announced from the ring last Monday night, fight fans, who were enjoying an epidemic of K. O.'s, sent up a mighty roar of approval. This bout is sure to be popular with the fans, as both boys are sluggers and anything is apt to happen.

Johnny Burba is trying to line up a full team from Erie for next week's card, which will also show Jerry Spalma in a rematch with Russell Phillips. These boys fought to a close decision in their last appearance at the Clinton Ave. battle pit.

Special! GOODYEAR ALL WEATHER
6.00 x 16 9.95
Exchange

NEW TIRES
Guaranteed 12 Months
Two For The Regular Price Of One

Size	List	One For Two
4.75x19	9.46	9.46
5.25x17	11.90	11.90
5.50x17	12.16	12.16
6.00x16	13.20	13.20
6.25x16	14.26	14.26
6.50x16	15.30	15.30

Sale Prices Include Your Old Tires

Local Fight Fans To Hear Light Heavy Title Go
Another stop on the Adam Hats sport parade will be made at Madison Square Garden tomorrow night when Billy Conn meets Gus Lesnevich for the light heavyweight title.

Rochesterians will hear the broadcast of this fight through WHAM with starting time set for 10 P. M.

This battle promises to be a hot one as both boys are young on both throw plenty of leather. Lesnevich has come up fast and while he will enter the ring on the short end of the betting, he is sure to give Conn plenty of battle.

Sam Taub will again be at the mike with Rochester's own Bill Stern assisting.

Inter-Club League
Frank Gantzer went to town at Buonomo's and again led the Inter-Club League with a big 583. Frank's final game of 279 led the league in single game honors. Lou Martell had 557, Gunnar Wigg 549 and Lotz 509.

Celery Kings won two from Real Estate, Locust Club won two from Shrine, Don McCulloch carrying the ball for the winners with a consistent 598. Monarch Club won all three from Ad Club and Lions Club won three from Commerce Club.

MEEHAN'S TAP ROOM
BOB O'BELL, Prop.
We Have Your Favorite Beer - Wine - Liquors
253 East Ave. Main 8979

Empire Textile Weaving Co.
IRENE BELSKIRY
Weavers & Menders
Tears, Mends, Holes
Suits renovated and made invisible in garments, sweaters, and slacks.
449 Burke Ridge, ST. Paul St. Est. 1909 STONE 3192

FREE RADIO INSPECTION
Maybe it's just a tube needed! Low cost 20-calls on any Radio or Auto radio. Written guarantee.
GRANGER'S 62 SPRING ST. Call Main 3123

TIM KELLY'S OYSTER BAR
Special: Full Course Turkey Sunday Dinner 75c
414 S. Clinton Ave. Mon. 9135

High School Gridders Set For Owl Contest At Wing Stadium Tomorrow

West Siders Revamp Team After 6-0 Beating In First School Tilt

Squaring off against their west side rivals under the Red Wing Stadium arcs tomorrow night, footballers from East side high schools will face a revamped line-up, according to Royal Brown, coach of the westerners. The Eastiders, who emerged victorious in the initial contest last Saturday will stand pat on their line-up that showed a 6 to 0 advantage last week.

Both coaches have drilled their charges this week in clearing up the ragged edges demonstrated in the first high school football game in Rochester public schools since 1909.

Outstanding last week was the work of Al Christiano, who did most of the ball toting. Superiority of the East side's line was constantly demonstrated by the inability of the occidents to pierce it.

All in all, the game last Saturday proved that Rochester high school lads not only enjoy playing football but can match the skill of the average school aggregation. Of course, there were slips in the first game — such as passing on the fourth down, more than a few fumbles and other plays not too brilliant. But fans will undoubtedly see two much improved teams at the stadium tomorrow night.

A. A. U. AMATEUR BOXING
ELKS CLUB, 113 No. Clinton
Every Monday Night, 8:30
Entered State 784 and 81-10
General Admission 40c

FREE WINE CO.
21 NORTH WATER ST.
"Here's How!"
A Free Recipe Booklet of Delightful Punches, Wine Cakes, etc.
Call, Write, or Phone for Your Copy

Post Office League
A couple of guys named Joe dominated the Post Office League at Franklin Hall Monday afternoon. Joe DiMarco had high three-game and high individual with a very creditable 629 and 259. Joe Janus had a high game of 333 and total of 376. Brown, maybe his name is Joe also, had 584 and a first game of 230. DiMarco inspired his teammates on the Mailing team, and they won all three from Primary. Postage Due took two from Air Mail, Circulars won two from Specials and Missives sent three wins into the records over Nixies.

DOLAN'S GROCERIES VEGETABLES
BUY THE PARTS OF CHICKEN YOU PREFER

Legs	lb. 37c	Giblets	lb. 19c
Necks	lb. 12 1/2c	Breasts	lb. 45c
Wings	lb. 23c	Livers	lb. 45c

600 JEFFERSON AVE., COR. BARTLET
GEN. 1417—WE DELIVER

PENNSYLVANIA HARD
COAL \$9.35
TON Cash Shipped OFF
STOVE \$9.60
LAKE COKE \$9.20 GLEN 538
COAL CO. 255 LYELL AVE.

"TASTES SIMPLY WONDERFUL!"
... AND YOU CAN'T BEAT IT FOR VALUE!

TOWN TAVERN
STRAIGHT RYE WHISKY
NOW 3 YEARS OLD!

After 3 long years in deep-chamber barrels, Town Tavern is smoother, mellower, milder than ever. You'll find it "tastes simply wonderful."

ASK FOR TOWN TAVERN BY NAME AT PACKAGE STORES AND YOUR FAVORITE BAR

This whiskey is 3 years old

Copyright 1939, National Distillers Products Corp., New York, N. Y. 90 PROOF

I LIKE BERGHASH'S LOW PRICES
... Because I Like Quality Too!

FAMOUS FOR FINE WINES AND LIQUORS

FREE DELIVERY

Special! EVERY DROP IS 4 YEARS OLD

BLEND WHISKY
Compare: \$3.95 Value! Full Quart
\$2.08
2 Quarts . . . \$4.00
\$24.00 for 12 Quarts
STOCK UP NOW AT THIS LOW PRICE!
Incomparable smoothness — rich delicate flavor. Assures greater satisfaction. Berghash guaranteed quality.

4 YEARS OLD MARYLAND RYE WHISKY
Matured in Aged Wood For 4 Years Then Bonded At 100 Proof
Compare: \$2.50 Value!
\$2.19
FULL QUART
CASE OF 12, \$24.50
To-Day as for Generations, Bonded Rye Whiskey continues to be the chosen favorite of those who know and appreciate the finest.

'Biggest Buy!' In Rochester This Famous Scotch
IMPORTED FROM SCOTLAND
Compare: \$3.09 Value!
\$2.25
4 1/2 Quart Case of 12, \$25.25
You'll enjoy its smoothness, mellow flavor. . . From Scotland's finest distillery.

Phone Main 786

"SCOOP!"
WE MADE A LARGE PURCHASE OF THIS FINE CALIFORNIA WINE
BEFORE PRICES INCREASED
Chateau Briseac
100% PURE WINE
Compare: To \$2.25 Value!
\$1.39
Full Gallon
BUY SEVERAL GALLONS AT THIS LOW PRICE!

LIKE IT OR YOUR MONEY REFUNDED . . .
Try A Gallon Of Sherry • Port • Muscadine • Tokay • Madeira • Angelica • Burgundy • Claret • Sauternes • White Port
At This Low Price!

HOLIDAY SPECIALS!

BOURBON WHISKY	2 1/2 Yrs. Old Quart	\$1.59
LONDON INN	80 Proof Gin 4 1/2 Quart	\$1.09
APRICOT LIQUEUR	\$2.25 Value 4 1/2 Quart	\$1.79
IMPORTED WEST INDIES RUM	4 1/2 Quart	\$1.59
CALIFORNIA BRANDY	4 1/2 Quart	\$1.49
IMPORTED FRENCH SAUTERNE	4 1/2 Quart	98c
IMP. FRENCH BURGUNDY		98c
ROCK & RYE	Full Quart	\$1.69

BERGHASH

Next Door to Loew's Theatre
124 CLINTON AVE. SOUTH
FREE PARKING Opposite Our Store

The Rochester Sun

Published every Thursday by the Rochester Sun Corp., 3 St. Paul St., Rochester, N. Y. G. C. Gerling, Pres.; F. B. Kelly, Vice-Pres.; Wm. A. Platt, Sec.; Wm. G. Bromley, Treas.
G. Curtis Gerling, Publisher Eugene Davis, Adv. Director
Orville H. Allen, Editor Edward Randall, National Adv. Mgr.
NATIONAL REPRESENTATIVES:
James A. Convery Co.
New York Office 444 Madison Ave.
Chicago Office 39 South State St.

DOROTHY MAY

GOING OUT OF BUSINESS

LOST OUR LEASE! BUILDING COMING DOWN!

ENTIRE STOCK DRASTICALLY REDUCED!

Many at 1/2 Price and Less

SPECIAL! 1000 PAIRS
Reg. \$2 Women's & Misses
SHOES 59c Pr.
With This Coupon Only!
You must present this coupon
for this special price. SAVE
\$1.41 A PAIR.
2 Pairs for \$1.00

DOROTHY MAY SHOE SHOP
106 East Main Street COR. WATER

*Taste it—
Price it—*
**YOU'LL SAY IT'S A
TRIPLE VALUE!**
THE TOP WHISKEY BUY FOR THE MONEY

Crab Orchard
BRAND
KENTUCKY STRAIGHT
BOURBON
WHISKEY

Now three years old—an extra good whiskey made extra fine by an extra year in the wood.

A quality whiskey since 1880 and made the quality way—richer, smoother, mellower.

And today this old favorite among Kentucky straight bourbon whiskeys still sells for around a dollar a pint.

90 PROOF

ON SALE AT YOUR FAVORITE BAR OR PACKAGE STORE

Copyright 1939, National Distillers Products Corporation, New York
Mrs. Sarah C. Howe, 17 Bowman St.

COAL

EGG, NUT \$11.50
Tonn
STOVE, \$11.75 — PEA, \$9.95
R. G. & E.—Semet-Solway

COKE \$10.05
Tonn
EGG, \$10.45 PEA, \$8.75
STOVE, NUT, Tonn Buck, \$7.85
HETZLER'S A-1 GUARANTEED

COKE \$9.20
Tonn

Ask About Our Budget Plan
No Down Payment—As Long
As 1 Year To Pay

HETZLER BROS.
GLEN, 446 Est. 65 Years 801 DRIVING PK.

WITH THIS COUPON
Mrs. PARSON'S ASSORTED Chocolates

Home Style
Deluxe
Assortment
Pound Box
(Limit 2 Boxes)

23c

3 BIG DAYS --- THURS. - FRI. - SAT. AT

DAW'S

Rochester's Original

Cut-Rate Drug Stores

56 CLINTON AVE. SO.
31 MAIN ST. EAST
353 MAIN ST. EAST
452 RIDGE ROAD W.
880 MAIN ST. WEST
473 N. GOODMAN

WITH THIS COUPON
LINEN FABRIC Stationery

24 Double SHEETS
24 ENVELOPES

35c VALUE **14c**
(Limit 2 Boxes)

Special Offer!!

GIANT 40c SIZE COLGATE'S TOOTH PASTE AND 50c ORCHID Eau de Cologne BOTH FOR 33c

SHUR-OFF for Corns 35c SIZE 18c

Danderine Hair Tonic 1.00 SIZE 59c

Bicarbonate of Soda 15c POUND 8c

BAYER'S ASPIRIN 100 TABS. 59c

MENTHOL-ATUM 30c SIZE 16c

DJER-KISS TALC—25c SIZE 2 for 25c

30c SIZE EDWARD'S OLIVE TABS. 13c

5c Box LUDEN'S Cough Drops 2c

25c SIZE Woodbury TOOTH PASTE 8c

1/4 OR 1/2 GR. Saccharin TABLETS Bottle of 100 9c

35c SIZE FITCH'S LILAC-ROYAL LOTION 11c

Large Box OXYDOL 16c

10c PKG. OF 4 PROBAK Jr. BLADES 3c

60c SIZE REM For Coughs 49c

60c SIZE FATHER JOHN'S 29c

35c BOX OF 24 HAARLEM OIL CAPS. 16c

50c SIZE Dr. LYON'S Tooth Powder 21c

1.35 SIZE PINKHAM'S VEG. COMP. 76c

30c Size Medicated NOSE DROPS 14c

25c SIZE CITRATE OF MAGNESIA 6c

5 LB. BAG EPSOM SALTS 11c

25c SIZE CUTICURA OINTMENT 16c

BORDEN'S MALTED MILK 75c lb. 39c

ALOPHEN PILLS 75c SIZE 49c

KOLORBAK For Gray Hair \$1.50 SIZE 91c

NASON'S Cod Liver Oil \$1.00 SIZE 64c

EX-LAX Laxative Large Size 19c

COLGATE RIBBON DENTAL CREAM

GLYCYTHYMOLINE ANTISEPTIC 40c SIZE 21c

PEBECO TOOTH POWDER Large Size 21c

VERACOLATE TABLETS 11.25 Size 72c

PAPE'S DIAPEPSIN TABS. 11.25 Size 33c

CELERY KING TEA 30c Size 21c

POSILAM OINTMENT 40c Size 36c

ACIDINE POWDER 70c Size 41c

SCHICK BLADES 10c Size 4c

MERCUCROCHROME 10c Size 4c

SAYMAN'S SOAP 3c Size 17c

DENTAL FLOSS 12-yd. Spool 8c

COCOA BUTTER 1/2-lb. 24c

A Treat for the Kiddies! Everlasting Fun for the Grown-Ups! Take Home One Of These Real Live Hand-Painted RACING TURTLES

Beautifully Decorated in Lasting Colors With the Name of Your Favorite Movie or Comic-Strip Character, Including:

CHARLIE MCCARTHY—TARZAN—WIZARD OF OZ—DICK TRACY JOE PALOOKA—DONALD DUCK—ORPHAN ANNIE—POPEYE

Be the first to start the Racing Turtle Race in your neighborhood. Kiddies and adults have loads of fun. A Turtle Race is the rage of every party. Buy several for a big evening of fun and excitement! Quantities limited, so get yours now—Thursday, Friday and Saturday.

Keep Your Turtle Healthy and Active! 10c Kaybee TURTLE FOOD

A scientifically prepared food that turtles love. It not only keeps your pet healthy and thriving through the winter. Save the coupons on the boxes when you have them, you can receive an official membership pin for the Kaybee Racing Turtle Club—and a subscription to the Kaybee Turtle News!

THE SAME KIND OF TURTLES WHICH WERE A WORLD'S FAIR SENSATION AT 25c Only

Absolutely Harmless

WOODBURY LIPSTICK 28c SIZE 16c

Benzedrine INHALER 60c SIZE 49c

DIGITALIS PILLS 75c SIZE 48c

WILLIAMS TALK 25c SIZE 16c

AYER'S PECTORAL 60c SIZE 36c

KOTEX SANITARY NAPKINS BOXES OF 12 2 for 39c ECONOMY BOX OF 30 48c

KLEENEX BOXES OF 200 SHEETS 13c 2 for 25c ECONOMY BOX OF 500 Sheets 28c

LIMESTONE PHOSPHATE 50c SIZE 26c

HEET LINIMENT 60c SIZE 43c

OLIVE OIL—Pure 4-OZ. BOTTLE 17c

Little Liver Pills, Apex 25c SIZE 8c

PETERSON'S OINTMENT 60c SIZE 36c

ANGELUS LIPSTICK by Louise Philippe NOW 79c Thrilling Shades To Match Any Complexion

EMBER 16, 1939

ON
BRIC
ery

ETS
ES

SIZE
RD'S
TABS.

'S
ops

GR.
arin
TS

S
L

S
L

.10 Value
GELUS
STICK
Philippe

79c
Shades
Complexion

ROCHESTER'S WEEKLY SHOPPING GUIDE

Vol. III No. 4

JIMMIE FIDLER in Hollywood

HOLLYWOOD. — The case of George Raft grows funnier with each new role assigned him. Remember all the fun and fury last year, when he was feuding with Paramount—how he waived that gangster and criminal roles were ruining him at the box office and vowed he would play no more such parts? Gee whiz, but George was vehement! He stormed and sulked and walked out so often that Paramount finally consented to tear up his contract.

And what has this conscientious objector done since his release? Why, he's played: a gangster killer in "Each Dawn I Die," a bandit in "I Stole a Million," and a convict in "Invisible Stripes." George, like it or not, is still a tough guy, and a tough guy he'll remain unless some freak of nature completely remodels his interesting phiz and an epidemic of amnesia wipes out of the public's memory every role he played during his climb to favor.

George is typical of hundreds of capable, but far from great, actors who refuse to concede the fact that they are more important as types than as players. George is a star because the screen needs one to play hard-bitten, semi-synthetic tough-but-romantic roles—and he happens to be the part. It's a type-actor, fortunate enough to be in great demand, is being very foolish when he kicks about his fate. It would be wiser to accept the manna, humbly praising Allah for his bounty.

PERSONAL OBSERVATIONS
Since that "Cough" campaign has become an adept at the "heck-with-you" stare, Emily Post would disapprove of Gable's habitual hands-in-pockets slouch. You wouldn't call Loretta Young sophisticated if you saw her frank excitement at a football game. First thing any actor does, after buying a yacht, is to wear his sea-going cap to the Brown Derby. Few men can keep pace with Joan Davis when she's in a hurry. If there's a reporter on the set, Henry Fonda's reticence makes Gary Cooper seem like a chatter-box. If you want an argument, pick your side of the question—George Brent will take the other.

NO ROMANCE HERE
Robert Paige, with commendable caution, is advising Hollywood's gossip that the Mrs. O. E. Smith, who will be seen in his company frequently henceforth, is not a "romance," but the wife of his best friend, a London columnist now serving with the British army. Smith sent his wife, who, by the way, is a niece of Charlie Chaplin, over here to live in safety for the duration of the war. With her, he sent a pewter tankard, inscribed with this plea: "Bob, look after her, old man . . . Smith."

CUFF NOTES
Stan Laurel and Oliver "Babe" Hardy will finance their own company to make two feature-lengthers yearly. . . . Night-clubbing without her husband into the small hours is no way for Sally Eilers to stop those rumors. . . . Mrs. Harry Owens (wife of the Hawaiian orchestra leader) is expecting a call from Doc Stork momentarily. . . . What's this between Ruby Keeler and her divorce lawyer, John C. McLoe? . . . A Groucho de Merite to Marlene Dietrich—now a citizen, she's forsworn Parisian designers and says American stores will get her dress money. . . . Walter Brennan is suffering from a dislocated sacroiliac. . . . Warner Brothers may be interested to know that Priscilla Lane is spending her "black-out" vacation on a Wyoming dude ranch and that she'll stay there "till Xmas. . . . Geraldine Fitzgerald, importing a race horse from Ireland, calls him Heathcliffe because he has a bad disposition. . . .

TROPHY ROOM
Captain Norman Spedding, whose novel "Robin Hood Restaurant" opened Tuesday night, has not only devised means of getting star patronage, but also means of holding it. Adjoining his restaurant will be a trophy room, where Filmyville's sportsmen will be invited to display the stuffed trophies of their prowess for all to admire.

Elk Memorial Service Has Buffalo Speaker

An invitation to all Elks in the Rochester area to attend the annual Elk Memorial service in honor of members who have died during the past year, has been extended by Albert W. Yorg, who has been designated to arrange the local exercises by Harold S. W. MacFarlin, exalted ruler of the lodge.

The service, which will be held in the Elk temple on Sunday, December 3rd, will begin at 3:30 P. M.

John J. Love of Buffalo, prominent in lodge circles will attend the exercises as guest speaker, according to T. Edward Freckleton, secretary of the local group. Music will be furnished by the famed Westminster Choir of the direction of Ralph Ewing.

Members of the lodge are invited to bring their friends and families to this service.

Dinner and Book Review On Zonta Club Calendar

"Christ in Concrete," by Pietro Di Donato, will be the subject of a book survey by Mrs. Ethel Holmes Munsey for members of the Zonta Club following the dinner meeting next Tuesday at 6:30 p. m. in the Sagamore Hotel. Mrs. Munsey is a member of the Buffalo Zonta Club.

General chairman of this meeting is Mrs. Marjorie Hamilton, and she is being aided by the following committees: Arrangements, Miss Flora Armstrong, Mrs. Florence Baker, Mrs. Florence Cookley, Miss Isabelle Howard, Miss Marietta Leeb, Mrs. Dora Neim, Mrs. Josephine Roddick, Mrs. Lucy Smith, Mrs. Laura Truesdell and Mrs. Marie Wyler; dinner reception, Mrs. Margaret Edwards and Mrs. Maude Shipp; reception, Miss Adeline Bush.

The dinner and book survey are open to the public, and tickets may be obtained from Miss Ida Bandle or any club member.

Directors and committee chairman will hold their monthly meeting at 1234 Granite Building tomorrow evening at 6 o'clock. Miss Adeline Bush will preside at this meeting, at which plans for the coming month will be made.

Accordion Playing Taught At Evening School Classes

The formation of a class in accordion playing at No. 27 Evening School is said to be an entirely new wrinkle in the musical education of spare-time schools. The piano-accordion, one of the newest musical instruments, has showed remarkable bounds to popularity in recent years. This is the first free class of instruction offered for this instrument in the evening school program. The school is located at Central Pk. at First St.

These classes meet Tuesday and Thursday nights from 7 p. m. to 10 p. m. Both, beginners and experienced accordion players are welcome to join this class.

Civil Service Class At Adult Night School

A new class in civil service preparation at No. 27 Evening School is announced by James R. McManus, supervisor.

"From a survey made recently it was found that many worthy persons fail to pass civil service examinations through lack of preparation," Mr. McManus says. "It has been reported by those in the civil service field that more than 60 per cent of failures in examinations result from the inability of the many examinees to analyze each question thoroughly. Every point of the examination must be analyzed," Mr. McManus continued. "A general answer may be correct, but vague and wholly incomplete. Unless the questions are answered fully, no credit can be given."

Classes will meet on Tuesday and Thursday evenings from 7 to 10 p. m. No. 27 School is located at Central Park, corner of First St. Instruction is free.

The Rochester Sun

TRUTHFUL NEWS TRUTHFUL ADVERTISING
ROCHESTER, NEW YORK, THURSDAY, NOVEMBER 23, 1939

DELIVERED
TO 93,000
WESTERN N. Y.
HOMES

If You Do Not Receive PHONE STONE 6001
Your Copy Regularly

Were They Really Good Old Days?

Thanksgiving has a way of making people sentimental about the past. They yearn for the 'good old days' when life was rugged and simple.

For our part, we prefer the good new days. With genuine sincerity we give thanks that we live in an age of bright, clean grocery stores, ready-to-cook foods, and ready-to-wear clothes. Forgive us, but we cannot grow nostalgic over the days before electric irons and washing machines, days when there were no well-stocked stores to do our bidding. We can choose our plump, plucked turkey from an electric-lighted show case, without a sigh for yester-year when Grandmother's fair hand laid the noble bird upon the block.

The spirit of Thanksgiving belongs to every age. If we weep for the good old days, perhaps it is because we have lost the Pilgrim's knack of being thankful for everyday things.

Robert Morris Cops Prize In Sun Contest

The Sun Board of Football Selectors took a real beating last week, coming out on top in only seven contests. Syracuse's upset of Colgate, Iowa's victory over the highly touted Minnesota aggregation and the three ties chalked up in Saturday's contests gave them an all-time low score.

Many of the entrants in the football contest bettered the selector's scores with Robert Morris, 118 Norton St. taking the five dollar prize by virtue of his score of ten winners. Another contestant who picked ten winners is Guy Nixon, 46 Benton St. But Morris' entry came into the office a full day earlier. Many had nine winners, scores had eight winners and almost none of the 412 entries chose less than seven correctly.

Predictions are in for this week's contests and results will be known this afternoon for some games and Saturday for others. No new contests will be undertaken during the winter football season. Watch next week's papers for developments in this week's play.

Skating Ring Under Construction At Webster Playground

Motorists who use Culver Rd. are chief among those enthusiastic over announced plans for a new skating rink to be constructed at Webster Playground. Formerly, skaters from this area lined Culver Rd. in an effort to "thumb" rides to the eastern widewaters, nearest of the city's rinks.

According to present plans the project calls for a rink with adjoining shelter and floodlights overhead. Work has already begun on the \$46,285 project with WPA funds amounting to \$27,890 being used. Thirty-one workmen are now engaged in excavation work, filling, and the installation of a water supply and drainage system.

When New York voted to legalize pari-mutuel betting at race tracks dog racing was not included.

Campaigners Top Goal In Fund Raising Drive

People's Rescue Mission campaigners went over the top in their drive for funds, bringing in pledges totaling \$15,682. This figure amounts to 112% of the quota set, an increase of \$3,000 over last year.

Best record of any campaign so far was established by Mrs. Harold A. Nicely's team, which reported 324% of their quota. August Mertz was general chairman.

Superintendent Herbert F. Baker announced that approximately 350 homeless men are being given Thanksgiving Dinner today. A special Thanksgiving service will be held at 7:30 tonight, with a chorus from Colgate-Rochester Divinity School participating.

Iroquois To Face Fergus At Armory

With Harry Green and Bill Isaacs supplying the much-needed spark, the Iroquois Indians are expected to take the Fergus Thistles into camp when they make their first appearance of the season on the Armory floor tomorrow night.

A much-improved lacrosse squad thrashed the East Toronto Yorks last Friday night and looked very good in doing so. As a result of Green's and Isaacs' return Harley "Jalopy" Morrison is the only white player on the first team of the local aggregation.

Fergus Thistles, the first class "A" team to show here this year, took a licking in their only appearance at the Armory last year, but the Indians had a tough time disposing of them and a close contest is in the offing this week.

Luncheon To Honor Prize Winners In Home Bureau Drive

By MARGARET WILLSEA

A gala luncheon is slated for prize-winning members of the Rochester Home Bureau in connection with the organization's membership drive, which is drawing to a close. Prize winners are those who shall have brought in six or more new members. They will be guests of honor at the luncheon to be given in headquarters, 150 Plymouth Ave. N., Dec. 7 at 12:15 p. m.

Those attending the affair will be the chairman and vice-chairmen of the neighborhood clubs, the council of chairmen, the advisory committee, and the board of directors.

Mrs. Dexter Perkins, guest speaker, will address the group on the topic, "Eating Around the World."

Although the membership drive will soon be over, individuals may join the Rochester Home Bureau at any time.

Among new courses listed are two in effective speech, to be given by Miss Marguerite Volker. A beginners' class will commence Monday, Nov. 27, in headquarters, at 1:30 p. m. A class for advanced students will start Friday at the same hour.

Two new series of classes in smart dressmaking are set for Monday in headquarters at 1:30 p. m. and on Tuesday at 7:30 p. m. Emphasis will be placed upon construction methods in the making of clothing, the use of sewing equipment and short cuts in finishing.

Executive committee workers, under direction of General Chairman Don J. Mattaro and his chief aides, Mrs. Francis Casey and Miss Fay Passalo, women's division co-chairmen, have begun a drive to contact business and professional men of the Businessmen's Cheer Committee for their support in the party's drive.

Mattaro, who originated the movement in 1930, has appealed to this newspaper and to East Side district residents to contact a committee member by phone or letter of needy cases so that their needs may be taken care of. Information may be mailed to 314 Wilder Bldg. or 261 Joseph Ave. or by calling Main 475 or Stone 1044.

Plans for the location of the party and the home entertainment program will be undertaken this week by a general committee that includes Mrs. Mary Gioia, Frank Mele, B. A. Speedy, Richard Fiorella, former Assemblyman Stephen Jay, Frank Silva, Elmer Siebert, Miss Emma Mason, Mrs. Mary Carroll, Mrs. Rose Stafford and Attorney Peter Ferrari. Entertainment for the affair will be under the direction of Miss Gladys Bliss.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

A gala luncheon is slated for prize-winning members of the Rochester Home Bureau in connection with the organization's membership drive, which is drawing to a close. Prize winners are those who shall have brought in six or more new members. They will be guests of honor at the luncheon to be given in headquarters, 150 Plymouth Ave. N., Dec. 7 at 12:15 p. m.

Those attending the affair will be the chairman and vice-chairmen of the neighborhood clubs, the council of chairmen, the advisory committee, and the board of directors.

Mrs. Dexter Perkins, guest speaker, will address the group on the topic, "Eating Around the World."

Although the membership drive will soon be over, individuals may join the Rochester Home Bureau at any time.

Among new courses listed are two in effective speech, to be given by Miss Marguerite Volker. A beginners' class will commence Monday, Nov. 27, in headquarters, at 1:30 p. m. A class for advanced students will start Friday at the same hour.

Two new series of classes in smart dressmaking are set for Monday in headquarters at 1:30 p. m. and on Tuesday at 7:30 p. m. Emphasis will be placed upon construction methods in the making of clothing, the use of sewing equipment and short cuts in finishing.

Executive committee workers, under direction of General Chairman Don J. Mattaro and his chief aides, Mrs. Francis Casey and Miss Fay Passalo, women's division co-chairmen, have begun a drive to contact business and professional men of the Businessmen's Cheer Committee for their support in the party's drive.

Mattaro, who originated the movement in 1930, has appealed to this newspaper and to East Side district residents to contact a committee member by phone or letter of needy cases so that their needs may be taken care of. Information may be mailed to 314 Wilder Bldg. or 261 Joseph Ave. or by calling Main 475 or Stone 1044.

Plans for the location of the party and the home entertainment program will be undertaken this week by a general committee that includes Mrs. Mary Gioia, Frank Mele, B. A. Speedy, Richard Fiorella, former Assemblyman Stephen Jay, Frank Silva, Elmer Siebert, Miss Emma Mason, Mrs. Mary Carroll, Mrs. Rose Stafford and Attorney Peter Ferrari. Entertainment for the affair will be under the direction of Miss Gladys Bliss.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets report that some housewives ordered turkeys to be ready next Thursday.

Evidently not all Rochesterians celebrated their Thanksgiving today. In spite of President Roosevelt's "early" Thanksgiving date, local food markets

LINCOLN'S

REPEAT SALE!

BEND or DIP... IT CANNOT RIP



A NEW SLIP FREE IF IT RIPS

Snug Hug one seam SLIPS

59c

Just one diagonal seam makes them fit you to perfection... they won't sag, bunch or cling. They're made of dull finished, charbonized rayon laffeta. Trimmed and colored models in a number of lovely styles to choose from. Lace trimmed, embroidered or appliqued. Sizes 32 to 44 in tea rose or white.

SNUG HUGS are GUARANTEED

- A new slip FREE if it Rips
- A new slip if it doesn't wash satisfactorily

Elizabeth P. Hinkel, 381 Benton St.

Window Shopping In New York

By Jane Rover

NEW YORK. — Another proof that the War is driving the world's fashion center to this country is the arrival of Monsieur Frederick Picard, winter sports' stylist extraordinaire who is now on his way to Sun Valley, Idaho, where he will open a shop to cater especially to skiing and skating enthusiasts. Monsieur Picard is the famous St. Moritz, Switzerland fashion authority. He has designed many a pair of downhill trousers and many a warm parka for such notables as Douglas Fairbanks and his wife, Lady Ashley, Mme. Chiang Kai-Shek, Princess Henriette of Belgium, Princess Alexandra of Greece, Prince Stahremberg of Austria and Marlene Dietrich.

What with stiff north winds and heavy fur coats already making their appearance (at least in this town), it is a good time this week to try to bring you abreast the latest in winter sports' fashions, so, hearing that Picard was in town, I sought him out for an interview.

Dark-haired, well-built, and bemustached (the Ronald Coleman, not the Hitler version), Monsieur Picard turned out to be a nice-looking, and young, gentleman. He was dressed in a

well-cut pin-stripe blue suit with a blue striped shirt and a dark red woolen necktie. He speaks four or five languages, but says his English is still a little weak.

I asked Monsieur Picard if he had moved to this country permanently.

"Sure," he replied. "St. Moritz is very sad. A doorman, she is not so dead. Your Sun Valley already is the great ski center. Where, please, could I sell better my clothes for the skiing and skating?"

Bright Colors This Season

Color, says Monsieur Picard, will be the big thing for ski clothes this winter. American women, he thinks, generally dress better than European women, but not when it comes to winter sports apparel. Winter sports are so young here that we haven't had time to catch up with our dressing for them, is his answer.

"The ladies," says Picard, "when they dress in ski trousers and jackets, they look more like men, no? To make the balance, to keep feminine, they must use colors, big and bright colors."

When You Are Looking For A TYPEWRITER

COME OVER ON NORTH CLINTON AVE. (2 DOORS NORTH OF THE PALACE THEATER)

See a Complete Stock Of All Makes and Models LOWEST PRICES and TERMS

THE TYPEWRITER STORE

77 NORTH CLINTON AVE. STONE 853



Large Floor Show Planned For V.F.W. Post Jamboree

The largest floor show ever attempted will be offered to merry-makers at the V.F.W. Post, 1457 V.F.W. charity smoker and jamboree, according to Louis Goler, chairman. The smoker will be held in Eagle Hall on N. Washington St. Friday evening, December 15th. It is announced that the general public is invited to attend. Tickets may be obtained at the door.

Holiday Broadcasts Planed By Choir

The Community Choir of Rochester, directed by Cornelius M. Maquelin, will be heard in a series of special Christmas broadcasts during the coming holiday season.

Programs of the choir have become a feature of the Christmas season since the choir was founded in 1936 by Edward C. May. Organized for amateur vocalists, the choir has grown to major proportions during the past three years. Interested singers are invited to join at any of the regular rehearsals, held each Monday evening in the Peristyle at Edgerton Park. Mrs. Marguerite B. Beckwith is the accompanist.

Shoe Store Distributes Basketball Rules Book

New and old official basketball rules are contained in a booklet now being distributed by the local Kinney Shoe store, 74 Main St. E. The pamphlets, which are free for the asking, also contain supplementary information and hints on correct play by Joe Lapchick, star center for the Celtics, world professional basketball champions. According to John W. Webster, manager of the store, the supply is limited and they will be distributed on a first come first served basis.

Xylophonist Featured In Sunday Pop Concert At Eastman Theatre

Something new in the way of soloists will be presented at the Civic Orchestra "Pop" concert next Sunday evening in the Eastman Theatre, when Yochi Hirakawa, famed Japanese xylophonist makes his first appearance in Rochester.

This gifted young musician has been ranked as the most able virtuoso extant on his chosen instrument by enthusiastic New York critics after his Town Hall recitals.

He is probably the first exponent of the xylophone as a solo instrument in austere music halls. He has also earned a large following by frequent radio appearances.

There will be no advance in prizes for this unusual musical event according to the management of the orchestra and therefore a capacity audience is anticipated.

Lou Little to Discuss Football on Air Program

Columbia's Lou Little will be the pigskin authority to be interviewed by Bill Stern during the latter's Sport Newscast of the Air next Sunday at 9:45 p. m., over the NBC-Blue Network. Little, one of the country's most prominent authorities on football, will discuss campaigns on various fronts. Stern also will include athletic highlights of the week.

For A Beautiful, Lasting Holiday Coiffure! START SCIENTIFIC HARPER METHOD TREATMENTS TODAY

Here's How Harper Method Can Help You Have Luxurious and Lovely Hair

Now is the time to make certain of your coiffure elegance throughout the social season ahead. Scientific Harper Method treatments revitalize your hair... are a sound basis for smart Harper hair styling that will make you look your loveliest. Stop at any Harper Shop for free consultation with expert operators. Arrange your appointment at once.

HARPER METHOD FOUNDER'S SHOP

- Temple Building • Stone 1888
- Mrs. Mary Fox, 516 Powers Building
- Mrs. Margaret V. Raynor, 1357 Culver Road
- Mrs. Cammie Davis, 46 Nassar Street
- Mrs. E. George, 737 Mercantile Building
- Miss Anna C. Nagy, 896 West Main Street
- Mrs. Ruth Waite & Mrs. Pauline Smith, 32 Lake Street, Batavia, N. Y.
- Mrs. Hannah Hallenbeck, American Legion Building, Canandaigua, N. Y.
- Miss Fogarty, 22 Lake St., LeRoy, N. Y.
- Miss Helen Boehmer, 84 Williams St., Lyons, N. Y.
- Miss Alice McEwen, 346 East Union St., Newark, N. Y.



FREE With this ad and any treatment, use of world famous Harper Method Ointment. Plus expert advice on how to supplement Harper treatments in your own home—simply, easily, effectively.



HARPER METHOD SHOPS

WORLD FAMOUS FOR SCIENTIFIC CARE OF HAIR, HANDS AND SCALP

USE LINCOLN'S LAYAWAY PLAN

A small down payment as low as 50c and small weekly payments.

Lady Delmar Velvety CHENILLE SPREADS
on Pepperell sheeting **\$5.98**
A straight line chenille center with multicolor floral motifs. Dusty Rose and Wine, Dusty Rose and Peach, Peach and Cedar, Peach and Wine, Peach and Blue, Peach and Brown.

FOR GIFTS

Women's Linen Initial HANKIES Box of 3	25c
Lady Lillian MANICURE SETS	25c
Cashmere Bouquet TOILET SETS	50c
Men's Linen Initial Box of 3 HANDKERCHIEFS	50c
Diamond Point PEN & PENCIL SETS	79c

Use Our Lay-Away Plan

MEXICAN-GOINDOT or FLORAL VOILE COTTAGE SETS
And Novelty Stripes Tailored **CURTAINS**
YOUR CHOICE **59c**
all 79c values

Marvelous assortment of Cottage Sets with large cushion dots. Beautiful floral voiles or the popular Mexican motifs. Even the novelty stripe tailored curtain is included. All at one low price.

Ultra New Coronation English Deluxe PRAMS **\$2.98**
18 inches by 9 inches with the 2-color modern striping. Foot extension. Ductless springs. Finished in grey or blue with white wheels.

SALE
Men's and Women's Genuine CAPESKIN or SUEDE **FUR LINED GLOVES**
Genuine capeskin or suede. All table cut. Men's sizes 8 to 10 1/2. Women's sizes 6 to 8. **\$2.00**

DRINKING WETTING DOLL
Washable Sanitary Rubber Doll. Complete with Diapers, Water, Bottle and Underclothes. **1.00**

Donald Duck
The 1940 Sensation In Toys. STRUTTING **69c**

PARKA HOODS
Including Zephyr Wools **79c**
New stripes, new plaids, new solid colors. Now at a record low price. All knit to fit.

NOVELTY GIFT APRONS
Fine count, 80 square, coverall or bib aprons. New 5, 6, and 7 gore styles. **25c**
Use Our Lay-Away Plan

A WORLD OF TOYS
Great Big 2 Foot Crying **1.98**
Fully Dressed
Fully dressed including imitation maribou trimmed, bonnet, soft, flannellette coat, organza dress, even underclothes.

Plush and Velvet Panda BEARS **\$1.98**
42-inch Flexible SLEDS **\$1.98**
16-in. Tubular VELOCIPEDS **\$4.98**
2-foot DUMP TRUCKS **\$1.98**
Folding DOLL PRAMS **\$1.98**

ALL WOOL FILLED Crown Tested Rayon Fille Taffeta PUFFS **\$5.98**
Wine and Eggshell, Brown and Gold, Rose and Green, Blue and Gold, Royal Blue and White, Peach and Green, Orchid and Green, Royal Blue and Cedar.

Actually weighs 5 pounds. All wool filled and you know how high wool has advanced.

Kapok Filled Pillow Top LEATHERETTE HASSOCKS **\$1.98**
Genuine kapok filled pillow tops. Art. leather trimmed. Many two tones. Use Our Layaway Plan

HAND RUBBED PIANO FINISH OCCASIONAL FURNITURE
Finished in Mahogany, Walnut or Maple **\$2.98**
Bookcase and Pier Cabinets, Butterfly and End Tables, and Magazine Racks.

LINCOLN'S

MAIN ST. E. corner ST. PAUL

NOVEMBER 23, 1939

TRUTHFUL ADVERTISING

THE ROCHESTER SUN

TRUTHFUL NEWS

PAGE THREE

Discuss Air Program

Lou Little will be
authority to be in-
Bill Stern during
Newseel of the
day at 9:45 p. m.,
Blue Network. Lit-
the country's most
authorities on foot-
campaigned on
Stern also will
e highlights of the

Effure! S TODAY

any treatment,
famous Harper
em. Plus expert
ment in your
— Sunko-
tively.

OPS AND SCALP

as
nts.

ONAL
TURE
d in
Walnut
ple
98

ONAL
TURE
d in
Walnut
ple
98

d Pier
utterfly
les, and
ks.

CURT Comments

Fashion, that fickle creature,
has struck another solar plexus
blow at the snobbery of the
mauve decade and made a new
"must" for the modern miss.
Red flannel drawers have been
whisked (figuratively speaking)
from the clothes lines of the
lowly to adorn the boudoir-bath-
room lines of the upper crust.
Formerly those hardy souls,
whose work required rugged
raiment for the outdoors, suf-
fered and scratched in silence,
and no fireman, engineer or po-
liceman was properly turned out
unless his wardrobe contained
sufficient changes of fiery flannels.
Ah, but today it is different,
the male goes in for shorts no
matter what his calling, with
cotton and frequently silk or
rayon pants now adorn the male
torso. The modern young lady?
She's back in pants, and the red
woolies are not only warm and
proper—but fashionable. Per-
haps it was the nostalgic note
of grandma's day ushered in
with the corset and bustle pro-
motions now featured in ladies'
wear shops that did the trick,
anyways, according to our best
magazines and stores, the swing
is back to pants—and the color
is red.

The weather has been too
pleasant for good duck shooting.
One needs a good cold snap with
a stiff wind and a touch of snow
to make the migrants forsake
the feeding grounds on the lake
and seek the cloistered bays
where the duck hunters build
their "hides." Dyed-in-the-wool
duck shooters are inclined to
take a chance even if the
weather is unfavorable for their
sport. They go and sit in their
"blinds" and hope for a flight.
While they sit and hope, they
usually tell bigger lies than the
average fisherman. The crisp air
and frequent libations have
their influence. Shooters usually
talk about past years and past
kills and difficult shots made
under trying circumstances.

Just recently we sat in on one.
A member of the party had just
finished a long tale, in fact sev-
eral long and very boring tales
about the number taken back
in 1921. The guide and hand-
yman, hired by the day to set the
decoys, pick up the kill and be
generally useful, had suffered
through them all in stony
silence.

When he apparently could
stand it no longer, he spat a
judicious amount of tobacco
juice through the shooting com-
partment and said, "Well, I re-
member right on this day there
were three of us in the 'blind'—
and a flight of Canvasback came
right across the front of us not
three feet off the water. We es-
timated there must be nearly three
thousand of 'em—they circled,
bunched and dropped in." He
paused for proper dramatic ef-
fect. "We got ready and stood
up yelling, and they jumped—we
poured it into 'em, fifteen shots
in all—it sounded like the sec-
ond battle of the Marne." At
this point he ended his story
abruptly, lapsing into his usual
silence.

Finally the member of the
party who had bored us with so
many tales could stand it no
longer. "Well," he demanded,
"how many did you get?"
"Not a one," was the laconic
reply.
"What do you mean—not a
one—impossible! How could that
happen?"
"Well, we went out later and
picked up eight barrels of legs—I
guess we must have shot a
mite too low."

This and that: Harold Connor
is handing out cigars. It's two for
two now. The newcomer will be
known as Harold Connor Jr. . . .
Among these lads who keep in
what is known as "the pink" is
H. Dean Quinby, who sells the
Quinby plan, which is not a
course in "How to Keep Fit" . . .
Jack Kennedy, lift operator non-
pareil, looks like a Colonel in
the Irish Fusiliers, what with
his erect carriage and resplend-
ent new green uniform . . .
J. B. Warren is the best
hunting camp cook in the coun-
try and hence the most sought
after addition to any hunting
party . . .

RANDALL GALLERIES

Announce . . .

sketches, direct from the designer, deli-
cately executed.

Come and see this stimulating exhibit
in our showrooms.

Here are table lamps, bedside lamps,
dressing table lamps, better lamps, floor
lamps and more lamps, over a hundred
kinds to choose from.

Our fabrics include pure silk, interest-
ing patterns, luxurious in period pattern,
lustrous silk satins, shantung, percale
and more.

We also feature old shades in several
fabrics, overcast shade into lamp at in-
viting price. In fact, your inspection
at this time will be an inspiration that
will help you solve your lamp problems.

309 ALEXANDER ST.

Movie Guide

All Picture Listed Now Showing
Except as Noted:

* Friday Only

ROCHESTER — "Annie's Thin Man"

Wm. Powell, Myrna Loy, "Red Little
Angel" Virginia Weidler, Guy Kibbee.

PALACE — "Drums Along the Mohawk"
Claudette Colbert, Henry Fonda;
"Too Busy to Work" The Jones
Family.

CENTURY — "That's Right, You're
Wrong" Kay Kyser, Adolph Menjou;
"Meet Dr. Christian" Jean Harlow.

CAPITOL — "The Rains Came"
Myrna Loy, Tyrone Power; "Indiana-
polis Speedway" Anne Sheridan, John
Payne.

TEMPLE — "Call A Messenger" Dead
End Kids, Mary Carlisle; "Charlie Chan
at Treasure Island" Sidney Toler, Cesar
Romero.

LITTLE — "Tovarich" Claudette Col-
bert; Selected Short subjects.

REGENT — "The Private Lives of
Elizabeth and Essex" Bette Davis;
Olivia DeHavilland; "It's a Day"
Riviera-Dixie — "Thunder Affair"
Wallace Beery, Chester Morris; "Fifteen
Avenue Girl" Ginger Rogers, James
Elliott.

STATE-LIBERTY — "Thunder-
storm" Wallace Beery, Chester Morris;
"Fifteen Avenue Girl" Ginger Rogers,
James Elliott.

CAMEO — "In Name Only" Carol
Lombard, Cary Grant; "Angels Wash
Their Faces" Dead End Kids, Anne
Shirley.

GRAND — "These Glamour Girls"
Lew Ayres, Lana Turner; "Behind
Prison Gates" Brian Donlevy, Jack
Ward.

LAKI — "Wizard of Oz" Judy Gar-
land, Frank Morgan; "Quick Millions"
The Four Funnies.

MADISON-MONROE — "The Women"
Norma Shearer, Roland Russell;
"Frontier Marshall" Randolph Scott,
Nancy Kelly.

WREST — "In Name Only" Carol
Lombard, Cary Grant; "Angels Wash
Their Faces" Dead End Kids, Anne
Shirley.

Martha Raye to Debut Movie Lots for Stage

Martha Raye is unperturbed
over leaving motion pictures for
a while.
Martha, who is starring in
"The Farmer's Daughter" at
Paramount, after just finishing
"\$1,000 A Touchdown," with Joe
E. Brown, has been besieged with
offers for a personal appearance
tour.

She is seriously considering
the chance to get back behind
the footlights and personally
greet the large legion of fans
she has built up across the
country.

"Gee, I think it would be
swell," she grinned, "I've missed
the stage since I came to Holly-
wood after spending all my life
on it."

Whether she does or not de-
pends somewhat on the action
of the studios. With her contract
at Paramount expiring several of
the bids also are bidding for her
services.

Ned Irish, New York basketball
promoter, has booked seven con-
ference championship teams for
this year's program of double
headers at Madison Square Gar-
den.

Movie Quiz Winners

Listed below are the names of the
Movie Quiz last week. If your name
is listed here call at the Rochester
Sun Office, 420 Buzze Bldg., before
Monday noon for your prize. Tickets
to Loew's Theatre. No tickets given
out Saturday afternoon.

Agnes Hallinger, 446 Remington St.
Stanley Richardson, 44 Warren St.
Elizabeth Miller, 43 B. Street St.
J. Wm. Hammond, 55 Shelter St.
Wm. Verhoeven, 24 Hamilton St.
Virginia Patton, 34 Grant St.
Hilfred Penn, 25 Sunset St.
Marie Shanley, 43 Frances St.
Volanda Aquilina, 75 Scramton St.
Dorothy Burris, 28 Prince St.
Mrs. C. Martin, 25 Wilder St.
Gertrude Butler, 14 Kainer Pl.
H. Miller, 231 Avenue E.
Florence Echevin, 604 Grand Ave.
Mrs. Arthur Fluh, 31 Merwin Ave.
Mary Ferrate, 40 Phelps Ave.
Donna Phelps, 45 Merdon St.
Mrs. A. Road, 146 York St.
Mrs. M. Toor, 30 Alameda St.
Mrs. M. Schiff, 78 University Ave.

As a radio comedian said the
other night, a cranberry is mere-
ly a grape with high blood pres-
sure.

Men's and Ladies'
PLAIN GARMENTS
CLEANING & DYEING
WORKS

Beautifully
Cleaned and Pressed 69c

GLENWOOD 1102
622 HOLLENBCK ST.
Free Call and Delivery

NEW YORK CITY
44th to 45th STS. AT EIGHTH AVE.

ROLLER
SPEEDWAY
TONIGHT
and every
night at 8:30

EUROPE vs. AMERICA
24 men and women champions in
2,500 mile race for a \$5,000 purse

EDGERTON PARK
BUILDING 5
Tune in
WHEN
NIGHTS
5 P. M.

COLONELS TO DANCE

Members of the Fraternal Or-
der of Colonels will gather at
the hall on Davis St., corner of
Finney, for a Thanksgiving party
Saturday. Samuel Morrocco,
president of the group, has an-
nounced that members of the
Catablads will attend as guests.
An amateur show and dancing
are scheduled.

Elm League

Lipsky had 645 in last Wednes-
day's Elm League for high three-
game individual honors, his 237
also was tops for single game
scores. Ivan Ames had 696 and
Oliver 604.

Monroe Diner won two from
McFarlin's, Dutch Martin's won
all three from Hoisting Engin-
ing from Edwards No. 24 and Corner
ly a grape with high blood pres-
sure. House Hotel won three from Bird
Floor Coverings.

Letters To The Editor

A word of explanation about the
\$200.00 per month—It is agreed by
critics of the Townsend Plan, it is
out of Obedience. This is a prison of
\$200.00 per month to persons over
60 years of age, would "bankrupt the
government." This is not based on
facts. The Townsend Plan Old-Age Re-
tirement Fund will draw on its own
fund just as the present Bank-Deposit
Insurance Fund, now operated by the
Government, is self-sustaining. Bank-
Deposit Insurance is maintained by a
special tax levied on banks which is
deposited in the U. S. Treasury, and
used for no other purpose.

The Townsend Plan Retirement Fund,
likewise, will be maintained by a tran-
saction tax levied. This tax will be col-
lected and likewise deposited in the U.
S. Treasury in a "Citizens Retirement
Annuity Fund", and used for no other
purpose; and no other tax money will

be used to pay premiums. The Townsend
Plan does not call for the sale of bonds,
nor loans nor the printing of "green-
backs".

To remove all question about the
Townsend Plan "bankrupting the gov-
ernment" it is provided that, if the
amount thus collected by this transac-
tion tax is not sufficient to pay every
qualified applicant \$200.00 per month,
then, in that event, each will receive
his or her pro rata share—the total
amount available, divided by the num-
ber of persons to be paid. This was
provision in the Townsend Plan gives
strength to its supporters, and con-
founds its opponents by removing all
ground for the Townsend Plan
might involve Government credit, or
other funds of the Government.

ROBERT J. DUNK,
300 So. Washington St.
Rochester, N. Y.

WRONG PARCEL? SORRY!



Just Call STONE 905

Mistakes sometimes will happen during
the holiday rush. If you get a parcel that
does not belong to you, please let us know
so that we may deliver it to the proper
party—don't let the owner be disappointed.

CITY DELIVERY

195 SCIO ST.

STONE 905

Miss Agnes Doran, 241 Champlain St.

Sibley, Lindsay & Curr Co. BASEMENT NEWS For Quality At These Prices, We Call These VALUES UNBEATABLE!

A Grand and Glorious Collection
In Lustrous Rayon Satin or Taffeta!

WOMEN'S SLIPS 59c



59c, you'll agree, is a mighty small price for a
good slip. And you'll agree, also, that 59c buys
you, at Sibley's, a slip which measures up in
every respect to what your fondest hopes could
expect! Tailored styles; lace and embroid-
ery-trimmed; all with adjustable shoulder straps.
Sizes 32 to 44 in tearose color.

BASEMENT, AISLE 10

A Scoop In Men's Socks! 9c a pair

Irregulars of 15c to 19c Qualities!
Stock up for winter! Cotton-and-rayon mixtures,
in plaids and striped patterns. All are strongly
woven and reinforced at points of greatest strain.
Even short socks, as well as regulation
lengths! Sizes 10 to 12.

BASEMENT, AISLE 3

Silk Hose for

33c



- 3-thread Sheer Chiffons!
- 4-thread Business Weight!
- 7-thread Service Weight!

Lovely, soft circular-knit hos-
iery that sets a new standard of
everyday value, even for us!
In the new shades for early
winter wear, sizes 8 1/2 to 10 1/2.
You'll never notice the tiny
irregularities!

BASEMENT, AISLE 12

Wool Flannel House Coats

Worth At Least \$4.50
Of Anyone's Money

\$2.99

What a gift idea! What a possession for
yourself! What a new high in value-giv-
ing, when you can get a pure-wool flannel
housecoat for the ridiculously low price
of \$2.99! Well tailored, cut generously
full for comfort yet trimly snug at the
hips and waist. Zipper or wrap-around
style; small, medium and large sizes, in
wine, royal or navy.

BASEMENT, AISLE 12

Charge Purchases Will Be Billed Jan. 1st!

Sibley, Lindsay & Curr Co. STONE 6500 FOOD VALUES!

Whole or Shank Half
Flav-o-rich
HAMS

lb. 23c

Center Slices
FLAV-O-RICH

HAM

lb. 35c

DOLE PINEAPPLE
JUICE

No. 2 Tin 13c

3 for 35c 6 for 65c

KITCHEN
KLENZER

4 tins 17c



Campbell's Tomato Juice,
14 oz. tin.

Campbell's Tomato Soup,
Doz.

6 for 43c

87c

TUNA FISH

Famous Blue Label "Chicken o'
Sea" brand, delicious for snacks
and for salads. 12c or

3 for 33c

FRUIT COOKIES

California fruit type, rich, tasty,
grand to have 'on hand' . . . Doz.

19c

SUGAR

Pure cane granulated, a super
special . . . 10 Lb. Bag

49c

COFFEE

Our Superior brand,
fresh as you like it!

25c lb. bag

2 lbs. 47c

NESTLE'S SEMI-SWEET
CHOCOLATE

for making Toll
House cookies

2 bars 25c

FFV COOKIES

Crowning touch to an
evening or a whole meal!
Assorted Cookies,
Full 3 1/2 Lb. Tin, \$1

17c

FANCY
BLENDHEIM

APRICOTS

lb. 29c

TOWER
EVAPORATED
PRUNES

lb. 17c

29c

GROCERY, MAIN FLOOR . . . Phone Orders As Early As 8 A.M.

SCOUT OFFICERS APPOINTED

The graduations of Cub Scouts Norman George and Seymour Weinstein into Senior Scout Troop 57 and Troop 131 were featured at the Hobo Night of Pack 213 at No. 8 School last week. Twelve new cubs were in-

vested into the rank of the pack by Cubmaster Carl Cadwell, while advancement awards totaled 46. A demonstration of whip snapping and also the eating were put on by a Texas cowboy. Skits, songs and the crowning of the Hobo King were also featured on the program.

Guard Them!!

Inside Play Means
More Work for

Their Eyes

CHILDREN will stay in the house more now, the coming of dull, winter skies and long winter nights. Precautions are needed to protect their eyesight. Now is the time to bring them in for a BAUSCH eye examination.

Convenient Charge Accounts

E. E. Bausch & Son Co.
6 MAIN ST. E. CARL H. BAUSCH
Optometrist 61 EAST AVE.



Savings are in it
You Buy Your Christmas Presents Most
Advantageously at

LIKLY'S Now

Leather Gifts	50c to \$ 25.00
Hand Luggage	\$ 2.95 to \$137.50
Wardrobe Trunks	\$19.95 to \$175.00
Vanity Dresser Sets	\$ 2.95 to \$ 35.00
Costume Jewelry	\$ 1.00 to \$ 15.00
Men's Jewelry	\$ 1.00 to \$ 5.00
Hand Bags	\$ 2.00 to \$ 25.00
Men's Hickok Belts	\$ 1.00 to \$ 5.00
Art Objects and Gift	
Shop Items	50c to \$ 35.00

Mail Orders Filled, Phone Stone 915
Charge Accounts Invited
Free Deliveries in N. Y. State
271 Main E. Est'd 1844

PERSONALS

Mr. and Mrs. James V. McGrath of Franklin St., Sea Breeze, announce the engagement of their daughter, Mary Gertrude, to Mr. Charles D. Stoffel, son of Mr. and Mrs. Douglas Stoffel of Pearl Ave., Point Pleasant, N. Y.

Mrs. Walter V. Whitmore of Barrington St. entertained Miss Caroline Hood of New York City and Miss Katherine Darrin at the buffet supper held Tuesday at the Century Club. Mrs. Whitmore also entertained Miss Darrin at luncheon on Wednesday after her lecture in the morning at the Century Club. Miss Hood was the speaker Monday night at St. Paul's Church on "Behind the Scenes at Rockefeller Center, New York."

Miss Emily W. Hoyt of Arnold Park left Wednesday for Yonkers, N. Y., where she will spend Thanksgiving Day with her cousin, Mrs. William Affleck. She will return to town on Saturday.

Mrs. Walter J. Riley of Bay St. entertained at luncheon and bridge on Monday in her home.

Mrs. Antoinette L. Holahan of Barrington St. will entertain the Wisteria Circle of the Seton Workers of St. Mary's Hospital for luncheon on Friday in her home.

Mrs. D. Stuart Smith of Ardenale Ave. entertained her bridge club for luncheon on Friday in her home.

Miss Meda E. Welcher of Oxford St. will entertain the Beau Desir Reading Club for luncheon on Monday at the Century Club. Mrs. W. S. Parks will review Bellamy Partridge's book, "The Country Lawyer."

Mrs. William E. Cary of Metuchen, N. J., will be the guest for a few days next week of Mrs. Joseph W. McGill of Vick Park A.

Mr. and Mrs. S. Edward Brewster of Sibley Pl. entertained at dinner Thanksgiving Day at the Rochester Country Club.

Mrs. Walter V. Whitmore of Barrington St. left Friday for Boston to celebrate Thanksgiving Day with relatives.

Mrs. S. Wayne P. Goodenough of Mendon Rd., Pittsford, will entertain the Strong Chapter of the Genesee Hospital for luncheon on Monday the 27th in her home.

Mrs. J. M. Henderson of Mason St. entertained the Delta Study Club for luncheon on Tuesday in her home. Mrs. Wallace N. Montague and Mrs. Burt C. Rowley were co-hostesses, while Mrs. Frank M. Page, Mrs. Irving S. Fitch and Mrs. Paul Weaver presented the program.

Mrs. Charles C. McCord of Penfield Rd. entertained the Tenth Branch of the Children's Convalescent Hospital for luncheon on Friday in her home.

IF YOU HAVE A STEADY JOB

YOU'LL BE SURPRISED

HOW EASY IT IS TO OBTAIN

A PERSONAL LOAN

AT THE BANK OF PERSONAL SERVICE

No embarrassing questions. No co-maker or collateral required. Repayments on a convenient monthly basis. If you are unable to call, phone or write for an Application Form

PAY BILLS
By Register
Checks, Only
10c EACH

Member of F.D.I.C.

GENESEE VALLEY TRUST COMPANY

Exchange and Broad

Dr. and Mrs. Leo F. Simpson of Highland Ave. entertained at dinner on Saturday in their home.

Mr. and Mrs. Richard L. Kaib of Beverly St. entertained at dinner on Thanksgiving Day in their home.

Mrs. Charles F. Wicks of Seneca Hotel will entertain her duplicate bridge club for luncheon on Friday in her home.

Arthur J. Morton of Windermere Rd. has returned from a six weeks' trip through the south.

Mr. and Mrs. Louis L. Foulkes of Berkeley St. entertained at a family dinner Thanksgiving Day in their home.

Mrs. Frank H. Goier of Brightford Heights will entertain the King's Daughters Circle for luncheon on Wednesday.

Mrs. Joseph W. McGill of Vick Park A. passed Thanksgiving Day in Syracuse with relatives.

CUB SCOUTS PROMOTED

Five scouts of Troop 82 were appointed to office by Assistant Scoutmaster George Michels at the meeting last week. Star Scout William Statt was named the new leader of the Moose Patrol, while James DeForest was appointed to the post of assistant patrol leader of the

Blazing Arrow. Fred Elsie, Raymond Smyke and Frank Kruppenbacker were named to the posts of troop treasurer, quartermaster and librarian, respectively.

GUILD BRIDGE TEA

The Rochester Guild for Crippled Children will sponsor a bridge tea on Tuesday, December 5th at the Genesee Valley Club to raise money for Hospitalization work for pupils of Number 5 School.

WHY THROW AWAY \$50

just because the weather gets cold?

"Cold-Wall" Frigidaire

Makes Big Monthly Savings Possible All Winter Long!

Don't throw away \$50 just because the weather gets colder! Come in today and see how you can save that much by getting a new "Cold-Wall" Frigidaire now!

Facts from the U. S. Weather Bureau prove that you need a refrigerator just as much in wintertime as in hot weather. You just can't gamble on the few days when the outside temperatures are in the Safety-Zone...32 to 50 degrees! On warm days food spoils...on cold days it freezes...and you're the loser all winter long!

Be sure with Frigidaire. In a survey of over 58,000 Frigidaire owners, women reported they save an average of \$10.70 per month with Frigidaire. That's over \$50 in the next 5 months! Think how far that would go toward paying for a big, new "Cold-Wall" Frigidaire!

See the amazing "Cold-Wall"...the miracle refrigerator that saves foods from drying out...without covers of any kind! Come in. Get the facts on how you, too, can save \$50 in a single winter! Come in today!

FRIGIDAIRE Models as low as \$119.50 Terms!

STORE OPEN FRIDAY NIGHT

Lauer's

50 STATE STREET

EASY TERMS
Liberal Trade-in Allowance

See this X-RAY PROOF!
You don't have to cover foods to save them from drying out! New Cold-Wall Principle circulates cold, through the walls and around the food. No moisture-robbing air circulation. Foods saved from drying out without covers of any kind!

GOLDEN WEDDING WINS AMERICA!

FAMOUS QUALITY
AND LOWER PRICES

Since Our Prices Were Reduced...Sales Have Soared...
in Many Places to 100%, 300%, Even 500%. We Thank Both
Our Old and New Friends for Their Valued Patronage

Was \$1.59 a Pint
NOW \$1.39
ONLY 1 A PINT
Quart Was \$3.09—NOW \$2.69

GOLDEN WEDDING WARRANTY

WE WARRANT: (1) That Golden Wedding, at its new low price, is exactly the same, luxurious whiskey that sold at the higher price. (2) That every drop is all whiskey, at least 4 years old. (3) That our great reserves of aged choice whiskeys are adequate to assure you of uniform high quality for years to come.

A BLEND OF STRAIGHT WHISKIES
50 PROOF—AS YOU PREFER, IN BOURBON OR RYE
The Straight Whiskies in this Product are 4 Years or More Old



Copyright 1939, Jos. S. Finch & Co., Inc., Schenley, Pa.

"HAS HAD NO PEERS FOR 50 YEARS"

Lauer's

50 STATE ST.

Inspect all the new 1940 Zeniths... You will be amazed—delighted by their breath-taking beauty... their sterling performance... their all-around perfection.

ZENITH RADIO

The Newest Radio Sensation
Radiorgan

Thrill to the tone of the new improved Radiorgan tone color blender... found only on Zenith. Experience the satisfaction of blending tones to suit yourself... with the 6 keys of the Zenith Radiorgan. 64 beautiful tonal combinations are at your command... you choose the tone you like best.

TRADE IN YOUR OLD RADIO
Get rid of that old out-moded radio today. Trade it in on a brand new Zenith! Just see what you can get for this amazing low price! A big, powerful 10-tube radio that brings in American, foreign broadcasts, police, amateur, aviation and ships. Big, deep, golden tone 10-inch speaker... beautiful individualized cabinet in choice selected walnut veneer... Has Rotor Wavemagnet... you need no aerial, no ground. Radiorgan tone color blender and a host of other features you wouldn't believe possible in a set selling under \$100.

Only \$79.95
\$8 DELIVERS

FREE DELIVERY

Outer Circle R. F. Circuit. Thrilling new sensitivity or "pick-up"... Guaranteed Foreign Reception. With Zenith Shortwave receivers Europe, South American or the Orient guaranteed every day or your money back.

Television Sound Connections. If and when Television comes to your area, you will be ready for it.

Rotor Wavemagnet. You can actually turn the new Zenith Rotor Wavemagnet aerial—on the inside of the cabinet—to the best aerial direction for any station.

PHONE MAIN 3268

★ LAUER'S STORE OPEN FRIDAY NIGHT ★

LAUER'S 50 STATE

HICKSON'S BRING YOU THIS

Stromberg-Carlson 45th Anniversary OFFER



No. 430-M. — Here's Stromberg-Carlson's Most popular Labyrinth Radio, a sensational value in itself at \$99.95! In addition to the patented Labyrinth and Carpinchoe Leather Speaker, it has Separate Bass and Treble Tone Controls, Electric Flash Tuning, Bifocal Tuning Eye, Automatic Drift Compensator and Phonograph Connection.

It Sells Regularly at
\$99.95



No. 402-H. Here's the smart-looking self-powered Stromberg-Carlson Portable Radio. It's covered with stunning blue and white airplane cloth. (What a Christmas Gift!) It has Beam Power Output, Dynamic Speaker, and Built-in loop antenna with connection for outside aerial. Complete with new long-life batteries.

It Sells Regularly at \$29.95
\$29.95

BOTH FOR PRICE OF ONE

Buy this Stromberg-Carlson Labyrinth Radio at \$99.95 and We Will Give You the Portable Worth \$29.95 In Exchange For Your Old Radio

This Offer Is Good Only During Stromberg-Carlson's 30-Day Birthday Celebration.

You Get Portable In Exchange For Your Old Set With Any of These Labyrinth Radios

No. 340-F Early American Radio, Maple Cabinet.....	\$135
No. 340-W Tudor Corner Cabinet, Mahogany.....	\$125
No. 440-M Duncan Phyfe Radio, Walnut.....	\$149.50
No. 450-M Georgian Radio, Walnut.....	\$175

Other Stromberg-Carlsons from **\$32.50**

There Is Nothing Finer Than A Stromberg-Carlson!

HICKSON'S

MAIN AND FRANKLIN ST. STONE 93

As Low As **\$1** A WEEK DELIVERS

THE WAY TO A MAN'S HEART

BY IRENE MUNTZ

Now that Thanksgiving is out of the way (editor's note: had your turkey yet?) and with a busy season ahead, casserole dishes are easiest to use. Not only are there all kinds of dishes to use but leftovers can be used to very good advantage. If you have chicken or turkey from today's dinner, how about a chicken or turkey pie with Sweet Potato Crust? This may be done in individual dishes or one large dish.

SAVORY CASSEROLE WITH SWEET POTATO CRUST
Temperature: 400 Degrees F
Time: 25 to 30 Minutes
1 c diced cooked meat
1 c diced celery
1 1/2 white sauce
2 T minced onion
Sweet Potato Crust
Mix the meat, celery, onion, parsley and white sauce. Pour into a buttered casserole. Top with the crust and bake in a preheated oven.

SWEET POTATO CRUST
1 c all-purpose flour
1 c cold mashed sweet potato
2 T shortening
1 t salt
2 c milk (about)
Mix and sift the flour, baking powder and salt. Cut in the potatoes and the shortening until mixture looks mealy. Add just enough milk to make a soft dough. Turn out on a slightly floured board and knead lightly for just a minute. Pat to 1/2" thickness and cut with a biscuit cutter. Place on top of casserole dish and bake.

Very often in a casserole dish the vegetables and the potatoes for the meal can be prepared with meat. The following recipe makes a most delicious casserole.

MEAT BALLS MACEDONNE
Temperature: 350 Degrees F
Time: 1 1/2 to 2 Hours
1 1/2 lbs. ground meat (pork, beef, lamb)
1 c onion
1 c diced celery
1 c diced carrot
1 green pepper
2 eggs
1 1/2 c tomatoes
Mix the meat, crumbs, eggs, salt and pepper; shape into balls the size of an egg. Melt the drippings, add the meat balls and brown well on all sides. Place vegetables in deep buttered casserole and season well. Arrange meat balls on top, cover and bake in a preheated oven.



Gladys Fox occupies a prominent spot in the new holiday revue, "Some Pumpkins," which plays at the Embassy Theatre for one week starting tomorrow.

Auditorium Comedy Has Long N. Y. Run

"Kiss the Boys Good Bye," which is to be the Auditorium attraction tomorrow and Saturday nights and at a matinee on Saturday, comes to Rochester with the record of a long run in New York and with a 100 per cent score on the road. This is the Claire Booth comedy that won the caption, "America's Number One Comedy Hit." It is claimed that the opus never has a dull moment and keeps its hearers in a gale of laughter from the rise of the first curtain to the fall of the last.

It is good to know that the company appearing here is the big city organization, coming from Philadelphia and Boston and going from here to Washington.

It will be recalled that Claire Booth, the author, also gave the stage "The Women." "Kiss the Boys Good Bye" is a satirical comedy in which the lives and morals of the North and South, cafe and Hollywood society are contrasted against the background of a week-end in the country home of very wealthy society people.

REPUBLICAN CLUB TO MEET
Members of the Union League Republican Club will gather for their second monthly meeting next Tuesday at 8 p. m. at the Gregory St. clubhouse. Charles Doerr, president, will be in charge of the meeting.

Charles Durando, an apprentice jockey, has brought in more than 100 winners already this year.

10 (Ten) DAYS FREE TRIAL OFFER!



Look At These Features!

1. Combination last fits feet correctly.
2. Braced instep grip.
3. Snug fitting heel.
4. Non-gapping at sides.
5. Non-binding throat.
6. Ample room for cuboid bone.
7. Built-in tempered steel shank.
8. Cushion heel rest.
9. Flexible long-wearing outer sole.

Stephens

210-214 MAIN ST. E.

Wear A Pair Of Regular \$3.95

Modern Priscilla ARCH SHOES \$2.99

FOR 10 DAYS

If They Do Not Satisfy for Any Reason After 10 Days Wear Your \$2.99 Will Be Refunded!



18 Different Styles

Be Sure to Read EDWARDS Special 16 Page Colored Section

In This Issue of The Rochester Sun — Featuring:

CHRISTMAS GIFT VALUES

From Every Section of Rochester's Largest Popular Priced Store

- ★ 16 Thrilling Pages Packed with Timely Money-Saving Values
- ★ 16 Exciting Pages to Make It Easy for You to Select the Gifts You Want for Everyone On Your Christmas List

And Here's More Interesting News for You!

If you do not already enjoy the many conveniences of an Edwards Charge Account—We invite you to make application now for a

90 DAYS CHARGE ACCOUNT

In view of fact that we've closed our books earlier than usual this month — all charge purchases made the balance of November and all of December can be paid on the new 90 Day Credit Plan as follows:

1/3 DUE Jan. 10th	1/3 DUE Feb. 10th	1/3 DUE March 10th
-------------------	-------------------	--------------------

No Down Payment Required—No Interest to Pay

Your application for a 90 Day Charge Account will be accepted by mail or phone if you cannot come in person.

To Save Time and Money, Use EDWARDS 16 Page Gift Section as Your Christmas Shopping Guide

ROCHESTER'S LARGEST POPULAR PRICED STORE

Edwards

2 GREAT BARGAIN DAYS!

FRIDAY
AND
SATURDAY



FRIDAY and SATURDAY ONLY!

300 BRAND NEW

Winter Coats



FUR FABRICS
(Many With Muffs)

SPORT COATS

DRESS COATS

\$7.50
Up To \$15 Values

Warmly Lined and Interlined

SIZES 12 TO 44

NOT MARK-DOWNS of this season's poor sellers, BUT brand new coats at a giveaway price! DON'T MISS THIS BUY!

Buy
Anything In The
Store On A
BUDGET COUPON
CHARGE
ACCOUNT

Friday and Saturday Only!

CHOICE OF ALL THE
NEWEST DRESSES

In Our 3rd Floor BUDGET SECTION

ANY 2 FOR \$3
Sizes 14 to 44

- New Holiday Styles
- New Rayon Crepes
- New Pastel Spun Rayons
- New Festive Trims
- New Rayon Chiffon Tops
- New Colors: Rose, Mignon, Peacock Red, Black

ANY 2 COLORS—SIZES STYLES.

Giveaways
For Yourself
and
Christmas
Giving

Friday and Saturday Only!

Bunny Puff Suede Cloth
Slide Fastener

House Coats \$1.79

Rochester's Lowest Price
\$2.49 VALUE

Warm and soft as bunny fur in jewel-sheen colors. Well made with full three-quarter sleeves and flowing skirt. Colors are Wine, Royal, Aqua, Rose. Sizes 14 to 20. Ideal for gifts.

Main Floor



Friday and Saturday Only!

The Newest College Rage
Misses Corduroy

Swing-Circular

SKATING SKIRTS

\$1.79

Rochester's
Lowest Price
\$2.49 Value

Eight feet around the bottom! Gay, colorful contrasting rayon taffeta linings. Full circular swing style. Colors are Red, Wine, Teal, Royal, White, Black, Green. Sizes 24 to 30.



Main Floor

IN THE CHILDREN'S DEPARTMENT
Sizes 8 to 16
In Bright Red Only.



Exactly Pictured

Another Scoop!

'FUZZYS'

TWO STYLES—

1. The "College Girl"
2. The "Pork Pie"

66c

Regular \$1.25 Values

ALL COLORS—

- Red, Black, Royal, Kelly, Brown, Wine, Gold

22 inch and 23 inch headsizes.



2 MORE PURCHASES

Held Especially For This Ad!

MORE Genuine Mink Dyed Muskrats
MORE Genuine Silvertone Muskrats
MORE Genuine Chekiang Caraculs
MORE Genuine Fox Jackets (26" Length)

(Red Cross-Dyed and Silvered)

All These And Many Other

FUR COATS

TYPES OF FURS—

You've Seen At

\$119-\$100-\$89-\$69

\$39

DOORS OPEN 9 A. M. Sharp

SIZES 12 to 44

RIOT VALUES! Stephens first offering at this \$39 price BROKE ALL RECORDS. And now—new assortments, new groups, new styles. YES — you can really buy these furs in this sale at \$39. Every one is a new 1940 FUR COAT! We've sketched and mentioned just a few. Here are the others: Skunk Dyed Opposums (26" Length) Seal Dyed Coneys, Beaver Dyed Coneys and Mink Dyed Coneys. Including One-of-a-Kind SAMPLES.

PAY WHILE YOU WEAR on a Stephens Budget Coupon Charge Account



Genuine Red Fox Jacket (26")



Right: Genuine Mink Dyed Muskrat

Four of the Many Styles As Pictured!

Black Pony

Chekiang Caracul

50 On Sale Friday! 50 On Sale Saturday!

Children's
COATS and Legging SETS

While Quantities Last! Only one to each customer

\$3.00 \$6.95 Values

Sizes 3 to 6 and 7 to 14. Don't be disappointed — BE EARLY!

On Sale Friday and Saturday

600 Women's

Slide Fastener and Coat Front

COTTON FROCKS

- Prints — Checks Dots
- Sizes 14 To 52
- Fine Count Fabrics

66c

Guaranteed Color Fast!

After — Thanksgiving **SALE** **COATS**

Holiday Value

—that are starting! Dazzling values in figure moulding silhouettes, luxurious fabrics, all lambs wool interlined. Misses, women's and half sizes. Trimmed with Silvered Foxes, Mink dyed fitch, Jap Mink, and many others.

\$27

Reg. \$39.50



Fur-Trimmed
Coats

Dozens of styles to choose from. Really made in a holiday mood. All warmly interlined. — Complete size range. — Trimmed with American Gray Fox, Marmink and muffs, Placed Persians, Stone Martin.

\$20

Reg. \$32.50

KIENER'S
599 HUDSON AVE.



DEEP-CHAR BARREL
AGED FOR 3 YEARS,
Town Tavern
today

"TASTES SIMPLY
WONDERFUL!"

says the
OLD TOWN TAVERN
KEEPER



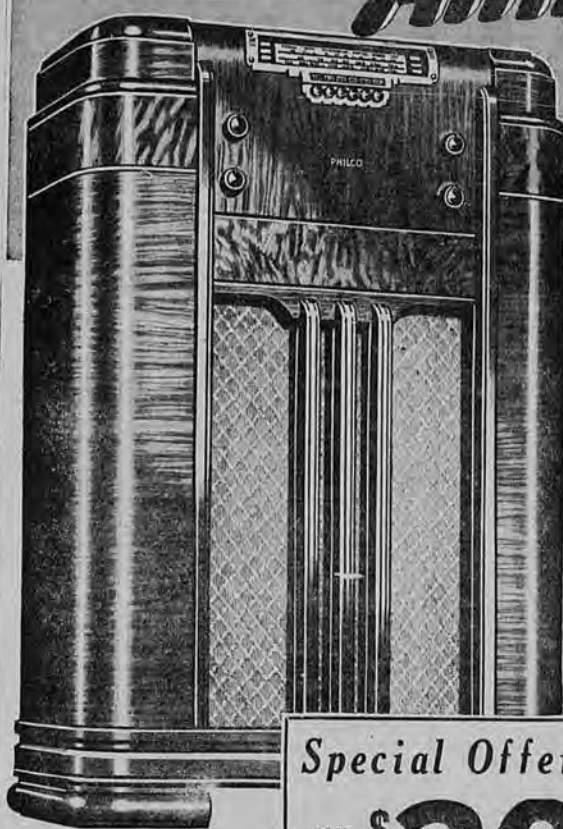
The "inside story" is inside the barrel! Aged in the traditional way, in barrels of selected new wood, deep-charred to exact scientific specifications—Town Tavern today, at 3 years old, is finer than ever, in every way. Just try it and you'll agree it "tastes simply wonderful!"

This whiskey is 3 years old

ASK FOR
TOWN TAVERN
BY NAME AT
PACKAGE STORES
AND YOUR
FAVORITE
BAR

Copyright 1939, National Distillers Products Corp., New York, N. Y. 90 PROOF

PHILCO Anniversary Specials



\$59.95
PHILCO
165K

Special Offer! Limited Time Only!

up to **\$30** **TRADE-IN**
ALLOWANCE
on this thrilling, 1940 PHILCO 215RX

★ ★ ★
**OPEN
THIS
EVENING
UNTIL
9 P. M.**
★ ★ ★

Now Being Offered During
weis & fisher's
CELEBRATION SALE!

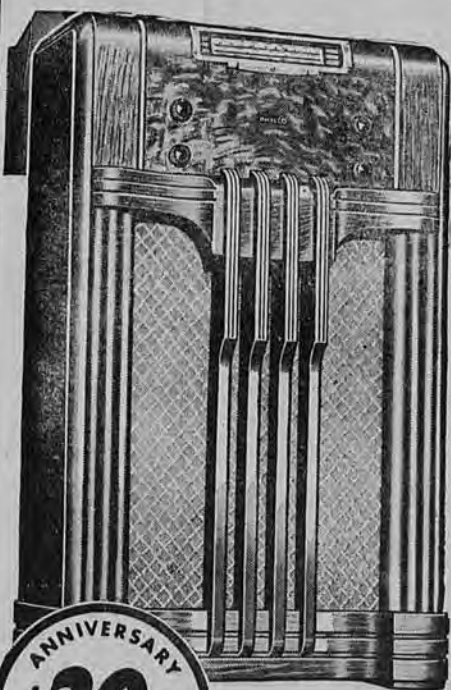
Philco celebrates 10 straight years of leadership with the handsomest, biggest-value, finest-performing radios ever built! No aerial or ground wires needed, no installation... just plug in and play! Get your 1940 Philco Anniversary Special during Weis & Fisher's sensational Celebration Sale—featuring special offers, special easy terms and liberal trade-in allowances.

Just arrived! Has the Built-in Super Aerial System that eliminates messy aerial and ground wires. Fast-Loop Aerial and triple-power Television Tube give clear, powerful reception of both American and Foreign programs, even in noisy locations. Electric Push-Button Tuning. Stately Walnut cabinet. See it!

What a chance to save money! Weis & Fisher's are offering as much as \$30 trade-in allowance on this beautiful 1940 Philco, An Anniversary Special that surpasses any radio at its price in exquisite cabinet beauty... gloriously natural tone... unmatched performance! No outside aerial needed—yet you get even foreign shortwave broadcasts with tremendous power and clarity of tone! Built to receive Television Sound... the Wireless Way! Yes—this brilliant Philco 215RX brings you all this...

... PLUS Wireless Remote Control

A thrilling extra feature no other radio can give! Enables you to tune from any room in your home without wires or connect. A luxurious addition to complete radio enjoyment. Be sure to see and hear this 1940 radio sensation at Weis & Fisher's!



ANNIVERSARY
\$39.95
SPECIAL

PHILCO 158F Lowest-priced console to offer costly R.F. Stage! Six working Loktal Tubes. Undreamed-of power and beauty of tone. For use with Philco Utility or attached wire aerial. Exquisite Walnut cabinet.



Here's a Real Buy!

TH-5W Electric Push-Button Tuning. Built-in Aerial—no ground required. AC-DC Superheterodyne. 5 working Loktal Tubes, High-Output Speaker. Rich brown bakelite cabinet.

REGULAR PRICE—\$19.95

Now **\$13.95**

PT-25 Powerful AC-DC Superheterodyne, with 5 Loktal Tubes. Full, rich tone... amazing power. High-Output Speaker. Smart brown bakelite cabinet.

\$9.95



Has Built-in Loop Aerial!

PT-41 New, low-priced model in a large-size cabinet of sliced Walnut, with beautiful satin finish. AC-DC Superheterodyne circuit. 5 working Loktal Tubes. High-Output Speaker. Full, rich tone and amazing power.

\$15.95

AMAZING PHILCO Transitone VALUES!

Finer tone, unbelievable power and new beauty are yours in any one of these super-performing models. Every PHILCO Transitone has the amazing new Loktal Tubes, bringing you full performance in half the size... with

greatly reduced heat. New, high-output speakers give rich, deep tone and surprising volume. Come in... see, hear and tune them... look over the beautiful new cabinets. Many smart models to choose from.

weis & fisher's
"rochester's showplace of furniture fashion"

80 CLINTON AVENUE SOUTH

ion"

TELEPHONE MAIN 510

Enjoy Your Holidays— A Paris Permanent

Will Help, with Lustrous,
Natural-looking Curls
PARIS Steam Croquinoile \$4.00
PARIS Oil Croquinoile from \$5.00

SPECIAL—SHAMPOO
FINGER WAVE &
MANICURE All For \$1.00
Houses then Thursday

PARIS BEAUTY SALON STONE
249 E. MAIN ST. 5309



Camera Works League

Daggs had 583 to lead Camera Works bowlers at Franklin Hall last Friday night. Houser had high single game of 241.

Houser's 570 helped the Ju-Aiors to two wins over Vollandas. Wood had 573 to inspire the Duos to win two from Kodaflectors. Seniors won two from Tri-pds, despite Fox's 572 for the losers, and Retinas won two from Becamars.

Sports Parade

BY FRED TURBYVILLE

Big, big the poor showing of the University of Rochester's 1939 football squad on Coach "Bill" Cox is about as sensible as cussing the steering wheel of a car when the motor goes dead—or better still—when there is no motor under the hood. Knute Rockne himself couldn't have done much better with the material as hand over at the river campus.

A few years back Tom Davies was given the gate because he couldn't boost the Rochesterers up into the big time. Then university authorities went over to Ohio State and brought Dick Larkin here. But Larkin, after a good look around, got out of Rochester as fast as he could. To the best of this correspondent's knowledge, Cox didn't promise any miracles when he was hired. And a miracle indeed, would be necessary to build a football machine up at the local brain factory. So if University authorities are serious in wanting a better gridiron squad they'll have to go deeper than the coach. In fact, most of the athletic administration might have to resign, starting with "Doc" Fauver, who is now out on a leave of absence from which he will probably never return. At any rate—don't blame it on Cox.

Joe Louis Won't Retire for a Long Time

More talk about Joe Louis retiring. No doubt Joe would like to retire. He has more money than he had ever seen in his wildest dreams. He has whipped the field. There is only one reason to continue—that is because Mike Jacobs, the promoter, and Louis' two handlers wish him to continue—so their incomes will continue. And because Jacobs and Louis handlers are smart fellows with smooth tongues, you can bet Joe the Champ will be "Joe the Champ" in their hands.

Even with this immediate talk of retirement you will please not that it takes care of quite a bit of the future—after Joe has fought Godoy in February, Galento in June; and after that Pat Comiskey and Billy Conn, the youngsters; and such oldsters as Max Schmeling, Tommy Farr and Bob Pastor.

And after that, which might take a year and a half; Joe doubtless could be coaxed into staying in shape until he had made another round.

George W. Stratton, California racehorse man, has bought from Alfred Vanderbilt four horses, Hysterical, Atavistic, Wise Father and Swinging Door.

New York's Madison Square Garden this season will have fifteen basketball double headers, stretching from Dec. 16 to March 5.

Promoter Mike Jacobs estimates a Feb. 2 meeting between Ceterino Garcia and Al Hostak, for the middleweight title, will draw \$100,000.

Pat Comiskey, New Jersey's promising heavyweight, is nineteen years old, and ready to travel over longer distances.

Buonomo Ladies League

Rose Wilbert showed consistent form in batting out 591 in the Friday Buonomo Ladies League. Rose had games of 205, 199, and 186 to pace the Pure Quills to three wins over Towne Tavern and a good team total of 24776. Dot Hartleben had 566. Lillian Rivers 553, Anna DeVonis 546, Florence Meehan 543, Bauman 543, Dot Martin, 539, Anna Ruf 532, Vandewart 532, Knope 525, Duncan 523, Mehme, 522 and O'Hara 522.

Point Pleasant Hotel won all three from Reed's Beauty Shop. Roast Beef won two from Rivers Furniture and Eisenbergs won two from Buonomo Five. Eagles, ton Grill won two from Reed's Matrix, Kelletts won two from Chateau, Peacock Fruit won all three from Percy's Florists, O & M Forwarding won two from Public Market, Houck Bros. won three from Royal Crown Cola and Gotham Trans. won all three from Lowell Restaurant.

Telephone League

Fred McCaffrey had 529 and Plant Accounting two games from Culver. Construction won two from Maintenance, Auditors two from Engineering No. 2. Genesee two from Engineering No. 1. Cable Repair two from Spicers and Supply two from Glenwood.

*** DON'T BE SATISFIED WITH ANYTHING BUT THE BEST**

WILLIAM PENN
ANTHRACITE

\$10.45
TON

FIRE-KING

70 EXCHANGE ST.

AT "THE RELIABLE"

The Finest Workmanship at Lowest Prices

REUPHOLSTERING



YOUR SUITE
COMPLETELY
REBUILT—
LIKE
NEW!

2-Piece Suite
\$52.50

3-Piece Suite
\$69

YOUR CHOICE OF SEVERAL LONG-WEARING—ATTRACTIVE COVERINGS AT THIS LOW PRICE—ACT NOW!

A phone call will bring our interior decorator with samples of all types of upholstery materials and to give you an estimate on the re-upholstering of your furniture. The service is offered to you without obligation.

PHONE MAIN 4193 From 9:00 A. M. to 5:30 P. M. or
CULVER 3235-R EVENINGS AND SUNDAY

THE RELIABLE FURNITURE CO.
80-84 STATE ST. ROCHESTER, N. Y.

Here's a familiar sight!

So many folks switched over to the personal recipe of us Wilkens when this ad came out that we thought we had ought to show it again for the benefit of those that didn't get in on this whiskey us distillers enjoy amongst ourselves. Just look for a bottle with our three faces on it.



We distillers invite you

to taste our own family's whiskey

Here we are—The Wilken Family. You can tell me because I'm pouring. Harry Jr. is next to me sitting by his brother, William. You'll always find them on the job in the distillery or warehouse—and my son-in-law, Tom, too. What tickles me is now that we've put this Wilken Family Whiskey in regular bottles for sale, everybody seems to go for its mildness and flavor!



THE WILKEN FAMILY

Blended Whiskey—84 Proof—75% Grain Neutral Spirits THE WILKEN FAMILY, INC., ALADDIN, CHEFNEY P. O., PA.
UNBLENDED BY THE WILKEN FAMILY

WOLIN'S

NEW LOCATION
83 EAST MAIN

High Grade
New Fall
TULY WARNER
HATS \$1.99
and \$2.45

SHIRTS \$1.19
This Week Only, Reg. \$2.00

SLIPPERS Solid Leather All Colors \$1.65

All-Wool Coat and Slip-on
Sweaters \$1.95

All Wool
JACKETS \$3.95

WOOL TROUSERS — \$1.95
TROUSERS \$2.95
Young Men's Pleated and Plain
STURDY WORK PANTS, \$1.45

Remember the New Address
83 EAST MAIN
Mary J. McAlle, 234 Hamilton St.

BEEBE SAYS—

Shop Early

We urge you to shop early this year for linens—more so than ever before—because the war situation is causing a scarcity of fine linens and prices will undoubtedly go much higher—so shop early!

Italian Cutwork Type CLOTHS

WITH 8 NAPKINS
\$8.50
Special

OTHERS UP TO \$4500.00

Biggest selection of banquet cloths and luncheon sets in all Western New York. Fortunately these were purchased by Mr. Beebe—before the war.

Special Pair Hand Made Pillow Cases **59c**
FRI. & SAT.

BEEBE

LINEN SHOPPE
267 EAST MAIN—OPP. SIBLEY'S

GROCERY SAVERS!

- GRANULATED SUGAR
10 lb. sack **49c**
- 3% CAN PHILLIPS SPINACH
10c
- PET. CARNATION, or BORDEN'S
EVAP. MILK
4 tall cans **27c**
- CORTEZ FLAKED TUNA FISH
10c ea.
- OUR OWN FAVORITE COFFEE
2 lbs. **25c**
- DELICIOUS ROYAL DESSERTS
6 for **25c**
- Camp. Mushroom or Chicken SOUPS
3 for **25c**
- No. 2 CAN PHILLIPS TOMATOES
4 cans **25c**

Tender, Shoulder Roast

BEEF

18c lb.

Eat the finest, and SAVE!
Try one of these prime quality, juicy, grain-fed, beef roasts—they're all tender and delicious.

TENDER, FRESH RIB-END

Pork Loin Roasts lb. **14c**

MILK-FLAVORED, BONELESS

LAMB ROASTS lb. **21c**

GOOD SIZE, CALIF. NAVEL

ORANGES 2 doz. **29c**

MEDIUM COOKING

ONIONS 10 lb. sack **11c**

MUENSTER, WHITE COLBY, LONGHORN

BRICK CHEESE pound **19c**

ONE-POUND PRINT

PURE LARD **8c**

SQUARE CINNAMON OR

Streusel Kuchens **12½c**

DANISH CUSTARD OR FRUITED

COFFEE RINGS ea. **19c**



LAND O'LAKES SWEET CREAM BUTTER

The top score, top selling butter in the country because it's made from sweet cream.

Tub Butter **33c**
Roll Butter 34c

Wegmans

HOME OWNED FOOD MARKETS

FREE PARKING FOR CUSTOMERS



Golden Curly!
18 inches High!
She Sleeps!
She Talks!

FREE JUDY DOLL or SCOTTY DOG

WITH ANY \$9.95 ARTICLE SHOWN

at

GAMLER'S



16" x 22" REAL FUR!
HE BARKS!



E. MAIN ST. N. WATER ST.

Choice...

LADY'S BIRTHSTONE RING

MAN'S CAMEO RING

NEW!... \$9.95

This handsome cameo has a beautifully carved double head, massive mounting. Unusual value!

50c DOWN 50c A WEEK

FREE!

SCOTTY DOG or JUDY DOLL

NEVER IN OUR 23 YEARS IN THE JEWELRY BUSINESS HAVE WE BEEN ABLE TO OFFER VALUES LIKE THESE JUST BEFORE THE CHRISTMAS SEASON!

LOW AS **25c DOWN** ALL NEXT YEAR TO PAY!

Combination BRIDAL SET

With Fiery **DIAMOND**

Elaborately designed, perfectly matched in 14K yellow gold mounting.

\$9.95

50c DOWN 50c WEEK

FREE!

SCOTTY DOG or JUDY DOLL

LADIES' OR GENTS' HALL MARK, 7-JEWEL

WRIST \$9.95 WATCH

Have a real offer... 2 Christmas gifts in one! With purchase of either ladies' or gent's yellow gold, stainless back 7-jewel watch at the low price of \$9.95 you have your choice of a sleeping, talking, golden-haired Judy Doll, or the 18x20 inch Scotty Dog that barks!

50c DOWN 50c WEEK

FREE SCOTTY DOG OR JUDY DOLL

YOU'LL FIND AT GAMLERS:

Nationally Advertiser Merchandise
Jewelry And Gift Store
Making Us Rochester's Complete
LOW AS 25c DOWN—25c A WEEK

WATCHES

- Hamilton
- Elgin
- Hallmark
- Westfield
- Rulova

CAMERAS

- Falcon
- Univex
- Eastman

ELECTRIC RAZORS

- Schick
- Remington
- Sunbeam

DIAMONDS

- Blue White

SILVERWARE

- Wm. Rogers
- Community Plate

CLOCKS

- Big Ben Alarms

BELT BUCKLES

- Hickock

PEN & PENCIL SETS

- Schaeffers

LIGHTERS

- Parker
- Rosson
- Evans

52-PIECE—SERVES 8

DINNER SET \$9.95

EVERBRITE PATTERN 22K GOLD INLAY. MADE IN U. S.

2 brand new and beautiful floral patterns to choose from—a handsome addition to any table! There are other 52-piece sets at lower prices—BUT, never before has THIS quality been sold anywhere at this low price. You must see it to appreciate its real beauty—see it and you'll agree it can be used on the finest occasions!

FREE!

SCOTTY DOG OR JUDY DOLL!

8 Dinner Plates	8 Dessert Plates
8 Soup Plates	1 Creamer
8 Salad Plates	1 Large Platter
8 Cups	1 Vegetable Dish
8 Saucers	1 Sugar Bowl with Cover

10-PIECE IVORY

Dresser Set \$9.95

50c DOWN 50c WEEK

10 matching pieces in a set that is as new, as modern as you're ever seen, at this special low price.

FREE SCOTTY DOG OR JUDY DOLL

6 DIAMOND BRIDAL PAIR

\$14.75

50c DOWN 50c WEEK

3 brilliant diamonds in each ring, set in magnificently carved 14K gold setting. A beautiful bridal pair, at a wonderfully low price!

FREE With This Bridal Pair Special JUDY DOLL or SCOTTY DOG

26 Pc. WM. ROGERS SILVERWARE

A beautiful new pattern that you would expect to pay twice as much for. Specially priced at \$9.95

50c DOWN 50c WEEK

FREE SCOTTY DOG or JUDY DOLL

SPECIAL

Genuine, American-Made

CUCKOO CLOCK \$9.95

50c DOWN 50c WEEK

Artistically executed Popular Bird Design in Synthetic Carved Wood — A real Cuckoo Clock that cuckoos on the 15 hour and hour—bird emerges from behind door and chirps merrily—Every part of clock is of American make and fully guaranteed, 1-day movement, operating on chain and weights — No key necessary to wind clock. 11 1/2" Dial with white Roman Numerals. Case measures 8"x11". Chain Length 7".

FREE SCOTTY DOG OR JUDY DOLL

Sensational MANTLE CLOCK Value

\$9.95

BUY NOW FOR CHRISTMAS

INGRAHAM 8-DAY

or PLYMOUTH

Made by Seth Thomas

FREE

SCOTTY DOG or JUDY DOLL

PAY IN 1940!

REGISTERED WITH U. S. GOVERNMENT

U S

SOCIAL SECURITY NO. 123-456-7890

NAME JOHN RICHARD DOE

10c

SOCIAL SECURITY PLATES

Get one of these permanent bronze plates—we'll stamp your name and Social Security Number on it. Complete in leatherette case.

EMERSON

Small! Powerful!

\$9.95

50c DOWN 50c WEEK

Shown is just one of the many models of Emerson radio that we carry. The best little set on the market for home and selectivity. Easy to read, accurate dial.

NEW STEAM ELECTRIC IRONS

Supplied aluminum shell. Plastic handle. The most up-to-date Home Labor-saver. It glides on a cushion of steam. Weight 3 1/2 lbs. 600 watts.

\$9.95

25c DOWN 25c WEEK

BETTER HAVE YOUR EYES EXAMINED!

Maybe YOU NEED GLASSES

GLASSES on CREDIT

You'll never be sure until you have a thorough reliable examination! Consult Dr. Ralph E. Sweeting, registered optometrist in charge of our modern optical department. Baugh & Lomb and Shur-On Lenses, Frames.

6 MONTHS TO PAY IS THE GAMLER WAY!

Special MONK-O 11c

More Fun Than a Barrel of Monkeys!
For Kiddies 6 to 60

By placing your fingers inside MONKO you can make him perform all kinds of cute tricks. Get one—be the life of the party! Only a limited number at this special low price. Hurry, hurry, hurry down to GAMLER'S.

SPECIAL WATCH CRYSTALS

Any shape, unbreakable. Replaced while you wait.

15c

GAMLER'S

104 E. MAIN ST. cor. N. WATER

Credit Jewelers And Opticians

OPEN SATURDAY EVENINGS UNTIL 9

SPECIAL WATCH STRAPS

Genuine leather, any style, all colors. Reg. \$1.00.

19c

Neisner's
5c to \$1.00 Stores
Protective RAIN SHOES
Galoshes
WOMEN'S-GIRL'S
Protects Your Health and Shoes!
69c
Unusual Value!
• NON-SLIP • FRESH • WARM • NEAT FITTING STYLES • BLACK OR BROWN
HIGH OR LOW HEELS

JUST LIKE THE CHAMP'S USE!
SKATES AND SHOES
2.98
SALE PRICE
RIVETED! SO THEY CAN'T COME OFF.
WOMEN'S ALL WHITE SKATE SHOES \$3.49

JUST LIKE "BIG SISTERS"
Snow Boots
for CHILDREN
WARM BLANKET CUFFS
\$1.00
SALE PRICE
SIZES TO 3

HERE'S TRIPLE VALUE FOR YOU!
The outstanding 3-year-old Kentucky Straight Bourbon Whiskey selling for around a dollar a pint
THE TOP WHISKEY BUY FOR THE MONEY!
① An old-timer—not a newcomer—enriched by an extra year of aging.
② A quality whiskey since 1880—and made the quality way.
③ Fifty per cent older and 100% finer—as your own taste will tell you.
Crab Orchard
BRAND
KENTUCKY STRAIGHT BOURBON WHISKEY
On sale at your favorite bar or package store
© 1939, NATIONAL DISTILLERS PRODUCTS CORPORATION, NEW YORK

St. Andrews League
The Browns took three games from the last place Yankees in last week's matches in the St. Andrews League and increased their hold on first place by a three-game margin. Other matches gave the Bees three wins over the Cubs, the Giants took two games from the Cardinals and the Indians won two from the Pirates.
DiNolfo had high individual three-game total of 985, a new high for the season and Gould came through with high single, a good 221.

TIRES
Diamond
AS LOW AS
43c
A WEEK
New Accounts
OPENED IN 5 MINUTES
UNIT PARTS Corp.
1185-1223 MAIN ST. E.
CULVER 250

ETKINS
For Brilliant Odorless Quality
DRY CLEANING
Fine Tailoring
Plant and Store
104 Monroe Ave. STONE 90
eor. Broadway
SPECIAL
Fingerwave 35c Shampoo 25c
Manicure 25c
For Appointment Call Olm. 306
Permanents \$2-3.50-\$5
LE REAN BEAUTY SHOPPE
166 SENTER ST.

BROKEN LENSES
Repaired Reasonably.
Prescription Not Required.
C. A. Kohler
Prescription Optical
604 Temple Bldg.
6th Floor
Stone 818
See Your Eye Physician Today
Evenings 8 to 9-82 LUX ST.
GETTING UP NIGHTS CAUSED BY...
Getting up nights may be caused by sluggish kidneys. Kidneys often need help same as bowels. If excess acids and other wastes are not regularly eliminated, it may lead to burning, scanty or frequent flow, backache, leg or rheumatic pains, headache or dizziness. Keep kidneys active. Get a box of BURETS from any drugstore. Your 25c back if not pleased in 4 days. Locally at J. K. POST DRUG CO.

Interclub League
Russell was head-man in the Interclub League at Buonomo's Tuesday night with 619 and high single of 240. Bill Korner had 606 and Mose Egert 601.
St. John won all three from Redeemer, Concordia did likewise with Church of Peace, St. John No. 2 won two from Zion and St. Matthew won two from Zion No. 2.

Genesee League
Doyle led the Genesee League Monday night with a good 647. Wagner had high single game of 245, Eddie Doma had 645, Wagner 621, and White 606.
Hetzler Ice won all three from Alling & Miles, Simonds Press won two from Cool Chevrolet, Carr Drugs won two from Genesee's and Barney's Restaurant swept their series with Davis-Howland, taking all three.

Lutheran League
Wahl led the Lutheran League at Buonomo's Tuesday night with 619 and high single of 240. Bill Korner had 606 and Mose Egert 601.
St. John won all three from Redeemer, Concordia did likewise with Church of Peace, St. John No. 2 won two from Zion and St. Matthew won two from Zion No. 2.

Arpeako League
Ed Racine with 589 and 224 stole the honors in the Arpeako League Friday night at Elm Hall. Pete Sedlecker was runner-up with 577 and 232.
Steamers won three from Butler, Bacon won three from Tenderized Hams, DeLuxe Beef took two from Picnics and Nuggets won two from NuFranks.

AUTO REPAIRING
LOWER OVERHEAD—LOWER RATES
You're assured of a good job at a fair rate when you have your auto repaired by mechanics who are paid weekly. We also carry compensation and property and liability while we road test your car.
WHEELER MOTOR CO.
HARLOW B. WHEELER, Pres.
125 EAST COMMERCIAL ST. EAST ROCHESTER, N. Y.
Phones: Monroe 8894-J E. Rochester 2.
CREDIT ACCOMMODATION TO SUIT YOUR NEEDS

WEARY HOURS
SAVE BY SHOPPING
AND SAVING
Whelan
DRUG STORES
THIS WEEK END
HEADQUARTERS FOR
VITAMIN PRODUCTS
A-B-D-G CAPSULES
Box 25's only . . . 45c
Box 100's only \$1.19
HALIBUT LIVER OIL CAPSULES
Box 50's only . . . 47c
Box 100's only . . . 89c
HALIBUT LIVER OIL with Viosterol
Box 25's only . . . 45c
Box 100's only \$1.19
COD LIVER OIL, 100's CONCENTRATE TABLETS
49c

1 CENT SALE
COLGATE SHAVING CREAM
Brushless or Lather
25c Size
2 tubes 26c
Free!
ORCHID
Eau de Cologne
(50c Value)
Giant 40c Size
COLGATE TOOTH PASTE
90c Value **33c**

NEW HALO SHAMPOO
For Oily, Normal or Dry Hair
NOT OIL, NOT SOAP!
ONE WASHING GIVES HAIR SPARKLING NEW LUSTRE!
Halo Shampoo is not soap, not oil. Contains no harmful, drying chemicals. A single washing with Halo's amazing lather removes dulling soap film, to reveal glistening new highlights in any color hair.
50c Size and 10c Trial Size **BOTH FOR 49c**

Elm Ladies League
Tillie Burbott again led the Elm Ladies League last Wednesday with 519, Lillian Shaw had 507 and high single of 201. Florence Seidel had 263.
Henslers won two from Turnverein, Pittsford Inn took three from Pele's Grill, Ryan Carting won all three from Brass Rail and Perry Florists took two from Cobbs Hill Grill.

Todd League
Todd bowlers at Franklin Hall Friday were paced by Norm Shaw with 623. Al Hunt had high single effort, 237.
Machine won two from Little Gentry won two from Printers, Blinney won two from Receiving and Borey went to town for the Office team with 593 to help them to two wins over Engineers.

Wheeler Motor Co.
HARLOW B. WHEELER, Pres.
125 EAST COMMERCIAL ST. EAST ROCHESTER, N. Y.
Phones: Monroe 8894-J E. Rochester 2.
CREDIT ACCOMMODATION TO SUIT YOUR NEEDS

KLEENEX
DISPOSABLE TISSUES
For Colds . . . Cosmetics . . . For Baby . . . Sanitary . . . Efficient . . . Use one and destroy.
BOX OF 150 . . . 10c
BOX OF 200 13c • 2 for 25c
BOX OF 500 **28c**
2 BOXES OF 500 . . . 55c

Try the AMAZING NEW DENTAL LIQUID CUE
Brushes teeth to dazzling brilliance
Leaves mouth gloriously refreshed
MEDIUM SIZE 10c
LARGE SIZE 23c
GIANT SIZE 39c

NEW ELECTRIC CORN POPPER
Makes delicious, fluffy white pop corn. 3-quart seamless popping bowl. Rust proof. Has Underwriters' Approval.
89c
POP CORN 10c

BEST COAL VALUE IN CITY
BLACK MAGIC
QUALITY
COAL
Egg \$10.45 TON
Stove \$8.75 TON
Nut \$7.75 TON
PEA COAL \$8.75 TON
BUCKWHEAT \$7.75 TON
SEMI SOFT COKE \$10.05 TON
GEN. 586
PAYNE & DUNHAM
34 BRONSON AVE.

Whelan DRUG STORES
140 CLINTON AVE., SOUTH
"SHOP AT THE FRIENDLY STORE"
CORNER COURT MAIN 9020
WHISK BROOMS Reg. 25c . . . 11c
OLD FASHION BEAN POTS, 2 Qt. Size 25c
ASPIRIN TABLETS, 5 Gr. U.S.P. 100's . . . 8c
LYON'S TOOTH POWDER, Reg. 25c . . . 12c
BABY BOTTLES, Reg. 5c, 4 or 8 Oz. . . 2c
DR. HINKLE CASCARA TABS, 100's . . . 6c
PEROXIDE U. S. P., Full Pint . . . 7c
Hot Water Bottle, Reg. 50c, Guaranteed 28c
Fountain Syringe, Reg. 50c, Guaranteed 28c
LIGHTHOUSE CLEANSER . . . 2 for 5c
KREML HAIR TONIC, Reg. \$1.00 . . . 54c
Walkins Mulsified Coconut Oil Shampoo 24c
PHILLIP'S MILK OF MAG., Reg. 50c . . . 24c
SMITH BROS. COUGH DROPS, Reg. 5c 2 for 5c

Johnson & Johnson
TEK TOOTH BRUSHES
39c
Scientifically designed. Made of high grade sterilized bristles.
TEK JUNIORS
Small size Tek for the kiddies. **23c**

Johnson & Johnson
BABY POWDER
Regular
25c SIZE
Our Price **19c**
Johnson & Johnson
BAND-AIDS
Assorted Sizes
Have a supply handy.
36 for 19c

TAMPAX
THIS SANITARY PROTECTION WORKS INTERNALLY
A physician perfected Tampax and it is accepted for advertising by the Journal of the American Medical Association . . . No pins, pads or belts. No odor . . . Gives remarkable freedom and comfort. Permits active sports and social activities.
20c and 33c a box
ECONOMY SIZE 98c

Whelan DRUG STORES
140 CLINTON AVE., SOUTH
"SHOP AT THE FRIENDLY STORE"
CORNER COURT MAIN 9020
WHISK BROOMS Reg. 25c . . . 11c
OLD FASHION BEAN POTS, 2 Qt. Size 25c
ASPIRIN TABLETS, 5 Gr. U.S.P. 100's . . . 8c
LYON'S TOOTH POWDER, Reg. 25c . . . 12c
BABY BOTTLES, Reg. 5c, 4 or 8 Oz. . . 2c
DR. HINKLE CASCARA TABS, 100's . . . 6c
PEROXIDE U. S. P., Full Pint . . . 7c
Hot Water Bottle, Reg. 50c, Guaranteed 28c
Fountain Syringe, Reg. 50c, Guaranteed 28c
LIGHTHOUSE CLEANSER . . . 2 for 5c
KREML HAIR TONIC, Reg. \$1.00 . . . 54c
Walkins Mulsified Coconut Oil Shampoo 24c
PHILLIP'S MILK OF MAG., Reg. 50c . . . 24c
SMITH BROS. COUGH DROPS, Reg. 5c 2 for 5c

Johnson & Johnson
TEK TOOTH BRUSHES
39c
Scientifically designed. Made of high grade sterilized bristles.
TEK JUNIORS
Small size Tek for the kiddies. **23c**

Johnson & Johnson
BABY POWDER
Regular
25c SIZE
Our Price **19c**
Johnson & Johnson
BAND-AIDS
Assorted Sizes
Have a supply handy.
36 for 19c

Johnson & Johnson
BABY POWDER
Regular
25c SIZE
Our Price **19c**
Johnson & Johnson
BAND-AIDS
Assorted Sizes
Have a supply handy.
36 for 19c

TAMPAX
THIS SANITARY PROTECTION WORKS INTERNALLY
A physician perfected Tampax and it is accepted for advertising by the Journal of the American Medical Association . . . No pins, pads or belts. No odor . . . Gives remarkable freedom and comfort. Permits active sports and social activities.
20c and 33c a box
ECONOMY SIZE 98c

PAGE FOURTEEN

TRUTHFUL ADVERTISING

THE ROCHESTER SUN

TRUTHFUL NEWS

Say You Saw It In The "SUN"

IT WON'T BE A COMPLETE THANKSGIVING
Without A Stop At
BROWNIE'S TODAY
FOR 10-COURSE
DINNER
TURKEY
LOBSTER
or STEAK
\$1
Same Dinner Served Every
Sunday, 2 to 8:30
BROWNIE'S
MARBLE BAR
63 STATE ST.

WANT ADS
"UNCLE SAM" JOHN. Many 1940 appointments expected. Start \$105 to \$175 monthly. Prepare and for next examinations. Thousands of appointments each year. Common education is usually sufficient. Full particulars, ask position and sample coupon. Write: W. L. Franklin Institute, Dept. W. 13, Rochester, N. Y.
MOVING IN CITY. 3 room, 4 room, 5 room. Large paved yards. Let us estimate your home. Phone 400. Phone 400. Phone 400.
THE ONE AND ONLY "Original" CHICKEN ON THE ROUGH
Served Only At
Punk Rowe's
1160 Jay St.
Served At All Hours
Gen. 2301

WANT ADS
SOLID maple from occasional chairs. All kinds of fabric. \$2.50. \$3.50. \$4.50. \$5.50. \$6.50. \$7.50. \$8.50. \$9.50. \$10.50. \$11.50. \$12.50. \$13.50. \$14.50. \$15.50. \$16.50. \$17.50. \$18.50. \$19.50. \$20.50. \$21.50. \$22.50. \$23.50. \$24.50. \$25.50. \$26.50. \$27.50. \$28.50. \$29.50. \$30.50. \$31.50. \$32.50. \$33.50. \$34.50. \$35.50. \$36.50. \$37.50. \$38.50. \$39.50. \$40.50. \$41.50. \$42.50. \$43.50. \$44.50. \$45.50. \$46.50. \$47.50. \$48.50. \$49.50. \$50.50. \$51.50. \$52.50. \$53.50. \$54.50. \$55.50. \$56.50. \$57.50. \$58.50. \$59.50. \$60.50. \$61.50. \$62.50. \$63.50. \$64.50. \$65.50. \$66.50. \$67.50. \$68.50. \$69.50. \$70.50. \$71.50. \$72.50. \$73.50. \$74.50. \$75.50. \$76.50. \$77.50. \$78.50. \$79.50. \$80.50. \$81.50. \$82.50. \$83.50. \$84.50. \$85.50. \$86.50. \$87.50. \$88.50. \$89.50. \$90.50. \$91.50. \$92.50. \$93.50. \$94.50. \$95.50. \$96.50. \$97.50. \$98.50. \$99.50. \$100.50. \$101.50. \$102.50. \$103.50. \$104.50. \$105.50. \$106.50. \$107.50. \$108.50. \$109.50. \$110.50. \$111.50. \$112.50. \$113.50. \$114.50. \$115.50. \$116.50. \$117.50. \$118.50. \$119.50. \$120.50. \$121.50. \$122.50. \$123.50. \$124.50. \$125.50. \$126.50. \$127.50. \$128.50. \$129.50. \$130.50. \$131.50. \$132.50. \$133.50. \$134.50. \$135.50. \$136.50. \$137.50. \$138.50. \$139.50. \$140.50. \$141.50. \$142.50. \$143.50. \$144.50. \$145.50. \$146.50. \$147.50. \$148.50. \$149.50. \$150.50. \$151.50. \$152.50. \$153.50. \$154.50. \$155.50. \$156.50. \$157.50. \$158.50. \$159.50. \$160.50. \$161.50. \$162.50. \$163.50. \$164.50. \$165.50. \$166.50. \$167.50. \$168.50. \$169.50. \$170.50. \$171.50. \$172.50. \$173.50. \$174.50. \$175.50. \$176.50. \$177.50. \$178.50. \$179.50. \$180.50. \$181.50. \$182.50. \$183.50. \$184.50. \$185.50. \$186.50. \$187.50. \$188.50. \$189.50. \$190.50. \$191.50. \$192.50. \$193.50. \$194.50. \$195.50. \$196.50. \$197.50. \$198.50. \$199.50. \$200.50. \$201.50. \$202.50. \$203.50. \$204.50. \$205.50. \$206.50. \$207.50. \$208.50. \$209.50. \$210.50. \$211.50. \$212.50. \$213.50. \$214.50. \$215.50. \$216.50. \$217.50. \$218.50. \$219.50. \$220.50. \$221.50. \$222.50. \$223.50. \$224.50. \$225.50. \$226.50. \$227.50. \$228.50. \$229.50. \$230.50. \$231.50. \$232.50. \$233.50. \$234.50. \$235.50. \$236.50. \$237.50. \$238.50. \$239.50. \$240.50. \$241.50. \$242.50. \$243.50. \$244.50. \$245.50. \$246.50. \$247.50. \$248.50. \$249.50. \$250.50. \$251.50. \$252.50. \$253.50. \$254.50. \$255.50. \$256.50. \$257.50. \$258.50. \$259.50. \$260.50. \$261.50. \$262.50. \$263.50. \$264.50. \$265.50. \$266.50. \$267.50. \$268.50. \$269.50. \$270.50. \$271.50. \$272.50. \$273.50. \$274.50. \$275.50. \$276.50. \$277.50. \$278.50. \$279.50. \$280.50. \$281.50. \$282.50. \$283.50. \$284.50. \$285.50. \$286.50. \$287.50. \$288.50. \$289.50. \$290.50. \$291.50. \$292.50. \$293.50. \$294.50. \$295.50. \$296.50. \$297.50. \$298.50. \$299.50. \$300.50. \$301.50. \$302.50. \$303.50. \$304.50. \$305.50. \$306.50. \$307.50. \$308.50. \$309.50. \$310.50. \$311.50. \$312.50. \$313.50. \$314.50. \$315.50. \$316.50. \$317.50. \$318.50. \$319.50. \$320.50. \$321.50. \$322.50. \$323.50. \$324.50. \$325.50. \$326.50. \$327.50. \$328.50. \$329.50. \$330.50. \$331.50. \$332.50. \$333.50. \$334.50. \$335.50. \$336.50. \$337.50. \$338.50. \$339.50. \$340.50. \$341.50. \$342.50. \$343.50. \$344.50. \$345.50. \$346.50. \$347.50. \$348.50. \$349.50. \$350.50. \$351.50. \$352.50. \$353.50. \$354.50. \$355.50. \$356.50. \$357.50. \$358.50. \$359.50. \$360.50. \$361.50. \$362.50. \$363.50. \$364.50. \$365.50. \$366.50. \$367.50. \$368.50. \$369.50. \$370.50. \$371.50. \$372.50. \$373.50. \$374.50. \$375.50. \$376.50. \$377.50. \$378.50. \$379.50. \$380.50. \$381.50. \$382.50. \$383.50. \$384.50. \$385.50. \$386.50. \$387.50. \$388.50. \$389.50. \$390.50. \$391.50. \$392.50. \$393.50. \$394.50. \$395.50. \$396.50. \$397.50. \$398.50. \$399.50. \$400.50. \$401.50. \$402.50. \$403.50. \$404.50. \$405.50. \$406.50. \$407.50. \$408.50. \$409.50. \$410.50. \$411.50. \$412.50. \$413.50. \$414.50. \$415.50. \$416.50. \$417.50. \$418.50. \$419.50. \$420.50. \$421.50. \$422.50. \$423.50. \$424.50. \$425.50. \$426.50. \$427.50. \$428.50. \$429.50. \$430.50. \$431.50. \$432.50. \$433.50. \$434.50. \$435.50. \$436.50. \$437.50. \$438.50. \$439.50. \$440.50. \$441.50. \$442.50. \$443.50. \$444.50. \$445.50. \$446.50. \$447.50. \$448.50. \$449.50. \$450.50. \$451.50. \$452.50. \$453.50. \$454.50. \$455.50. \$456.50. \$457.50. \$458.50. \$459.50. \$460.50. \$461.50. \$462.50. \$463.50. \$464.50. \$465.50. \$466.50. \$467.50. \$468.50. \$469.50. \$470.50. \$471.50. \$472.50. \$473.50. \$474.50. \$475.50. \$476.50. \$477.50. \$478.50. \$479.50. \$480.50. \$481.50. \$482.50. \$483.50. \$484.50. \$485.50. \$486.50. \$487.50. \$488.50. \$489.50. \$490.50. \$491.50. \$492.50. \$493.50. \$494.50. \$495.50. \$496.50. \$497.50. \$498.50. \$499.50. \$500.50. \$501.50. \$502.50. \$503.50. \$504.50. \$505.50. \$506.50. \$507.50. \$508.50. \$509.50. \$510.50. \$511.50. \$512.50. \$513.50. \$514.50. \$515.50. \$516.50. \$517.50. \$518.50. \$519.50. \$520.50. \$521.50. \$522.50. \$523.50. \$524.50. \$525.50. \$526.50. \$527.50. \$528.50. \$529.50. \$530.50. \$531.50. \$532.50. \$533.50. \$534.50. \$535.50. \$536.50. \$537.50. \$538.50. \$539.50. \$540.50. \$541.50. \$542.50. \$543.50. \$544.50. \$545.50. \$546.50. \$547.50. \$548.50. \$549.50. \$550.50. \$551.50. \$552.50. \$553.50. \$554.50. \$555.50. \$556.50. \$557.50. \$558.50. \$559.50. \$560.50. \$561.50. \$562.50. \$563.50. \$564.50. \$565.50. \$566.50. \$567.50. \$568.50. \$569.50. \$570.50. \$571.50. \$572.50. \$573.50. \$574.50. \$575.50. \$576.50. \$577.50. \$578.50. \$579.50. \$580.50. \$581.50. \$582.50. \$583.50. \$584.50. \$585.50. \$586.50. \$587.50. \$588.50. \$589.50. \$590.50. \$591.50. \$592.50. \$593.50. \$594.50. \$595.50. \$596.50. \$597.50. \$598.50. \$599.50. \$600.50. \$601.50. \$602.50. \$603.50. \$604.50. \$605.50. \$606.50. \$607.50. \$608.50. \$609.50. \$610.50. \$611.50. \$612.50. \$613.50. \$614.50. \$615.50. \$616.50. \$617.50. \$618.50. \$619.50. \$620.50. \$621.50. \$622.50. \$623.50. \$624.50. \$625.50. \$626.50. \$627.50. \$628.50. \$629.50. \$630.50. \$631.50. \$632.50. \$633.50. \$634.50. \$635.50. \$636.50. \$637.50. \$638.50. \$639.50. \$640.50. \$641.50. \$642.50. \$643.50. \$644.50. \$645.50. \$646.50. \$647.50. \$648.50. \$649.50. \$650.50. \$651.50. \$652.50. \$653.50. \$654.50. \$655.50. \$656.50. \$657.50. \$658.50. \$659.50. \$660.50. \$661.50. \$662.50. \$663.50. \$664.50. \$665.50. \$666.50. \$667.50. \$668.50. \$669.50. \$670.50. \$671.50. \$672.50. \$673.50. \$674.50. \$675.50. \$676.50. \$677.50. \$678.50. \$679.50. \$680.50. \$681.50. \$682.50. \$683.50. \$684.50. \$685.50. \$686.50. \$687.50. \$688.50. \$689.50. \$690.50. \$691.50. \$692.50. \$693.50. \$694.50. \$695.50. \$696.50. \$697.50. \$698.50. \$699.50. \$700.50. \$701.50. \$702.50. \$703.50. \$704.50. \$705.50. \$706.50. \$707.50. \$708.50. \$709.50. \$710.50. \$711.50. \$712.50. \$713.50. \$714.50. \$715.50. \$716.50. \$717.50. \$718.50. \$719.50. \$720.50. \$721.50. \$722.50. \$723.50. \$724.50. \$725.50. \$726.50. \$727.50. \$728.50. \$729.50. \$730.50. \$731.50. \$732.50. \$733.50. \$734.50. \$735.50. \$736.50. \$737.50. \$738.50. \$739.50. \$740.50. \$741.50. \$742.50. \$743.50. \$744.50. \$745.50. \$746.50. \$747.50. \$748.50. \$749.50. \$750.50. \$751.50. \$752.50. \$753.50. \$754.50. \$755.50. \$756.50. \$757.50. \$758.50. \$759.50. \$760.50. \$761.50. \$762.50. \$763.50. \$764.50. \$765.50. \$766.50. \$767.50. \$768.50. \$769.50. \$770.50. \$771.50. \$772.50. \$773.50. \$774.50. \$775.50. \$776.50. \$777.50. \$778.50. \$779.50. \$780.50. \$781.50. \$782.50. \$783.50. \$784.50. \$785.50. \$786.50. \$787.50. \$788.50. \$789.50. \$790.50. \$791.50. \$792.50. \$793.50. \$794.50. \$795.50. \$796.50. \$797.50. \$798.50. \$799.50. \$800.50. \$801.50. \$802.50. \$803.50. \$804.50. \$805.50. \$806.50. \$807.50. \$808.50. \$809.50. \$810.50. \$811.50. \$812.50. \$813.50. \$814.50. \$815.50. \$816.50. \$817.50. \$818.50. \$819.50. \$820.50. \$821.50. \$822.50. \$823.50. \$824.50. \$825.50. \$826.50. \$827.50. \$828.50. \$829.50. \$830.50. \$831.50. \$832.50. \$833.50. \$834.50. \$835.50. \$836.50. \$837.50. \$838.50. \$839.50. \$840.50. \$841.50. \$842.50. \$843.50. \$844.50. \$845.50. \$846.50. \$847.50. \$848.50. \$849.50. \$850.50. \$851.50. \$852.50. \$853.50. \$854.50. \$855.50. \$856.50. \$857.50. \$858.50. \$859.50. \$860.50. \$861.50. \$862.50. \$863.50. \$864.50. \$865.50. \$866.50. \$867.50. \$868.50. \$869.50. \$870.50. \$871.50. \$872.50. \$873.50. \$874.50. \$875.50. \$876.50. \$877.50. \$878.50. \$879.50. \$880.50. \$881.50. \$882.50. \$883.50. \$884.50. \$885.50. \$886.50. \$887.50. \$888.50. \$889.50. \$890.50. \$891.50. \$892.50. \$893.50. \$894.50. \$895.50. \$896.50. \$897.50. \$898.50. \$899.50. \$900.50. \$901.50. \$902.50. \$903.50. \$904.50. \$905.50. \$906.50. \$907.50. \$908.50. \$909.50. \$910.50. \$911.50. \$912.50. \$913.50. \$914.50. \$915.50. \$916.50. \$917.50. \$918.50. \$919.50. \$920.50. \$921.50. \$922.50. \$923.50. \$924.50. \$925.50. \$926.50. \$927.50. \$928.50. \$929.50. \$930.50. \$931.50. \$932.50. \$933.50. \$934.50. \$935.50. \$936.50. \$937.50. \$938.50. \$939.50. \$940.50. \$941.50. \$942.50. \$943.50. \$944.50. \$945.50. \$946.50. \$947.50. \$948.50. \$949.50. \$950.50. \$951.50. \$952.50. \$953.50. \$954.50. \$955.50. \$956.50. \$957.50. \$958.50. \$959.50. \$960.50. \$961.50. \$962.50. \$963.50. \$964.50. \$965.50. \$966.50. \$967.50. \$968.50. \$969.50. \$970.50. \$971.50. \$972.50. \$973.50. \$974.50. \$975.50. \$976.50. \$977.50. \$978.50. \$979.50. \$980.50. \$981.50. \$982.50. \$983.50. \$984.50. \$985.50. \$986.50. \$987.50. \$988.50. \$989.50. \$990.50. \$991.50. \$992.50. \$993.50. \$994.50. \$995.50. \$996.50. \$997.50. \$998.50. \$999.50. \$1000.50. \$1001.50. \$1002.50. \$1003.50. \$1004.50. \$1005.50. \$1006.50. \$1007.50. \$1008.50. \$1009.50. \$1010.50. \$1011.50. \$1012.50. \$1013.50. \$1014.50. \$1015.50. \$1016.50. \$1017.50. \$1018.50. \$1019.50. \$1020.50. \$1021.50. \$1022.50. \$1023.50. \$1024.50. \$1025.50. \$1026.50. \$1027.50. \$1028.50. \$1029.50. \$1030.50. \$1031.50. \$1032.50. \$1033.50. \$1034.50. \$1035.50. \$1036.50. \$1037.50. \$1038.50. \$1039.50. \$1040.50. \$1041.50. \$1042.50. \$1043.50. \$1044.50. \$1045.50. \$1046.50. \$1047.50. \$1048.50. \$1049.50. \$1050.50. \$1051.50. \$1052.50. \$1053.50. \$1054.50. \$1055.50. \$1056.50. \$1057.50. \$1058.50. \$1059.50. \$1060.50. \$1061.50. \$1062.50. \$1063.50. \$1064.50. \$1065.50. \$1066.50. \$1067.50. \$1068.50. \$1069.50. \$1070.50. \$1071.50. \$1072.50. \$1073.50. \$1074.50. \$1075.50. \$1076.50. \$1077.50. \$1078.50. \$1079.50. \$1080.50. \$1081.50. \$1082.50. \$1083.50. \$1084.50. \$1085.50. \$1086.50. \$1087.50. \$1088.50. \$1089.50. \$1090.50. \$1091.50. \$1092.50. \$1093.50. \$1094.50. \$1095.50. \$1096.50. \$1097.50. \$1098.50. \$1099.50. \$1100.50. \$1101.50. \$1102.50. \$1103.50. \$1104.50. \$1105.50. \$1106.50. \$1107.50. \$1108.50. \$1109.50. \$1110.50. \$1111.50. \$1112.50. \$1113.50. \$1114.50. \$1115.50. \$1116.50. \$1117.50. \$1118.50. \$1119.50. \$1120.50. \$1121.50. \$1122.50. \$1123.50. \$1124.50. \$1125.50. \$1126.50. \$1127.50. \$1128.50. \$1129.50. \$1130.50. \$1131.50. \$1132.50. \$1133.50. \$1134.50. \$1135.50. \$1136.50. \$1137.50. \$1138.50. \$1139.50. \$1140.50. \$1141.50. \$1142.50. \$1143.50. \$1144.50. \$1145.50. \$1146.50. \$1147.50. \$1148.50. \$1149.50. \$1150.50. \$1151.50. \$1152.50. \$1153.50. \$1154.50. \$1155.50. \$1156.50. \$1157.50. \$1158.50. \$1159.50. \$1160.50. \$1161.50. \$1162.50. \$1163.50. \$1164.50. \$1165.50. \$1166.50. \$1167.50. \$1168.50. \$1169.50. \$1170.50. \$1171.50. \$1172.50. \$1173.50. \$1174.50. \$1175.50. \$1176.50. \$1177.50. \$1178.50. \$1179.50. \$1180.50. \$1181.50. \$1182.50. \$1183.50. \$1184.50. \$1185.50. \$1186.50. \$1187.50. \$1188.50. \$1189.50. \$1190.50. \$1191.50. \$1192.50. \$1193.50. \$1194.50. \$1195.50. \$1196.50. \$1197.50. \$1198.50. \$1199.50. \$1200.50. \$1201.50. \$1202.50. \$1203.50. \$1204.50. \$1205.50. \$1206.50. \$1207.50. \$1208.50. \$1209.50. \$1210.50. \$1211.50. \$1212.50. \$1213.50. \$1214.50. \$1215.50. \$1216.50. \$1217.50. \$1218.50. \$1219.50. \$1220.50. \$1221.50. \$1222.50. \$1223.50. \$1224.50. \$1225.50. \$1226.50. \$1227.50. \$1228.50. \$1229.50. \$1230.50. \$1231.50. \$1232.50. \$1233.50. \$1234.50. \$1235.50. \$1236.50. \$1237.50. \$1238.50. \$1239.50. \$1240.50. \$1241.50. \$1242.50. \$1243.50. \$1244.50. \$1245.50. \$1246.50. \$1247.50. \$1248.50. \$1249.50. \$1250.50. \$1251.50. \$1252.50. \$1253.50. \$1254.50. \$1255.50. \$1256.50. \$1257.50. \$1258.50. \$1259.50. \$1260.50. \$1261.50. \$1262.50. \$1263.50. \$1264.50. \$1265.50. \$1266.50. \$1267.50. \$1268.50. \$1269.50. \$1270.50. \$1271.50. \$1272.50. \$1273.50. \$1274.50. \$1275.50. \$1276.50. \$1277.50. \$1278.50. \$1279.50. \$1280.50. \$1281.50. \$1282.50. \$1283.50. \$1284.50. \$1285.50. \$1286.50. \$1287.50. \$1288.50. \$1289.50. \$1290.50. \$1291.50. \$1292.50. \$1293.50. \$1294.50. \$1295.50. \$1296.50. \$1297.50. \$1298.50. \$1299.50. \$1300.50. \$1301.50. \$1302.50. \$1303.50. \$1304.50. \$1305.50. \$1306.50. \$1307.50. \$1308.50. \$1309.50. \$1310.50. \$1311.50. \$1312.50. \$1313.50. \$1314.50. \$1315.50. \$1316.50. \$1317.50. \$1318.50. \$1319.50. \$1320.50. \$1321.50. \$1322.50. \$1323.50. \$1324.50. \$1325.50. \$1326.50. \$1327.50. \$1328.50. \$1329.50. \$1330.50. \$1331.50. \$1332.50. \$1333.50. \$1334.50. \$1335.50. \$1336.50. \$1337.50. \$1338.50. \$1339.50. \$1340.50. \$1341.50. \$1342.50. \$1343.50. \$1344.50. \$1345.50. \$1346.50. \$1347.50. \$1348.50. \$1349.50. \$1350.50. \$1351.50. \$1352.50. \$1353.50. \$1354.50. \$1355.50. \$1356.50. \$1357.50. \$1358.50. \$1359.50. \$1360.50. \$1361.50. \$1362.50. \$1363.50. \$1364.50. \$1365.50. \$1366.50. \$1367.50. \$1368.50. \$1369.50. \$1370.50. \$1371.50. \$1372.50. \$1373.50. \$1374.50. \$1375.50. \$1376.50. \$1377.50. \$1378.50. \$1379.50. \$1380.50. \$1381.50. \$1382.50. \$1383.50. \$1384.50. \$1385.50. \$1386.50. \$1387.50. \$1388.50. \$1389.50. \$1390.50. \$1391.50. \$1392.50. \$1393.50. \$1394.50. \$1395.50. \$1396.50. \$1397.50. \$1398.50. \$1399.50. \$1400.50. \$1401.50. \$1402.50. \$1403.50. \$1404.50. \$1405.50. \$1406.50. \$1407.50. \$1408.50. \$1409.50. \$1410.50. \$1411.50. \$1412.50. \$1413.50. \$1414.50. \$1415.50. \$1416.50. \$1417.50. \$1418.50. \$1419.50. \$1420.50. \$1421.50. \$1422.50. \$1423.50. \$1424.50. \$1425.50. \$1426.50. \$

NOVEMBER 23, 1939

TRUTHFUL NEWS

THE ROCHESTER SUN

TRUTHFUL ADVERTISING

PAGE FIFTEEN

City Hall League

City Hall keepers were paced by Brennan with 633. Elmer Bender had 609 and Vern Warney 606. Rozzi had high single game of 235.
Board of Education won two from Library, Treasurers' won two from Bureau of Buildings, and D. P. S. won all three from Law Department. Maintenance won two from Engineers and Police won two from D. P. W.

Police League

Gus Baum copped high three-game honors in the Police No. 2 League with 590. Bill Keeler had 214 of high single game.
Exchange won all three from Lyell, Franklin took two from Joseph and University won all three from Bronson.
It is less expensive, and less work, to let 'time and the law of averages' whip the Yankees.

Football Forecasts

Game	Sullivan	Freckleton	Lyons
Colgate-Columbia	Colgate	Colgate	Colgate
Cornell-Penn	Cornell	Cornell	Cornell
Fordham-N. Y. U.	Fordham	Fordham	Fordham
Harvard-Yale	Harvard	Harvard	Harvard
Iowa-Northwestern	Iowa	Iowa	Iowa
Michigan-Ohio State	Ohio State	Ohio State	Ohio State
Minnesota-Wisconsin	Minnesota	Minnesota	Minnesota
Navy-Princeton	Princeton	Princeton	Princeton
N. Dame-Se. California	Se. California	Princeton	Notre Dame
Indiana-Purdue	Purdue	Indiana	Purdue
Syracuse-Maryland	Syracuse	Syracuse	Syracuse
Temple-Mich. State	Temple	Temple	Mich. State
Alabama-Vanderbilt	Alabama	Alabama	Alabama
California-Stanford	Stanford	Duquesne	California
Carnegie Tech.-Duquesne	Carnegie Tech.	Duquesne	Duquesne

Some of the star backs of the year have very difficult names, and then there is a little fellow named Smith of Illinois who got into the Michigan and Wisconsin headlines.

SAVE FREEBURN **HARD COAL**
Stove \$9.60 Pea \$8.25
Buck \$7.60 Rice \$6.50
A Fine Quality Fuel at Only
PHONE: MAIN 306
FIRE-KING
70 EXCHANGE ST.
Market Kinney, 489 Woodbine Ave.

1940 ZENITH
at \$50 to \$100 LESS
than You Would Expect to Pay



1. AUTOMATIC TUNING.
2. EXCLUSIVE RADIOGRAM-84 TONE VARIATIONS.
3. ROTOR WAVELENGTH AERIAL.
4. OUTER CIRCLE R. F. CIRCUIT-INCREASED SENSITIVITY.
5. LARGE BEAUTIFUL WALNUT CABINETS.

115474—Eleven-tube superheterodyne with Rotor Wave-length Aerial, Radiogram, Automatic Tuning, Big Black Dial, Outer Circle R. F. Circuit, Television Sound Connection, 10 inch Speaker, receives American, foreign broadcasts, police, amateur, aviation, ships, 41 inches high. Walnut finish.

Only \$69.95
ON OUR EASY TERMS

Just \$99.95
ON OUR EASY TERMS

Wolk Auto Supply, Inc.
287 JOSEPH AVENUE OPEN EVENINGS
STONE 755
Virginia Holcomb, 85 Wilbur St.

TODAY'S BARGAIN BUY! THE FAMOUS DRY WHISKEY

Paul Jones was \$1.67 a pint
NOW ONLY \$1.39 A PINT
WAS \$3.24 A QUART—NOW ONLY \$2.69 A QUART



Now you can buy your whiskey on quality rather than price... for now "expensive" Paul Jones costs no more than "popular-priced" whiskeys! A blend of straight whiskeys—90 proof. Frankfort Distilleries, Inc., Louisville & Baltimore.

THE PAUL JONES WARRANTY
Paul Jones has long been one of America's best-known "expensive whiskeys"—sold for years at a much higher price. We warrant that today—its new low price—Paul Jones is the same, identical whiskey in every respect... still DRY (not sweet)... still ALL whiskey, whiskey every drop.

A GENTLEMAN'S WHISKEY SINCE 1865

It's news these days when PRICES GO DOWN!

Good news, too, in these times when prices are mounting on almost everything else you buy.
But Mount Vernon 100 proof blended rye whiskeys are down—down to the level even of many lower proof blended whiskeys. Ask for Mount Vernon by name wherever fine liquors are sold.

NOW
\$2.39 \$1.50
FIFTH (25.6 oz.) (PINT 16 oz.)
WAS \$2.89 \$1.84
PINT

IMPORTANT:
The same magnificent quality you've always known.



Mount Vernon
BRAND
STRAIGHT RYE WHISKEY
Copyright 1939.
National Distillers Products Corp. N. Y.

WATCHES
CLEANED
REGULATED
ADJUSTED
The Watch Doctor
2 North Street
Opposite Shiley's

Empire Textile Weaving Co.
RENE HENRY
Weavers & Menders
Tears, Moth Holes
Burns removed and made invisible in carotene, nylons and linens.
409 Burke Bldg. 5 St. Paul St.
Est. 1909 STONE 3192

Our Regular \$5.00
PERMANENT \$2.50
For a Short Time
Master Hair Shoppe
9 Parsells Ave. Culver 3790

Between the Ads

The names of five Rochesterians are lurking somewhere BETWEEN the Ads in this paper. To these lucky people THE SUN will pay \$1.00 each. All they have to do is call at the SUN office, 420 Burke Bldg. and receive their \$1.00 before next Thursday.

Look For Your Name
Now And Every Week

BE A SMART SANTA this year!

GIVE FURNITURE

the Perfect Gift for the Home!

BE PRACTICAL THIS XMAS — GIVE GIFTS THE WHOLE FAMILY WILL ENJOY — BUY ON MAJESTIC'S EASY TERMS

Shop Out Of The Hight Rent District And Save Money!

What a Beautiful GIFT!



LANE CEDAR CHESTS
Solid carload of chests for immediate sale. Never before at such low prices.
\$14.95
95c DOWN—50c A WEEK

Included: These 3 Matching Goudon Lamps With Any Cedar Chest Purchased Tomorrow!

XMAS SPECIALS

New Steel Stool \$1.09

So Comfortable \$3.95
A well made and very comfortable occasional chair for Terms

4-POSTER BED \$17.50
Walnut or Maple with Cotton Mattress Complete
50c Down—50c Weekly

COFFEE TABLES \$2.95
Walnut or Mahogany

Take 18 Months to Pay



14-Pc. Complete BEDROOM OUTFIT \$79
Pay \$3.50 Down 18 Months To Pay Balance

SLEEPER SALE!

INNER SPRING MATTRESS

Filled with Tempered Steel Coil Springs

Here's Real Value \$ **9.95**
45c DOWN—50c WEEK

15-Pc. Complete LIVING ROOM OUTFIT



Consists of Sofa, Chairs, Lamps, End Tables, etc. A room of charm for only — **\$79.00**
\$3.50 DELIVERS

Be sure and shop at Majestic this Xmas. 4 floors of brand new furniture purchased from some of the country's leading furniture manufacturers is waiting your selection. A look will convince you of your savings.

MAJESTIC Furniture Co.
204 COURT STREET
OPEN EVERY EVENING

WE SELL EVERYTHING

\$60 12 Left At This Great Saving!
ALLOWANCE
For Your
Old Stove

PAY ONLY

2

NICKELS A DAY

Extra-Fast Powerful Heat
Extra-Large Insulated
Dual-Oven
Porcelain Enameled
Inside And Out
Bakes And Bakes With Oil
Gas or Both At Once



Just a Few Minutes
WALK or DRIVE
From Main St. and You

SAVE \$60

FLORENCE DUAL **Oil and Gas** OVEN
COMBINATION RANGES

MOTOROLA

\$19.95

ALL
PURPOSE
MODEL

A Model For Every Purpose
INDOORS or OUT!

PAY ONLY **2 NICKELS** A DAY

BIG

ALLOWANCE

For Your Old Set

MOTOROLA

BUILT IN AERIAL

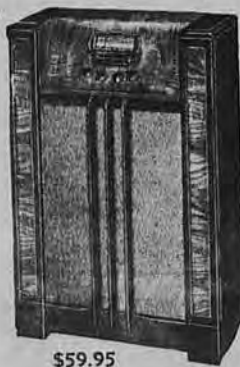
For The Home—For The Car—For Portables

AMERICA'S FINEST RADIO

Motorola from \$9.95 to \$99.95

NEW

Beauty
Convenience
Performance



\$59.95

RCA Victor

TABLE MODEL RADIOS
ALL WITH BUILT-IN AERIALS!

Radically New Circuit Design!

For sensational American and Foreign reception, RCA Victor Model 5Q55... designed for use with Television Attachment, modern streamlined Plastic Cabinet, Simplified Plug-in for Record Player. Also available in ivory finish plastic cabinet.

\$29.95



A Sensational Value!



RCA Victor Model T-62. Modern styled table radio with improved Push Button Tuning for 6 stations, American and Foreign Reception, RCA Victor Tubes, Magic Eye, Plug-in Connection for Television Attachment or Record Player.

\$37.95
E-Z Terms

Unheard of Value!



RCA Victor Model T-64. Has Built-in Antenna, Push Button Tuning for 6 stations, New 3-Band Clear-vision Illuminated Dial, RCA Victor Tubes, Magic Eye, Plug-in for Television Attachment or Record Player. Thrilling American, Foreign, Amateur, Police, Aviation reception.

\$44.95
E-Z Terms

**YOU PAY LESS!
YOU GET MORE!**

WITH R. C. A.

Brilliant Engineering Triumph



\$32.95
E-Z Terms

R. C. A. Victor Model T-68. Handsome two-tone cabinet. Improved Automatic Tuning, thrilling American and Foreign reception, R. C. A. Victor tubes, Magic Eye, Plug-in connection for Television attachment or Record Player.



\$27.95
E-Z Terms

Model T-55. Beautifully designed R. C. A. Victor Table Model. Has improved Automatic Tuning for 6 stations, Clear Vision Illuminated Dial, R. C. A. Victor Tubes, Plug-in Connection for Television Attachment or Record Player.

**NO
DOWN
PAYMENT**

PAY ONLY

2

NICKELS A DAY

LET'S MAKE HER HAPPY THIS CHRISTMAS

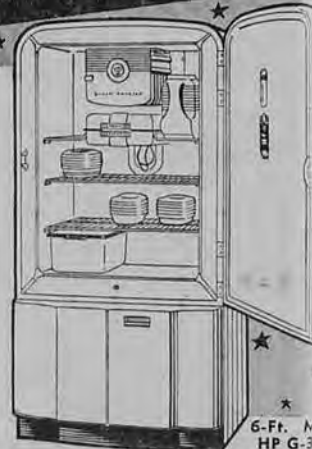
for CHRISTMAS
full family size—deluxe equipped
Westinghouse Refrigerators
at prices never before offered

New Features,
NEW EQUIPMENT, NEW STYLING!

Here's the Christmas gift that is absolutely "tops!" A big 12-pound Meat-Keeper, large, porcelain crisping pan, a grand multi-service tray for frozen desserts, and two Eject-o-Cube trays. Attractive 1939 style Delphinium blue leftover dishes and water bottle. Big extra space in top of freezer for storing frozen foods. Same styling as models selling at a much higher price.

Make this the Christmas of a lifetime by giving this beautiful new Westinghouse Holiday Pacemaker model. The price is unusually attractive.

**\$194.50
VALUE**



SPECIAL \$179.50

EVERY HOUSE NEEDS WESTINGHOUSE

SENECA STORES

THE ROCHESTER SUN
FOUNTAIN PENS — CLOCKS — WASHING MACHINES — CLEANERS — LAMPS — TYPEWRITERS — ETC. — DRESSER SETS — IRONERS — ROASTERS — ELECTRIC

EVERYTHING YOU NEED!

But, of course, we can't list all our merchandise—what you don't see just ask for . . . and ask about our **TERMS**—they're **SO EASY!**

USE SENECA'S IDEAL

HIDE-AWAY PLAN

Buy Your Gifts the Modern Way

CHOOSE TODAY — HIDE-AWAY — THEN PAY THE SENECA WAY—

NOW.. The Famous SUNBEAM **\$7.50**

SHAVEMASTER

21 Jewel BENRUS

NATIONALLY ADVERTISED SHOCKPROOF

It's Got Everything

A FINE QUALITY WATCH SHOULD HAVE!

BENRUS—"Mayfair"

Lowest price ever for a nationally advertised 21 jewel watch. Natural yellow gold filled case, actually smaller than a dime. 21 jewel guaranteed BENRUS movement. Fine silk cord bracelet.

\$37.50

BENRUS—"Belmont"

Never before a 21 jewel nationally advertised watch at so low a price. Natural gold filled case. Streamline design and curved to fit the wrist. Famous 21 jewel BENRUS shockproof movement. Genuine leather strap.

\$37.50

2 NICKELS A DAY

2 NICKELS A DAY

SCOOP!

SENECA'S GREAT! PRE-CHRISTMAS OFFER

7 DAYS ONLY

FREE!

TO OPEN 1,000 NEW JEWELRY ACCOUNTS

THIS BEAUTIFUL

26-PIECE SET OF SILVERWARE



Service For 6—Lifetime Guarantee With Any Jewelry Purchase of \$9.95 or Over.

ONLY 1 TO A CUSTOMER!

WAR NEWS



SCOOP! FIRST WAR NEWS FROM EUROPE RECEIVED BY ZENITH SHORT WAVE RADIOS HOURS AHEAD WHILE THINGS ARE ACTUALLY HAPPENING!

LONDON • PARIS • BERLIN • ROME • MOSCOW NOW BROADCAST DAILY IN ENGLISH!



Model 10-S-464—We want you to try this powerful Zenith—10 tubes including tuning eye tube and two heater cathode rectifier tubes—in your home absolutely free. You can hear thrilling direct-from-Europe broadcasts without special installation. Three-band reception and built-in short wave aerial. **\$79.95**

TRADE IN YOUR OLD SET ON A NEW SHORT WAVE ZENITH

• Liberal allowance on your old radio... let's talk trade today.

THE BIGGEST BUY IN RADIO TODAY

Model 8-S-463—Europe, South America or the Orient every day on this powerful 8-tube Zenith or your money back... 8 tubes including heater cathode rectifier tube and tuning beacon tube big in everything but price... lovely tone, too. **\$69.95**

JUST THE THING FOR AN EXTRA RADIO



Model 6-S-439—Direct Europe short wave reception guaranteed on this compact table model... 6 tubes including heater cathode rectifier tube... a real value! **\$34.95**

1940 **ZENITH** LONG DISTANCE RADIOS WITH SHORT WAVE

ARE GUARANTEED TO BRING IN EUROPE OR YOUR MONEY BACK

• Way back in 1923 Zenith was pioneering in short wave radio to make possible today's superlative performance.

PAY ONLY 2 NICKELS A DAY

GET YOUR FREE ZENITH WAR MAP IN FULL COLOR

JOHN J. JEWELERS 149 MONROE AVE.

OPEN EVENINGS UNTIL 9:30

FOUNTAIN PENS — CLOCKS — WASHING MACHINES — CLEANERS — LAMPS — TYPEWRITERS — ETC. — DRESSER SETS — IRONERS — ROASTERS — ELECTRIC

EMBASSY
CONTINUOUS
11 AM TO 11 PM.
STARTS
FRI.
NOV. 24
11 A.M.
THE
BIG HOLIDAY
SHOW!
"SOME
PUMPKINS"
—with—
GORGEOUS
GLADYS FOX
35
Stars
Mostly
Girls
Gala
Midnight
Show
Sat.
Nite
11-40
All
Seat
Reserved
4 STAGE SHOWS Weekly

Triangle League
Norbert Minch again paced Franklin Hall's Triangle League Monday night with 638. Charlie Galbo had high single game of 258 and a 615 total. Joe Zick had 630, Mike Fritz 613, Elmer Tus, chong 610, "Fritz" Kuhn 605 and Reiss 601.
Richter's Grocery won two from Red Wilkinson Autos, Ad-craft Printers made a clean sweep of their match with Neisner Bros., winning all three. Dawn Creameries notched out three wins over Otto's Restaurant and Tony's Restaurant won two from Quality Diner. Kasner Clothing won three from Meyer Tool & Die, R. T. French won two from Port-Siders and Flower City Carting took two from Pepsi-Cola.
A. A. U. AMATEUR BOXING
ELKS' CLUB, 113 N. Clinton
Every Monday Night, 8:30
Reserve Seats 75c and \$1.10
General Admission 40c
AUDITORIUM FRI.-SAT., Nov. 24-25
MAIN ST. EAST AT PRINCE MATINEE SATURDAY
★ GALA HOLIDAY WEEK ATTRACTION ★
BROCK PEMBERTON Presents
KISS THE BOYS GOODBYE
by CLARE BOOTHE author of "THE WOMEN"
Seats Now On Sale
Tel. Monroe 889
Nights—Orch. \$2.75, \$2.50, \$1.65
Loges, \$2.20, Bal. \$1.65, \$1.10
Mat.—Orch. \$2.25, \$1.65, \$1.10
Loges, \$1.65, Bal. \$1.10, 55c, Tax Inc.

Speedsters Pile Up


Toe Hold
Navy football technicians have invented a rubber toe clasp for field goal kickers. It can be clamped over the shoe quickly. It gives the kicker a better contact with the ball and assures more accurate kicks. Several coaches are experimenting with it.
HI-CUTS! for BOYS!
FREE KNIFE!

Bring your youngster in tomorrow for a pair of these strong and sturdy hi-cuts. They're just what he'll need for warmth and protection in the stormy winter days ahead! A real bargain.
Size 1-5 1/2
KINNEY'S
74 MAIN ST. E. near FRONT

Friends of Court Highland No. 178 Foresters of America
Invites You To The Re-Opening of
THEIR PARTIES AT HIGHLAND HALL
387 Gregory St.
Every Tuesday, Thursday and Saturday
FREE BINGO
NEW **Strand** THEATRE
62 ST. PAUL ST.
In the heart of downtown Rochester
FRIDAY, NIGHT, NOVEMBER 24th
8:15 P.M.
\$600 IN CASH
No Extras — No Jack Pots — All of the \$600 will be given AWAY!
ADMISSION \$1.00 — ALL SEATS RESERVED
Tickets Now on Sale
23 GAMES Enjoy this game in a warm comfortable theatre which complies with all public safety regulations.
GRAND PRIZE **\$2 50** \$50, \$25, \$20, \$15, \$10
OTHER PRIZES
Movies And Entertainment


NED: "How can Heublein produce such high quality whiskeys at such reasonable prices?"
TED: "It's all a matter of experience. Heublein has been blending fine American whiskeys for four generations."
MAY WE SUGGEST THAT YOU TRY
HEUBLEIN'S WHISKEYS
HEUBLEIN'S PRIVATE STOCK
A BLEND OF STRAIGHT WHISKEYS
QUARTS \$2.79
PINTS \$1.45
An extra superb quality blend of straight whiskeys. 90 proof.
HEUBLEIN'S FOREST PARK
A BLENDED WHISKY
QUARTS \$2.29
PINTS \$1.19
A popular-priced fine blended Whisky... 60% grain neutral spirits. 50 proof.
BLENDED BY G. F. HEUBLEIN & BRO., HARTFORD, CONN.
HEUBLEIN of HARTFORD Since 1875

Roller Speedway Attracting Throng At Edgerton Park
The newest sport excitement — Roller Speedway, came to Rochester, last week for a 2500 mile race with Europe versus the United States.
Spectators who witnessed the turbulent first week's contests pronounce it as fast as hockey, as rough as football, and as thrilling as boxing.
The twenty-four international men and women skating champions kept the fans in an uproar the entire three hours the race is run each evening, over the vicious blocking and sensational spills taking place in front of them.
Roller Speedway is a team sport, a race strictly for speed with points awarded for gaining a lap on members of the enemy team. The skaters zoom around the track on their wooden wheels at an average speed of 25 miles an hour. A fall on the Masonite surfaced track often results in serious injuries. A penalty box awaits the offender who unnecessarily endangers fellow skaters by violating the liberal rules in this dangerous pursuit.
The girl skaters appear very youthful and have an amazingly glamorous air for a group of girl athletes but they are as ready to average track insults with their men partners. A \$5,000.00 purse insures a hotly contested battle over every one of the 2500 miles.

AUCTION!
The Most Sensational Jewelry Sale in Years
ROSENBERGS For 35 Years Jewelers
39 MAIN ST. E.
Going Out of Business
SALES DAILY AT 10:30 A. M.
DIAMONDS, WATCHES, JEWELRY, SILVER, CLOCKS, Etc.
BEING SOLD AT TREMENDOUS SAVINGS
BUY NOW FOR XMAS FREE
To The First 50 Ladies — When Our Doors Open At 10:30 A. M. Friday, November 24th 50 FREE GIFTS...
Also A Diamond Given FREE Daily
39 MAIN ST. E. Next To DAW'S DRUG STORE

We're Ga-Ga About Garbo!
ENTER THE WORD CONTEST and WIN GUEST TICKETS to see **GARBO** in "NINOTCHKA"!
IT'S EASY—AND A LOT OF FUN WHILE TESTING YOUR SKILL. Take the word GARBO and the word NINOTCHKA and see how many words you can form by using the letters appearing in the star's name and the title of her newest picture.
First 25 longest and correct lists of words received by the Contest Editor at The Rochester Sun, 420 Burke Bldg., will win for their senders a pair of Guest Tickets!

ERNEST LUBITSCH Production
GARBO in **NINOTCHKA**
with MELVYN DOUGLAS and INA CLAIRE
Directed by Ernest Lubitsch
STARTS THURSDAY NOV. 23rd
LOEW'S

SOMETHING NEW AND ENTIRELY DIFFERENT

Uniforms by H. T. Gilman, 26 Portsmouth Terrace
Come and meet the uniformed usherettes and lady announcer. Let's attend for an evening of good, clean fun. Ladies and gentlemen invited to the gala opening of this new series of
DELUXE PARTIES
presented by
The WOMEN'S CHARITY GUILD
Here's something really different and exciting—a new idea—and a percentage of the proceeds will go to charity.
EVERY WED. 8:00 P. M.
Starting Nov. 29th
ST. PAUL BLVD. & TITUS AVE.
Masonic Temple Bldg.
100 DOOR PRIZES
ENTERTAINMENT—
JANET SLOAN and HER TRIO
Plus Community Singing
Rochester's Only Women Drum Corp.
ADMISSION \$1.00
Free BINGO 23 GAMES Nothing Less Than \$1.00
Bus Service To Door—Better Seating 2000 Capacity
FREE PARKING SPACE
SUNDAY NIGHT PARTIES
—LEAGUE HALL
UNION LEAGUE HALL
Gregory at South Ave. — 8 P. M.
BINGO IS FREE
Chili Recreation Hall
Mon., Thurs., Fri. 8:15 P.M.
Dancing and Entertainment
509 CHILI AVE.
BINGO IS FREE
It is not necessary to pay admission to dance in order to play Bingo.
Dancing every Wednesday Night — ADMISSION 50c
Door Prize—Beautiful \$139 Walnut Dinette Suite
Wegman Hall 375 E. Main

Flavor's right!

Price is right!

Time's right, too, for NATIONAL'S EAGLE
"The King of Blends"

If you want a perfect, mild, gentle whiskey, try National's EAGLE. And compare its price, its body, its aroma and its taste with any blend at any price.
National Distillers Products Corporation, New York—90 Proof. 40% straight whiskey, 60% grain neutral spirits.
YOUR GUIDE TO GOOD WHISKY

UNION'S 2^{FOR}1 SALE!

OUT GOES MERCHANDISE! **FREE!** Beautiful Gift Souvenirs to Visitors **FREE!** DOWN GO PRICES!

QUALITY NATIONAL PRODUCTS! LOWEST PRICES! EASIEST TERMS IN TOWN!

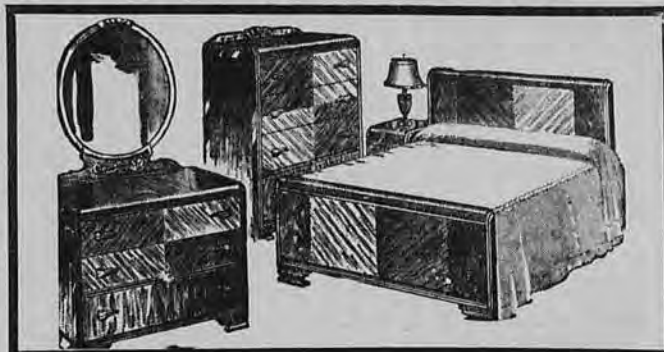


2-Piece LIVING ROOM SUITE

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!

\$49⁹⁵

Visit Our
TOY DEPT.
BICYCLES--AUTOS
VELOCIPEDES
50c DOWN
50c WEEK



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!

\$49⁹⁵



PHILCO and R.C.A. RADIOS

1940 MODELS

\$9.95
UP

50c DOWN
50c WEEK

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!

\$7⁹⁵

50c DOWN AND 50c WEEKLY!

FREE! WITH ANY REFRIGERATOR PURCHASED **FREE!**

BREAKFAST SET \$19⁹⁵

5 Pieces
Extension
Leaf
Choice
of
Colors



FREE
20-PIECE
SET OF DISHES



\$99⁵⁰
AND
UP

2 for 1 Combination Exists
On All Freezer Shelf
Models.

\$69⁵⁰
VALUE
**AUTOMATIC
ELECTRIC
WASHER**

\$69⁵⁰
VALUE
**DAVENPORT
SUITE**
Choice of Color

\$69⁵⁰
VALUE
**FLORENCE
OIL
HEATER**

\$69⁵⁰
VALUE
**3 PIECE
BEDROOM
SUITE**

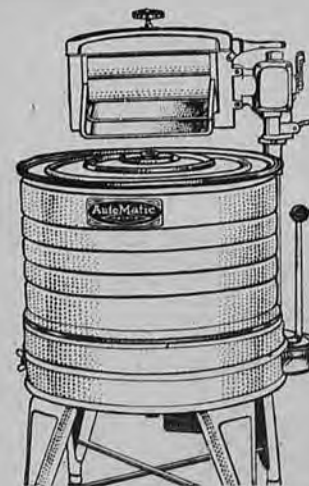
\$69⁵⁰
VALUE
**ELECTRIC
IRONER**

SET OF 4 STANDARD TIRES FOR YOUR CAR

OR ANY OTHER
MERCHANDISE
IN STOCK UP TO
\$69.50 VALUE!



**30
MONTHS
TO PAY!**



YOUR CHOICE!

Combination
50 STOVES

\$1 DOWN -- \$1 WEEK

**20 SOUTH 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 Towns'. Note! Illustrations In This Ad Similar as Possible to Actual Merchandise!

RENS-BACHLERS COMPLETE

OFFER THE
GREATEST VALUE
EVENT IN RETAIL
CREDIT HISTORY

OUTFIT SALE

— At 40 STATE STREET —
You Get Everything At ONE Low Price
Only \$1 DOWN And 50 WEEKS TO PAY

38 Styles
To Select
From



LADIES' COMPLETE HOLIDAY OUTFIT!

With the Purchase of a New
FUR TRIMMED CLOTH
COAT at \$19.95
Worth \$30.00



FREE! Complete Your Outfit at No Cost
Including Shoes, Bag and Hat

MEN'S COMPLETE HOLIDAY OUTFIT!

With the Purchase of Any
SUIT, TOPCOAT or
O'Coat at \$22.50
Worth \$40.00



FREE! Complete Your Outfit at No Cost
Including Shirt, Tie,
Underwear, Socks, and Hat

One Account Outfits The Family!

\$1.00 TIES, 3 for \$1.69 | \$1.95 Broadcloth SHIRTS, 98c ea. | \$1.00 Silk Hosiery, 3 Pr. \$1.69 | \$1.95 Women's Silk SLIPS, 98c
THESE ITEMS NOT SOLD FOR CASH—ONLY ON ACCOUNT

RENS-BACHLERS

ROCHESTER'S MOST COMPLETE CREDIT STORE

Open Every Night 'Til 9
40 STATE ST.
'Til 9 Every Night Open

Eysaman's 721 Tops League

What sounded like an earthquake on Charlotte Street Monday night was only the Buonomo League going into action and how they want action! A couple of good seven hundred totals, one by Clint Eysaman who threw in a 721 with a middle game of 290, the other by Barney Evers, who cracked out a good 703. A team total of 3135 by C. C. West Coal Company and 39 600 marks all went to make up a big total. Yes, verily, 'twas quite a night! Up among the leaders was Vogel with 676, Cullen with 675, Cap Carroll with 675 and Tony Buonomo with 669. Wittman had 665, Heuer 663, Utter 662, Masline 661, Dr. Rapp 655, Granger

652, Al Pembroke 650, Evans 648, Frank Haegel 642, Ken Anderson 641, Fordham 639, Kowalchuk 638, Brennan 638, Zurich 638, Cersley 631, Stevens 630, Charlie Hoffmeier 629, Connie Lieze 628, Luke 627, Mann 626, Oscar Muenster 623, Jim Ritchie 622, Bernie Scheuerman 616, Ainsworth 613, Sam Vaccaro 612, Schlenker 610, Burke, 609, Herb Scheuch 608, Regan 607, Leon Kennig 607, Kinny 607, Bob Streib 607, Frank Brautigam 605, Nels Lengeman 604 and Butch Hoefner 600.

Miller Beverages took all three from Beechmont A. C. Moose Club won two from Roast Beef Tavern, Credit Acceptance took Joe Connors Insurance for three and Pure Quill rolled up a 3016 total to sweep their match with Norge Appliance. Calverts hung three on Central Chevrolet, Malcolm Furniture won two from Hickson Electric. Imperial Beverages won two from Owen's Amoco Gas and DeApril's won three from Decker's Dairy. Blanchard Florist won all three from Qualtops.

PENNSYLVANIA HARD
COAL \$9.35
Tons Cash Shovel
COKE \$9.20
LAKE COAL CO. 255 LYEAL AVE. GLEN 538

FREE RADIO!
INSPECTION
Call—Main 3123
GRANGER'S
62 SPRING ST.
LOW COST REPAIRS ON ANY HOME OR AUTO RADIO

Gifts for baby
Use Our Xmas Lay-A-Way Plan
Rocking Horses \$1.69
Doll Carriages from 98c
Rockers from \$1.69
Velocipedes from \$1.19
Table Sets from \$2.49
Doll Cradles 59c
Desk Sets \$4.95
Autos (20 styles) \$4.95
FREE
Clip this ad and get a free Toy Bank!
baby furniture co.
69 STATE ST. A Block from 4 Corners MAIN 6479

TODAY, FRIDAY AND SATURDAY AT

WITH THIS COUPON
WOODBURY SOAP 3 Bars
and Woodbury's
40c Value
ALL FOR
16c
(Limit 2 Combinations to Customer)

DAW'S
Rochester's Original
Cut-Rate Drug Stores
56 Clinton Ave. S.D. 31 Main St. East 333 Main St. East 452 Ridge Road W. 880 Main St. West 475 Goodman St. North

WITH THIS COUPON
JERGEN'S FACE Powder
Made by the Makers of Jergen's Lotion
A smooth finely-spun face powder to all popular shades. This is the lowest price at which it has ever been offered!
Large 55c Box 18c
(Limit 3 Bxs.)

EPSOM SALTS
FULL POUND **3c**

HILL'S NOSE DROPS
35c SIZE **16c**

WITCH HAZEL
FULL PINT **6c**

ANALGESIC BALM
35c SIZE **13c**

SEGAL BLADES
10c PACK OF 3 **4c**

CARBONA CLEANER
35c size 19c
PYROXIDE TOOTH POWDER, 1.00 size 11c
FITCH'S TALC FOR MEN, 25c size 79c
HISODOL POWDER 1.00 size 28c
WINTERGREEN OIL 4 oz. bottle 39c
PABUM MEAD'S 50c size 43c
YEAST TABLETS Squibb's, bot. of 100 21c
CORONA POWDER 35c size 31c
OLIVE TABLETS Edwards', 60 size 31c
NONZEMA CREAM 25c size 49c

MARCHAND'S HAIR WASH
50c SIZE **26c**

CLEANSING TISSUES
BOX OF 500 SHEETS **9c**

PEROXIDE
FULL PINT **7c**

CASTOR OIL
2 OZ. BOTTLE **6c**

CASCARA SAG. TABS.
100's **11c**

CANDY BARS
All Reg. 5c Varieties **2 for 5c**

SAVINGS THEMSELVES ARE SOMETHING TO BE THANKFUL FOR . . .

Low prices mean people can have more—more necessities . . . more luxuries. We're thankful for our part in promoting such a bountiful American standard of living. We're thankful that Rochester approves our methods of doing business . . . that so many Rochesterians are REGULAR STEADY DAW'S customers. Thanksgiving has always had a keen savings significance for DAW'S customers and we think the sale prices in this ad prove we want to say "Thank You" in a tangible way.

While they Last!
JUST 18,648 DRINKING GLASSES
• CHIP-PROOF SAFETY EDGE
• LARGE 9-OZ. SIZE
• CRYSTAL CLEAR—
6 FOR 19¢
Limited 24 to Person None to Dealers

Manufacturers
CLOSE OUT! PIPES
Genuine Briar
ALL SHAPES & FINISHES
Slight Imperfections Do Not Impair Their Smoking Quality. The Biggest Pipe Value Ever Offered Anywhere! Buy Now For Xmas!
VALUES UP TO \$1
29¢

ELECTRIC BOWL HEATER
Reg. \$1.25 Val. **94c**

TOILET TISSUE
1000 SHEETS
3 rolls **11c**

POND'S CREAMS
35c SIZE **16c**

DOG FOOD
10c CAN **3 for 11c**

BORAX
PURE, U. S. P. POUND **9c**

PINE, TAR & HONEY COUGH SYRUP
50c SIZE **26c**

CLAPP'S CHOPPED FOODS
15c SIZE **8c**

DENTAL FLOSS
12 yard spool 8c
RESINOL SOAP 30c size 18c
MARMOLA TALS for reducing, 1.00 size 54c
WOODBURY'S ROUGE 25c size 17c
SAFETY PINS 6c
PK. of 48 JOHNSON'S FOOT SOAP, 25c size 16c
ANACIN TABLETS 50c size 39c
FLASHLIGHT BATTERIES, the size 3c
REVELATION TOOTH POWDER, 10c size 29c
REUCHEN SALT 70c size 59c

BOOK MATCHES
Box Of 50 **4c**

MARROW OIL SHAMPOO
60c Size **28c**

ASPIRIN TABLETS
10c Tin of 12 **2c**

ZINC OINTMENT
25c Tube **8c**

BON-AMI POWDER
15c Size **9c**

WRIGLEY'S GUM
5c Packs **2 for 5c**

ROCK
WI
SHO
G
Vol. III, Vol. 5
Jim
HOLLYWOOD
table or more was
Hollywood preten
frightened, taut-ne
personal camera
you—if you have
those only change
naturally, the test
pudically shakes
Many veteran ad
me that they dr
test as a medival
ed the rack. E
mechanical; they
chance to get into
the role they're te
do this, do that—
now weep, now tu
passing grade, wh
an over-anxious m
How much wis
to give the young
recruited at so mu
expense, a chance
rest on the ground
them on trial for
dional lives. An
fairer it would be t
by repeated testa
quate period of tin
free of screen test
4 many at the fi
floss. In spite of t
acquire valuable m
ties now and then
by awesome rega
Oable, for instance
member that he
spite of being for
South Sea Island
while testing for a
...
ODD - INFORM
even that keeps t
Abbott Dancers a
pupple—every day
required to pick
Tullis strewn about
floor. Did you know
freedom used to be
puglist? . . . And t
real, the scare spe
amous Romeo on
man stage? . . . C
eaglen with the m
ograph album—
Continued On

Hick
Stro
45th

YOU AL
Other
Stromb
Cariso
from
\$32

BER 23, 1939
RADIO
INSPECTION
Main 2123
ANGER'S
SPRING ST.
TO RADIO

aby
-A-Way Plan
\$1.69
from 98c
from \$1.69
from \$1.19
from \$2.49
59c
\$4.95
\$4.95
e co.
MAIN 6479

FACE
55c Box
8c
3 Bxs.)
AMS
16c
OD
1c
K
9c
ONEY
6c
S
8c
8c
18c
54c
17c
6c
16c
39c
3c
29c
59c
HES
4c
W
8c
N
2c
ENT
8c
9c
5c

ROCHESTER'S WEEKLY SHOPPING GUIDE

Vol. III, Vol. 5

The Rochester Sun

ROCHESTER, NEW YORK, THURSDAY, NOVEMBER 30, 1939

DELIVERED
TO 75,200
ROCHESTER
HOMES

If You Do Not Receive PHONE STONE 6001
Your Copy Regularly

Jimmie Fidler In Hollywood

HOLLYWOOD — Offhand, I can't think of anything more facile or more wasteful than the average "screen test" by which Hollywood pretends to judge new talent. Imagine taking a frightened, taut-nerved newcomer, plunking him before an impersonal camera lens and saying, in effect, "Now ACT, damn you — if you have any hope for a future." Naturally, the novice, whose only chance lies in complete relaxation, freezes — and, naturally, the test is usually a flop, whereupon the producer judicially shakes his head and opines that he "just hasn't got it."

Many veteran actors have told me that they dread a screen test as a medieval culprit dreaded the rack. Everything is mechanical; they're given no chance to get into the spirit of the role they're testing for. It's "do this, do that — now smile, now weep, now turn to score a passing grade, what chance has an over-anxious newcomer?"

How much wiser it would be to give the youngsters who are recruited at so much labor and expense, a chance to get their feet on the ground before putting them on trial for their professional lives. And how much fairer it would be to judge them by repeated tests over an adequate period of time. The more I see of screen testing, the more I marvel at the fact that studios, in spite of themselves, do acquire valuable new personalities now and then. It increases my awe and regard for Clark Gable, for instance, when I remember that he succeeded in spite of being forced to do a South Sea Island stomp dance while testing for a gangster role.

ODD - INFORMATION: It's been said that keeps those shapely About Dancers so slim and supple — every day, each one is required to pick up two cup-fuls strewn about the practice floor. Did you know that Robert Preston used to be a professional juggler? ... And that Bela Lugosi, the scare specialist, was a famous Romeo on the Hungarian stage? ... Credit Vic Macken with the most novel autograph album — a tanned elephant.

Continued On Page 4

'Novelty Night' Planned By P.T.A. At No. 8 School

Featuring music, songs and entertainment surprises, members of the Parent-Teacher's Association of Carthage School No. 8 will conduct a "Novelty Night" in the school auditorium beginning at 8:15 tonight.

Included in the program, which is under the direction of Mrs. Julius Sherman is a zither quartet composed of Mrs. Emma Sell, Mrs. Bertha Steiner, Mrs. Greta Schott and Mrs. Emma Meister. Also to be heard is the miniature band under the direction of Mrs. Frank Elliott; a glee club led by Mrs. Maxine Norton; and Robert Brethen, ventriloquist. Dance numbers by pupils of Miss Sylvia Appelbaum will be presented.

IRISH - AMERICAN DANCE

Irish-Americans will dance tomorrow night in the 19th Ward Republican Clubhouse on Hawley St., starting at 8 o'clock. The program which is under the direction of Paddy Ryan and William Byrne will feature Paddy Ryan and his genuine Irish accordion. Public is invited to this dance with tickets obtainable at the door.

Card Party Set For Zonta Club Group Tomorrow

Members of the service committee of the Zonta Club will hold a benefit card party tomorrow evening in the home of Miss Mercedes Brayer, 35 Rugby Ave. Miss Gertrude Le Roux is hostess for this occasion and she is assisted by Mrs. Margaret Leach, Miss Alva Fritz, Mrs. Carolyn Grove, Miss Marietta Lechleider, Miss Evelyn McDowell, Miss Ruth Merling, Mrs. Margaret Kohn, Miss Veronica Maher, Miss Esther Toomey, Miss Flora Vogel, Miss Leah Woodruff, Mrs. Madeline Wolterak, and Miss Brayer.

Next Tuesday a luncheon will be held at the Rochester Club with Miss Adeline Bush, presiding. Reports will be given by Miss Leach Woodruff, secretary and Miss Elizabeth Foster, treasurer. In addition, Miss Marion Peake will show pictures of Zontians in costumes of long ago, which were taken at a recent meeting held at the Rochester Museum.

The first advertisement for ice cream appeared in The New York Gazette less than a year after the signing of the Declaration of Independence.

The penalty for peddling handbills in Bartow, Florida, is \$100 fine and 40 days imprisonment.

Santa Has Nothing On Dollar Bill

Along with the advent of Santa Claus comes Dollar Bill to Rochester tomorrow to stay until Christmas. Brought to the city by the Rochester Sun, Dollar Bill will have the enjoyable task of handing out dollars to readers of this newspaper. Complete details of Dollar Bill's local wanderings will be found elsewhere in today's Sun. Be sure to read his announcement now, then you'll be ready for him if he approaches you downtown tomorrow or Saturday. He will give away one dollar each to all those who can answer his question: "What is the slogan of the Rochester Sun?" Readers will know that the answer is "Every Thursday is Sun-Day."

Dollar Bill will double his gift to anyone who has a copy of the Sun or an ad clipped from today's Sun with him or her. He will confine his travels to stores whose advertisements appear in this issue and the majority of his time will be spent right in the departments advertising. For instance, he will probably wander into the haberdashery department of Bond's store and pass out dollars there. It sounds too good to be true but it really is the truth. Get your dollars tomorrow and Saturday and be sure to get the Sun every Thursday.

Home Bureau to Honor Campaigners At Club Luncheon

Membership in Rochester Home Bureau, according to latest figures reveals a total of 1875 names. This total includes new members received during the recent drive.

A luncheon at headquarters, 150 Plymouth Ave. N., is being arranged for next Thursday, in honor of those who have brought in six or more new names. Among the prize winners are: Mrs. Donald Kimball and Mrs. Ernest Freeh of the Junior Afternoon Unit; Mrs. Frederick Odell of Unit 37; Mrs. J. H. Neuhart and Mrs. J. M. Cosello of the Worthwhile Unit.

Mrs. G. L. Cleveland of Post Unit; Mrs. Frank O'Brien and Mrs. William Rutherford of Maplewood Unit; Mrs. Elmer Richmond, Mrs. Lewis Pien and Mrs. Ray Smythe of Hawthorne Unit; Mrs. Max Walther, Mrs. Bernard Farrell, Mrs. Harry Giles, Mrs. Louis Doraschel, and Mrs. Stephen Hickey of Lake View Unit; Mrs. J. E. Mater of Plymouth Unit; Mrs. George Rudenauer of Audubon Unit; Mrs. George Albert of Goodman Unit; Mrs. Lawrence Ryan of Thomas Blossom Unit, and Mrs. Harry Provost of Jefferson Unit.

Speaker for the occasion will be Mrs. Dexter Perkins, who has chosen for her topic the varying customs of people throughout the world.

Also attending the affair will be the chairmen and vice-chair-

Early Holiday Spurs Christmas Gift Shopping

Despite the furore raised when President Roosevelt set the traditional Thanksgiving date one week earlier than usual this year, it appears from figures of Rochester merchants that he accomplished his purpose. At least in Rochester.

The early holiday date was meant to stimulate holiday buying and send it off to an early start. Merchants (even Republicans) were jubilant this week over the results. Reports of increased business were almost unanimous with some stores showing gains of 15% and more over last year. While a certain amount is attributed to the generally higher business levels, a majority can be traced directly to the early holiday.

On Friday and Saturday downtown stores were jammed with buyers. Merchants who used the columns of the Rochester Sun to tell their messages were enthusiastic over results.

One prominent merchant put it: "The increased store traffic on Friday and Saturday was most gratifying. However, the thing that impressed me most was the fact that not only was the number of purchases way ahead of last year, but the average purchase was much higher than anytime during the past three years. This would mean to me that not only are more people spending money on gifts, but people have more to spend than before. In other words, this year, it looks to me like more people will buy better merchandise than in the past. Therefore, we look for a banner year."

The greatest time span between two important cities is that between New York City and Hong Kong. When it is noon in New York, it is 37 minutes past midnight in Hong Kong.

Ice cream or other frozen desserts can be removed from the mold easily by placing a hot cloth around the mold.

Buses To Replace Thurston Trolleys Despite Opposition

Despite the opposition of a determined group of westend trolley-riding diehards, the Thurston line of the Rochester Transit Corp. will be motorized when a change is made. And that doesn't mean streamlined trolleys either. Buses, no different from those serving a large majority of patrons throughout the city, will be put into operation on this route.

Appeal For Funds Made By Cancer Control Group

Funds to support the work of the New York State Cancer Committee are being sought in Rochester by the local chapter under the direction of Dr. Louis C. Kress, chairman and John W. Jardine, treasurer, according to literature now being circulated.

In a letter making an appeal for funds it is stated that cancer took the lives of 9,067 upstate New York residents in 1938; many of whom could have been saved by early diagnosis and treatment.

Contributions may be made by mail to John W. Jardine, at the Genesee Valley Trust Co.

National Officer To Speak At Scouts Annual Banquet

Thomas J. Keane, national director of senior scouting will be the chief speaker at the annual scouts' banquet of the Rochester Council to be held at the Chamber of Commerce next Wednesday at 6:00 P. M.

Along with Mr. Keane, the Eagle Citations for 1939 will be featured on the program. Chairman George Hammon, is sending out special invitations to all Scouters of the Rochester Council and persons interested in the scouting movement. Reserved tickets may be obtained at the Scout Office, 212 Outler Building before next.

Say you saw it in The Sun

West Siders are noted for their opposition to trolley company plans, dating back to the introduction of one-man cars. At that time, Arnett Boulevarders and Thurston Riders were going to force the old New York State Railways to restore two-man operation. That they failed is amply proved by present-day custom with all remaining surface trolleys carrying one-man operation.

Now, trolley advocates are trying to promote stream-lined cars similar to those in operation in Toronto, Philadelphia and other metropolitan cities. They protest the fumes from buses, the crowded conditions and the general "roughing-up" bus riders are alleged to receive.

Circulars distributed by the Rochester Transportation Improvement Association describe the horrors of bus riding, the unhealthy effects of gas fumes and "point with pride" to the streamlined electric trolleys and their many virtues.

Frederick A. Trolcke, a Mt. Hope Avenue resident and general chairman of the protestation group says that this circular distribution in the 19th ward area is only the first step in a city-wide campaign against buses.

However, if the RTIA is to be successful in its efforts it will first have to point out how trolleys can be operated as inexpensively as buses. One of the main points in favor of the buses, from the company's point of view, is their low cost of operation and replacement. It is their contention that bus transportation is the modern form and for every streetcar now being put into service, ten are being taken out. This is a nation-wide condition and company officials say that modern transportation plans call for the use of buses.

Hickson's Bring You
Stromberg Carlson's
45th Anniversary Offer

BUY THIS STROMBERG-CARLSON LABYRINTH RADIO

For Only

\$99.95

WE GIVE YOU THIS
PORTABLE RADIO
WORTH \$29.95



With Old Radio
In Exchange!

This Offer Good Only During Stromberg-Carlson's
30-Day 45th Anniversary Celebration!

YOU ALSO GET PORTABLE IN EXCHANGE FOR YOUR OLD SET ON OTHER STROMBERG-CARLSON LABYRINTH RADIOS \$125 TO \$175

Other
Stromberg
Carlson's
from
\$32.50

There Is Nothing Finer Than a Stromberg-Carlson!

HICKSON'S

Cor. Main and Franklin St., opp. East Ave.

Stone 93

As Low As

\$1

A WEEK
DELIVERS

SENSATIONAL NEW PRICE



\$139.50
AT FACTORY

AMAZING STANDARD MODEL
\$30 LESS
THAN FAMOUS DELUXE MODEL

BENDIX HOME LAUNDRY

AUTOMATICALLY WASHES... RINSES... DAMP-DRIES

ALL the fully automatic features of the famous De Luxe Model for \$30 less!

Escape all the drudgery of washday. The new Standard Model Bendix washes the clothes, gives them three separate fresh water rinses and spins them damp-dry, with no attention from you. Come in today and see the new Standard Model Bendix. Trade-in deals arranged on your old washer (often enough to cover the down payment)... long, low terms on the balance.



DELUXE CABINET
MODEL
Gleaming white
cabinet, flat top,
modern styling.

TERMS AS LOW AS 17 CENTS A DAY

For Store Demonstration or Free Home Trial
Phone To Any of the Following Authorized Bendix Dealers

ALHART ELECTRIC CO., 1147 Culver Rd.
E. W. EDWARDS & SON, 144 Main St., E.
FITCH APPLIANCE CO., 477 Joseph Ave.
FRENCHMAN & SWEET, 368 State St.
FURSTOSS APPLIANCE CO., 409 Chili Ave.
AL JUNG, 211 Ridge Rd., W.
I. S. HUNT CO., 390 Thurston Rd.
HILL APPLIANCE CO., 423 Main St., E.
MURPHY & CO., 343 Main St., E.
MONROE RADIO CO., 733 Monroe Ave.
MUSIC LOVERS SHOP, 370 Main St., E.
PEERLESS RADIO CO., 1054 Dewey Ave.
H. POMMERENING & CO., 1106 Lyell Ave.
PURPLE & BEHRMAN CO., 94 Selo St.
SENECA STORES, 149 Monroe Ave.
SIBLEY, LINDSAY & CURR CO., 228 Main St. E.
SMITH ELECTRIC CO., State St. at Andrews
WASHER SERVICE SHOP, 840 Clinton Ave. N.

Oh, So NEW Christmas Gifts

As New As Our Newly Opened
3rd Floor Gift Shop

FAR more than an extension of our Street Floor Gift Shop which extends to the full depth of our store and is a Mecca for Gift seekers the year round.

Headquarters for hundreds of first time shown Gifts with a price range from 50c to \$35.

Sketches from Scores of
\$1 Gifts

- 1.—Ornamental Book Ends \$1
- 2.—Sterling Silver Comb and Nail File Set, in Leather Case \$1
- 3.—Fountain Pen with ornamental Stand Set \$1
- 4.—Hat and Clothes Brush Set with ornate Holder \$1
- 5.—Cigarette Cases of varied designs \$1
- 6.—Shoe Polishing Set with Whip Broom in Leather Case \$1



Leading in Luggage and Leather Goods Since 1844

LIKLY'S

271 Main St. E.

FREE Deliveries in N. Y. State

MAIL and PHONE Orders... Charge Accounts Invited

WARM HEART



Recipe for making a man feel like a king—give him a RUGBY SWEATER, for loafing around the house. The solid comfort he'll enjoy in one of these soft wool "heart warmers" will improve his disposition—yes, and his appearance. It's one of those "away-from-the-ordinary" gifts men like—and Bond's price is only

\$1.95

WARM HANDS



Rough, chapped hands. Sounds like an appeal to the ladies. And it is. Look at your man's hands—and you'll probably put "NEW GLOVES" on your list for him. Bond has some swell looking grey mohair and soft tan capeskins—the \$2.50 kind—that will cure a lot of "what to give" headaches.

BOND
CLOTHES
and furnishings
133 EAST MAIN
14 SOUTH AVE.

\$1.95

Funds Sought For Christmas Party

Pleas From Needy Spur Efforts Of Party Committee

With letters from needy families spurring them on, members of the Young People's Association and Businessmen's Cheer Committee are striving this week to secure funds for their annual Christmas party for needy children on Rochester's east side to be held Saturday, December 23rd. With \$250 already pledged by the association itself, the drive is on to obtain a like amount from business men and interested Rochesterians.

Donations of money, food, clothing and toys in good condition are being sought. Donors are asked to call Main 475 or Stone 1044 and arrangements will be made to pick gifts up. Invitations to the party are issued to all needy families by a door to door canvass of the east side. Pastors and school heads have helped to compile a list of the most worthy cases. In addition to candy and toys, these families will be given food baskets for the holiday.

This is the type of letter being received at committee headquarters, 680 North St. It is an actual letter according to Mat-taro, and the name and address of the writer is on file.

Dear Sir:
I read of your kindness in helping the needy children and I am writing in behalf of my little Grandson (Robert 10 years old). We both live together and I rent out 3 or 4 rooms when I can to pay my rent and buy coal and lights. It leaves me very short of money to buy anything else. And I am asking you if you will please remember my little orphan grandson and invite him to your Christmas Party. I shall feel very grateful as I know I will be unable to get him much this year as I have been sick with High Blood Pressure and Arthritis and take most of any money left after I pay my bills for medicine. So please do not forget him and may God bless you.

Name on File.

Women's Banking Group Plans Bridge And Tea At Sagamore Saturday

A delightful diversion from the round of shopping activities that mark the pre-holiday season is being planned by the Women's Committee of Rochester Chapter, American Institute of Banking, at a bridge and tea scheduled for Saturday afternoon, December 9, from two until five o'clock, on the Starlight Roof of the Hotel Sagamore.

Miss Rose M. Tschiedor, chairman of the women's committee, has appointed Mrs. Lucille W. Forgham, Miss Monica M. Kress and Miss Loretta E. Finear, as a committee to select attractive table prizes. Mrs. Esther T. Freeman and Miss Constance A. Codd will have charge of cards. Miss Elizabeth M. Erickson will have charge of tickets and will be assisted by Miss Freda L. Neugart and Mrs. Louise K. Le Pine.

Presiding at the tea table will

be Miss Mary A. Wilson, vice-chairman of the women's committee, and Miss Madelyn H. Sullivan.

Miss Tschiedor will head the reception committee. Assisting her will be the following members of the group: Mrs. Mabel N. Church, Mrs. Helen H. Townsend, Miss Helen R. Lankton, Miss Edna Casey, Miss Bette Dunn, Miss Lucy M. Serafine, Miss Rosemary A. Schatler, Miss Margaret T. Strowger, and Miss Mary L. Peters.

Public Invited To Elk Memorial Service Sunday

Announcement has been made by T. Edward Freckleton, secretary, that the public is invited to attend the Elks Memorial service next Sunday afternoon at 3:30 in the lodge temple on Clinton Avenue.

This service, which is held annually is a memorial to brother Elks who have died during the current year and features a prominent speaker. This year John J. Love of Buffalo will speak. Music will be furnished by the Westminster Choir under the direction of Ralph Ewing.

Cupboard space can be saved by adding vertical partitions so the flat articles, like platters and trays, can stand upright.

Men's and Ladies' PLAIN GARMENTS Beautifully Cleaned and Pressed **69c**
EMPIRE CLEANING & DYEING WORKS
GLENWOOD 1102
422 HOLLENBECK ST.
Free Call and Delivery

Rochester Turners To Dance

Rochester Turners will gather at the Turn hall in North Clinton St. on Saturday, December 9th, for one of the season's most important dances. Music for dancing will be offered by Freddie Woolston and his Swing Symphony with an entertainment program scheduled under the direction of Miss Rena Rowell, Mrs. Eva Taylor, Earl R. Manly, Miss Catherine Kirk, Miss June Stubenrod and Joseph Muckstadt.

General chairman of the affair is Roy H. Klingler. Others who are serving on committees include Miss Anthony Q. Niedenbach, Robert Klingler, William Benz, Otto Kern, Clair Bircher, George Lombardi, Sam Rifin, Robert Stoll, Lewis Szeles and Mrs. William G. Herpich.

FRENCH OIL
PERMANENT
Reg. \$7.50
With This Ad Only **\$3.75**
PARIS BEAUTY SALON
249 E. MAIN Over Scheer's Opp. Sibley's STONE 5309

LINENS
Handkerchief OF THE FINEST TYPE Baby Wear
AT TREMENDOUS SAVINGS

Madiera Type Embroidered Pillow Cases 25c ea.	Cannon Turkish Towels 11c 20x40	Silk & Damask Luncheon Sets \$1.39 7 Pieces
--	--	--

Values 98c Pr. Values 19c Value \$2.35
108 EAST MAIN ST.
NEXT TO LOBELS
FIFTH AVE. LINEN SHOP

DOLLAR BILL Is Coming To Town!

He'll Arrive Tomorrow To

GIVE AWAY DOLLAR BILLS TO SUN READERS

Dollar Bill will be in downtown Rochester every Friday and Saturday beginning tomorrow, from 10 A. M. until noon and from 2 P. M. until 4 P. M. He will be in the stores of Sun advertisers to give away dollar bills.

NO TRICKS • NO CONTEST • WATCH FOR HIM

When Dollar Bill approaches you he will ask you: "What is the Slogan of the Rochester Sun?" Almost everybody knows that the slogan is: "Every Thursday is Sun-Day." Remember that and say those words to Dollar Bill. Then you get your dollar. That's all there is to it.

DOUBLE PRIZES IF YOU ARE CARRYING THE SUN

Not one dollar... but two dollars will be given you if you are carrying today's copy of the Sun or an ad clipped from today's issue when Dollar Bill meets you. Clip an ad now, or better yet, tuck the Sun into your shopping bag and have it with you when you go shopping tomorrow.

Remember—Dollar Bill Will Be In Stores Of Sun Advertisers Only
Anyone May Win With the Exception of Employees of the Rochester Sun



DOROTHY MAY

GOING OUT OF BUSINESS
LOST OUR LEASE! BUILDING COMING DOWN!

800 MORE PAIRS
\$2, \$2.49 and \$3.00
WOMEN'S and MISSES' —SHOES—



FRI. & SAT. ONLY

EVERY PAIR SEASON'S NEWEST TO BE SOLD REGARDLESS OF COST

DOROTHY MAY SHOE SHOP
106 E. MAIN ST., COR. WATER



MUSICAL PERFECTION AT LAUER'S

WITH THE NEW 1940



Radiorgan

TRADE IN YOUR OLD RADIO

Now you can be your own concertmaster... Experience the exhilaration of blending tones to suit yourself... Just by a slight touch of your fingertips you become the master of 64 choices of tonality! Lauer's and Zenith are years ahead with the thrilling new Radiorgan tone color blender. Don't wait! See and hear this finest new 1940 Zenith on sale at Lauer's for only... **\$79.95** BUDGET TERMS

LAUER'S DELIVER ANYWHERE

★ LAUER'S STORE OPEN FRIDAY NIGHT ★

LAUER'S 50 STATE

MAY
BUSINESS
COMING DOWN!
PAIRS
\$3.00
ISSUES'
99c
WEST
OF COST
E SHOP
ATER



CUSTOM-MADE Slip COVERS

Repeated
By Special
Demand!



Cover
For Chair **6⁹⁸**

Cover
For Sofa **13⁹⁸**

Made with French Seams
and Box Pleats. Slightly
Higher with Trimmings.

Phone Stone 2300 and our eagle-eyed expert will
be on your doorstep double-quick! Handsome, du-
rable Serge Cloth in 36" widths. Cut in your own
home. All wanted colors. Reg. 69c yard. . . . 39c

EDWARDS—Fourth Floor



CHRISTMAS GREETING CARDS

An unusually large, complete as-
sortment in which you'll find the
cards you like—no matter what
your taste!

Priced from
20 Cards for \$1.95
to 100 Cards for \$35
Street Floor

WASH GOODS for CHRISTMAS SEWING

Buttercup Batiste	yd. 19c
Printed Flaxons	yd. 25c
New Percale Prints	25c
Printed Plisse Crepe	25c
Printed Flannel	yd. 25c
Colored Outing Flannel	19c
ABC Printed Dimity	29c
Woven Checked Ginghams	25c

EDWARDS—Second Floor

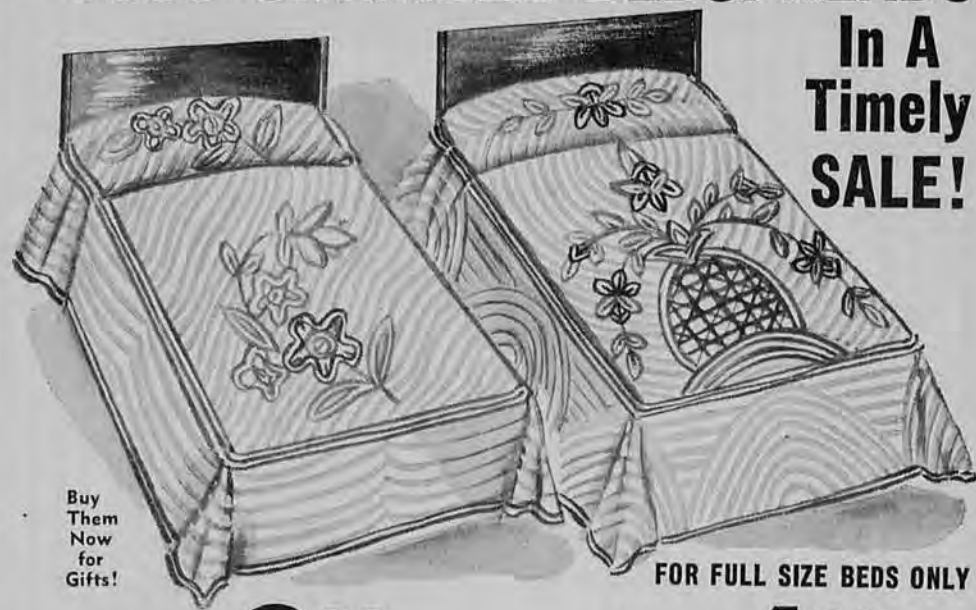
GIFT HAPPINESS FROM Edwards

ROCHESTER'S LARGEST
POPULAR PRICED STORE

STORE HOURS
9:30 A. M. to 6 P. M.

1000 CHENILLE BEDSPREADS

In A
Timely
SALE!



Buy
Them
Now
for
Gifts!

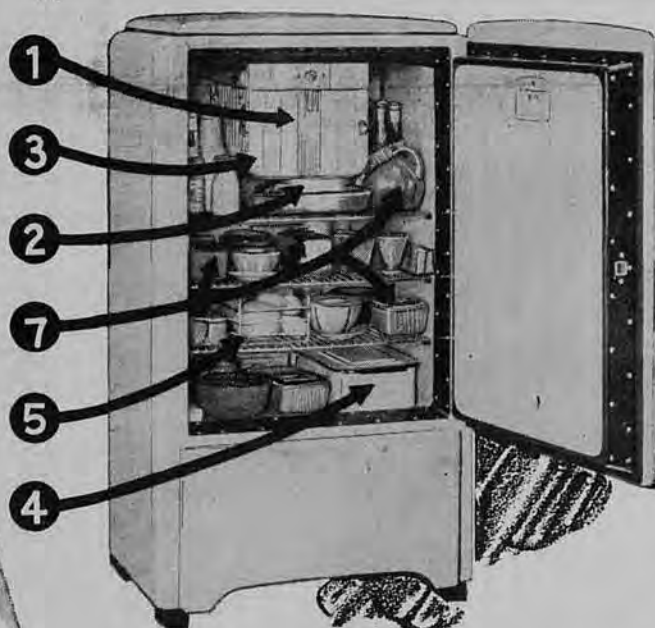
Regular
\$4 Value **2⁹⁸**

FOR FULL SIZE BEDS ONLY

Regular
\$6 Value **4⁹⁸**

One of the largest assortments we've ever assembled. Really fine spreads — thickly tufted in new designs and
gorgeous color combinations. Rows of thick deep chenille. Some on white grounds with multi-color inserts.
Some on colored grounds with solid color or multi-color motifs. Every color guaranteed TUBFAST! See them
tomorrow!

EDWARDS—Second Floor



CHRISTMAS SPECIAL GENERAL ELECTRIC REFRIGERATOR

At Our
Lowest Price
On Record **159⁵⁰**

Note These 7 Features:

- 1—SUPER-FREEZER DOOR — Improved appearance and efficiency in freezing and storing frozen foods.
- 2—INTERIOR LIGHT—Automatically flood lights the entire cabinet interior as door opens.
- 3—ICE TRAYS—One 3-lb. tray, Two 2-lb. trays and one press tray with rubber dividers.
- 4—VEGETABLE PAN—Retains the natural moisture of vegetables and keeps them garden fresh.
- 5—FRUIT BASKET—For greater convenience and conservation of shelf space.
- 6—COOK BOOK—G. E. New Art Recipe Book. Hundreds of recipes and colored illustrations.
- 7—SET OF DISHES—1 Fiesta-ware water bottle, 2 crystal-ware dishes with covers, 1 meat loaf dish with cover, mixing bowl with cover, 3 left-over bowls with covers.

No Down Payment—Balance \$5 Monthly

EDWARDS—Sixth Floor



4 PIECE Bowl SETS

Reg.
1.49
Value **\$1**

Ivory bake and serve ware in
beautiful poppy design with
glowing red bands. Grand for
your kitchen and an excellent
gift idea!

EDWARDS—Second Floor



LAY-AWAY SALE FLOOR LAMPS

Two
Smart
Styles

5⁹⁸

Complete
With
Shades

Here's significant value! 6 - way reflector or student
bridge lamps with heavy decorative bases finished in
colonial bronze — and only 5.98 each! Take special
notice of the shades when you come in — gleaming
silks with rayon linings!

EDWARDS—Second Floor

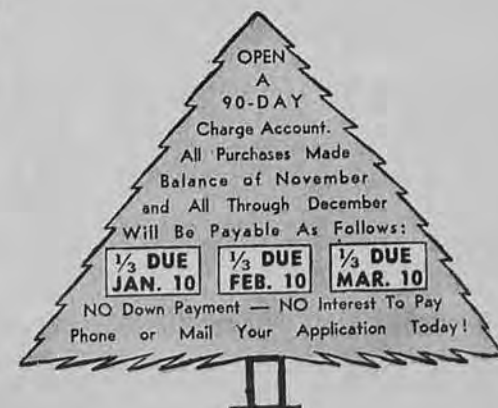


FOR LASTING COMFORT! GIVE ONE OF THESE Chintz BOUDOIR CHAIRS

Luxuriously deep and comfortable. Solid wood
frame, spring filled seat. Well upholstered with
buoyant back. Large selection of attractive chintz
coverings.

6⁹⁸

EDWARDS—Fifth Floor



MAUER'S
DELIVER
ANYWHERE

★
DATE

"rochester's showplace of furniture fashion"

TOWERING MANSIONS

Designed and Dedicated
to Highlight the Joy of
Living

LINCOLN HOTEL

Have like a
king when you
visit New York
Stay at Man-
hattan's Might-
iest Hotel. Lin-
coln, superb in every
detail of loca-
tion, luxury and
hospitality.

1400
ROOMS
Each With Bath
Shower and
Cabinet Radio

HOME OF
THE FAMOUS
BLUE ROOM
Outstanding
Music and
Entertainment

Ownership Management
MARIA KRAMER
President
John L. Morgan, Gen. Mgr.
HOTEL EDISON
Sole Management

NEW YORK CITY
4th to 45th Sts. at Eighth Ave.

Sun Offers Children's Play Coupon

Italian Society To Begin Member Drive Sunday

The Valguarnera Youth Association will conduct membership drive beginning Sunday and continuing through the month, according to Phillip La Loggia, general chairman. Members of the parent group, Societa Valguarnera, have also been drafted to aid in the campaign. The organizing committee, headed by La Loggia and including Joe Cammarata, James J. Colombo, Louis Arena, Frank Latuca, Joseph La Loggia, Jr., William D. Colombo, Joseph Picone, and Angelo Indovino have concluded final plans and are ready to open the campaign at the next meeting to be held Sunday afternoon, 2 p. m., at the Valguarnera Hall, 606 Bay Street.

An innovation of the drive will be the executive committee's decision to admit social members along with the regulars who participate in gymnastics, and also to admit feminine members, plus people of other nationalities as guest members.

Each member will work as an individual in gaining new members. Points will be awarded for each application and winning workers will be awarded prizes at the close of the campaign.

"Gay Nineties Night" Planned By PTA Group

Plans have been completed for a "Gay Nineties Night" to be held by the Lewis H. Morgan School No. 37 Parent-Teacher Association, Friday, December 8th at 8 p. m. in the school auditorium.

Two one-act melodramas, "He Ain't Done Right by Nell" and "She Was Only a Farmer's Daughter" will be presented under the joint direction of Mr. Lawrence Martin and Mr. Harrison G. Didas.

A special program of music has been arranged by Mr. Floyd Stephens. Duties have been assigned to the following members: Mrs. William O'Grady, general chairman; Mr. Hugh Johnson, properties; Mrs. Frank Maher, publicity; Mrs. George Roesch, tickets; Mrs. Stanley Sigelko, costumes; Mrs. Samuel Hall, candy; Mrs. Theodore Ginter, door prizes.

Proceeds from the entertainment will be used to buy glasses for needy children, and for the Girl Scout and Cub activities sponsored by the Association.

Game Parties Attract Throng With Girl Ushers, Entertainers

A near-capacity audience turned out for the first of a series of deluxe parties at the Irondequoit Masonic Temple Bldg. in St. Paul Blvd. last evening, sponsored by the Women's Charity Guild.

Innovations included a bevy of uniformed usherettes, entertainment by Rochester's only women's drum corps, Janet Sloan and her trio and community singing in which the audience participated.

Of course, main feature of the evening was the games. Under the new set-up games were free but not many took advantage of the offer. Most players paid their money and apparently, got their money's worth. Next party is scheduled for Wednesday night and every week thereafter.

PLYMOUTH CARD PARTY
The Plymouth Park Group, will conduct the first of series of card parties Thursday night in the club rooms at 140 Edinborough St. Tonight starting at 8:30.

Murray De Leuw, city bridge title-holder will be present each week to give instructions and answer questions concerning the game. Other card games will be played and a prize given to each table.

Popular English Children's Story Set For Eastman Showing; Sun Offers Reduced Rate Coupon For Youngsters

One of the most popular children's stories ever to come out of England will be portrayed at the Eastman Theatre when Clare Tree Major's Children's Theatre Company presents "Dick Whittington and His Cat" on Saturday, December 16th at three o'clock.

This story, which is equivalent to our Abraham Lincoln stories, is known to every school youngster and was chosen by the Children's Theatre group as the result of a nation-wide poll of school children as one of their favorites.

Players in the cast are all Broadway professionals and represent America's outstanding children's theater group.

Through an exclusive arrangement with the Educational Committee of the Rochester Civic Music Association, the Rochester Sun is offering every child an opportunity to see this outstanding play at a reduced price. Elsewhere in today's Sun there is a coupon which is worth ten cents towards the price of admission to the theater when presented at the box office. Seats are 25c, 35c, 50c and 75c. With the special Sun coupon it is possible to see this play for as little as 15c.

It is your duty as a thoughtful parent to educate your child to appreciate the theater as well as the other arts. Clean, wholesome entertainment in a thoroughly professional manner is the objective of the children's theater and with prices so low, due to the Sun coupon, this attraction is within the reach of every family. Clip the coupon now, and present at the Eastman Theater box office when you purchase your ticket. Choose

COUPON

This Coupon Is Worth

10c

Towards Price of
Admission to

"DICK WHITTINGTON
AND HIS CAT"

by

Clare Tree Major's
Children's Theatre Company

EASTMAN THEATRE

Saturday, Dec. 16, 1939
3 O'Clock

Seats: 25c, 35c, 50c, 75c

Present this coupon at theater
box office when purchasing
ticket. Good for 10c reduction
on any priced seat in the theater
this day only.

David Livingstone, famed mis-
sionary-explorer, got a phys-
ician's diploma before he left for
Africa to teach the doctrines of
Christianity to the savages. He
was 28.

Your Taste
will tell
you



... these are
better wines

NEW YORK STATE
Widmer's
HILLSIDE
Wines

WIDMER'S WINE CELLARS, INC.
NAPLES, N. Y.

Mrs. Anna K. Reckler, 164 Inglewood Dr.

WRONG PARCEL? SORRY!



Just Call STONE 905

Mistakes sometimes will happen during
the holiday rush. If you get a parcel that
does not belong to you, please let us know
so that we may deliver it to the proper
party—don't let the owner be disappointed.

CITY DELIVERY

195 SCIO St. STONE 905

ELECTRIC GIFTS
GIVE HAPPINESS
LONG AFTER XMAS

All - Purpose

"KITCHEN AID" MIXER



only
\$29.95
(Cash Price)

Convenient
Terms

New action for faster and better
mixing, beating, juicing. Saves
tired arms. Full-vision glass
bowl. 4 speeds.

Grind coffee as you
make it—Kitchen Aid
Coffee Mill only \$9.75.

See demonstration on our Main Floor

ROCHESTER GAS &
ELECTRIC
Corporation

Sibley, Lindsay & Curr Co. STONE 6500

FOOD VALUES!

Center Slices
Flav-o-rich
HAMS

Nearly all solid meat
and all perfectly
mouth-watering!

lb. 35c

FIG
BARS

One of our most popular
delicacies for parties,
snacks, children's lunches.
Pound package

13c

2 for 25c

CRAB MEAT

Geisha brand, the perfect filling
for salads or sandwiches.
Tin 23c

2 for 45c

COOKIES

Butterscotch pecan cookies, they
melt in your mouth! Doz.

19c

SUGAR

Pure cane granulated, 5-lb. bag

27c

BEECH-NUT
COFFEE

Pound Tin

27c

2 for 53c

Ken-L-Ration

Dog Food

3 for 25c

6 for 47c

Our Famous

TOWER
BRAND

Mayonnaise

Quart Jar

49c

Fresh Daily!

PACKAGE
CHEESE

Chateau or Velveeta
1/2 Pound
Packages

2 for 25c

3 Scoops—Read 'Em!

Asparagus Spears 3 for 65c
Rochelle brand, green ... 23c

L. & S. Mustard Pickles
or Mince Meat 25c
in ice-box jar

SCULL'S COFFEE
ready to drink, 12-oz. tin. 10c \$1.15 doz.

GROCERY, MAIN FLOOR ... Phone Orders As Early As 8 A. M.

Sibley, Lindsay & Curr Co. BASEMENT NEWS

If We Could Think Of Any Better And More
Descriptive Word Than The Old One - - -

SENSATIONAL!

We'd Certainly Use It For This!



26-Pc. Set of Ruby Glass

Service for 4 People ... For Luncheon,
For Bridge, For Any Snack Occasion!

\$1.98

Not only the most popular of all glass colors for tableware ...
RUBY RED ... but the size of the set is ideal, also ... just big
enough for the average family of four and for those after-bridge
and after-the-movies snacks which call for a smart but inexpensive
service! 4 dinner size plates, 4 salad plates, 4 cups, 4 saucers, 4
footed tumblers, 4 footed sherberts, a sugar and a creamer.

Order By Phone Right Now ... Stone 6500

Plus Value! Limited Quantity Hand-Cut

STEMWARE

Worth At
Least 15c!

5c

Lucky purchase, lucky for you! Crystal
color glass with a dainty hand-cut floral
decoration. Buy all you want (while our
stock lasts) of goblets, sherberts and
cocktail glasses.

BASEMENT, AISLES 4 TO 8



"Furniture," says the Home...

"GIVE ME SOMETHING I'LL BE PROUD TO OWN, AND HAPPY TO LIVE WITH!"

A Sweetheart of a Gift for Her!

Give Her a LANE CEDAR HOPE CHEST

THE LOVELIEST OF ALL LOVE GIFTS

WALNUT OR MAPLE 6 DRAWER KNEEHOLE DESK \$12.95

45c Down-50c a Week

Buy Out Of The High-Rent District

LANE'S CHRISTMAS SPECIAL \$12.95 UP

50c DOWN — 50c A WEEK FREE

Learn about our amazing offer that lets you have your CEDAR CHEST FREE. No obligation. Ask one of our salesmen.

14-PIECE LIVING ROOM OUTFIT \$79

Just think... a whole room full of fine furniture at the price you usually pay for only 2 or 3 pieces. Includes chairs, sofa, tables, lamps, pictures, etc. A truly amazing offer!

Lamps

Take Your Choice Special at **\$6.95**

Easy Terms

Every lamp is of superior construction and workmanship with a nicety of design that appeals to all.

MAJESTIC FURNITURE COMPANY

204 COURT STREET

★ OPEN EVERY EVENING 'TIL CHRISTMAS ★

WANT ADS

MOVING

MOVING in City, 3 rooms \$5.00, 4 rooms \$7.00. Large paved vans. Let us estimate your long distance jobs. Phone Mr. Carter, Main 8926.

FURNITURE WANTED

GENERAL CASH for cook stoves, heat-ers, both coal and oil — Combination stoves, beds, springs, dressers, chests, drawers, tables, chairs and complete household of furniture. Phone Mr. Carter, Main 8926.

HOUSEHOLD GOODS

COUGS \$2x10x4 Axminster, Wilton and Oriental. Good condition, choice \$15.00. 439 South Goodman St.

SIMMONS' bed, coil spring and mattress complete \$3.00; Simmons' bed and Delux coil springs each \$5.00. BUY THE EXETER. Single coil springs \$3.75. Fahrers', 134 No. Plymouth Ave. Open evenings.

CRIB, MATTRESSES, \$2.25; Cot mattresses, \$2.75; Bed side cotton mattresses, all new, \$4.25; Felt mattresses, \$7.50. Fahrers' 134 No. Plymouth Ave. Open evenings.

REPOSESSED Beautiful Diningroom Suite, \$35.00 to \$50.00. Fahrers' 134 No. Plymouth Ave. Open evenings.

LIVING Room chairs, beautifully upholstered, choice of covers and fabrics from \$4.25. Solid maple frame occasional chairs, choice covers and fabrics \$3.50. Fahrers', 134 No. Plymouth Ave. Open evenings.

BOOK CASES, Walnut, mahogany and oak from \$1.50. Dressers, walnut, mahogany and oak from \$1.95. All kind rocking chairs from \$1.00; Fahrers' 134 No. Plymouth Ave. Open evenings.

NEW TWIN POSTER BEDS, 2 Inner-spring mattresses and 2 coil springs \$30. Fahrers', 134 No. Plymouth Ave. Open evenings.

ALL KINDS of fine finished furniture at reduced prices this week. Fahrers', 134 No. Plymouth Ave. Open evenings.

A BEAUTIFUL 4 pc. Bond maple water-fa bedroom suit, used 80 days cost \$145.00. Like new for \$75.00. We will include a de Lense double coil spring and nationally known new Beauty Inner-spring mattress total \$80.00. THIS IS A REAL BARGAIN! Fahrers', 134 No. Plymouth Ave. Open evenings.

DROP leaf tables, gateleg new from \$6.75. Drop leaf tables, Duncan, Toyne walnut and mahogany that usually sell for \$22.50. Our price \$14.50 while they last. Fahrers', 134 No. Plymouth Ave. Open evenings.

NEW Blond Maple Bedroom Suite, 4-pc. with complete with de-lux coil spring and new nationally advertised Beauty Inner-spring mattress for \$13.00 additional, total price \$13.00. Fahrers', 134 No. Plymouth Ave. Open evenings.

INSTRUCTION

"UNCLE SAM" JOBS. Many 1940 appointments expected. Start \$100 to \$175 month. Prepare now for next examinations. Thousands appointments each year. Common education usually sufficient. Full particulars, list positions and sample coaching FREE. Write today. Franklin Institute, Dept. W 15, Rochester, N. Y.

OPPORTUNITIES

THIS IS UNUSUAL! Would you like to be in business for yourself? We want a lady from 30 to 55 years of age who can furnish good references. You have nothing to buy and we will train you free. You operate your own business and are your own boss. Write the SUN, 420 Burke Building for an appointment.

SOAP—WAXES—POLISHES

Save Money — highest quality — Soap Powder for laundry, dishes, etc. 10 lbs. 85c. Less in larger quantities. Self-polishing floor wax, \$1.50 gallon; paste wax, 35c. lb.; cream emulsion furniture polish, \$1.50 gallon; Lemon or Cedar Oil Polish, \$1.00 gallon. Manard Sales, Glenwood 4465. Free delivery.

IT'S NEWS these days when PRICES GO DOWN!

Good news, too, in these times when prices are mounting on almost everything else you buy.

But Mount Vernon too proof bottled rye prices are down — down to the level even of many lower proof blended whiskies.

NOW \$2.39 \$1.50

FIFTH (25.6oz.) (PINT 16 oz.)

WAS \$2.89 NOW \$1.84

IMPORTANT: The same magnificent quality you've always known.

U.S. BOTTLED IN BOND 100 PROOF

Mount Vernon STRAIGHT RYE WHISKEY

Ask for Mount Vernon by name wherever fine liquors are sold.

Good news, too, in these times when prices are mounting on almost everything else you buy.

But Mount Vernon too proof bottled rye prices are down — down to the level even of many lower proof blended whiskies.

NOW \$2.39 \$1.50

FIFTH (25.6oz.) (PINT 16 oz.)

WAS \$2.89 NOW \$1.84

Mount Vernon STRAIGHT RYE WHISKEY

Copyright 1939, National Distillers Products Corp., N. Y. C.

Mount Vernon STRAIGHT RYE WHISKEY

Copyright 1939, National Distillers Products Corp., N. Y. C.

I Like Wegmans Low Prices And Larger Selection!

FRESH DRESSED, MILD-FLAVORED

LEGS O' YOUNG LAMB 21c lb.

These legs are cut from tender, freshly dressed young spring lamb and are sure to make a flavorful meal. Try one!

Fresh Dressed, Boneless Rolled

LAMB ROASTS 21c

DO YOU KNOW?

Wegman's Markets Are Rochester's Largest Retailers of Meat

OUR GROCERY PRICES GUARANTEED AS LOW OR LOWER THAN ANY IN TOWN!

No. 2 Can, Cui

WAX BEANS 9c

L & S, Strawberry, Raspberry

PRESERVES 18c

Royal Rio, Texas, Grape-

FRUIT JUICE can 5c

Olympia Southern

LIMA BEANS 4 Cans 25c

1-Qt. Green Gables Salad

DRESSING 25c

Our Own Kilburn Hall

BEST COFFEE lb. 19c

Fine Grade Granulated

SUGAR 10 lb. sack 48c

20-Oz. Can, Gilbert's

APL. JUICE 3 for 25c

Taylor Brand Southern

SWEETS can 10c

25 in Pkg. Free Tumbler

TEA BAGS 25c

Superior Fancy, Lightmeat

TUNA FISH can 16c

FRI. ONLY WEGMAN'S FAVORITE SMOKED HAMS 19c lb.

Whole or Shank Half

WORLD'S LARGEST SELLING SWEET CREAM BUTTER

LAND O' LAKES SWEET (SOUR) CREAM BUTTER 33c lb.

From the Tub

Wegmans HOME OWNED FOOD MARKETS

USE OUR FREE PARKING SERVICE FOR CUSTOMERS

Prices
ion!
D-FLAVORED
OUNG
LB
21¢
lb.
TS 21¢
YOU KNOW?
men's Markets Are
chuter's Largest
tailors of Mass
arge Seedless
avel, Reg. 29c
ANGES
9¢ Doz.
k Meat
FRUIT ea. 5c
shly Baked
OR TURBAN
CHEN
5¢ Ea.
d, French 15c
olls doz.
y and Rich
OR PIMENTO
VEETA
2¢
stone
ESE lb. 29c
ONLY
S FAVORITE
OKED
AMS
9¢ Lb.
Shank Half
UTTER-
From the Tub
33¢
lb.
ll Butter, lb. 34c
KING
MERS



**BOYS' lined
HOODED
80% WOOL
MACKS
\$3.98**

Heavy warm mackinaws with zippered hood and lined with plaid casha. 2 slash pockets, 2 patch pockets. Blue, red, green in sizes 8 to 18.

Boys' \$1.49 Corduroy KNICKERS
Genuine Merri-mac corduroy in plaid and figured patterns. Fully lined.

**FAMOUS DIANA 100% WOOL
BLANKETS
\$4.98**



You Save \$1.54

Thick, soft all wool blankets bound with deep, lustrous matching satin. 9 colors. Individually boxed for Christmas giving.

Special Purchase

Girls' Pleated-flared skirt or wasp waist

**DRESSES
59¢**

of the Newest
Percales and
Shantung

Percales with smoked fronts and wasp waists, shantung in princess styles. Wide flared and pleated skirts. Blue, green, rose, pink, aqua.

Sizes 1 to 6X



**You Don't Have To Pay \$1
FOR THESE SMART
BAGS**

78¢
IN THIS SALE AT

Huge flat envelopes slipped at the top, soft pufferettes, rough grained bags with long strap handles, tailored simulated-alligators. Wine, brown and black.



**Women's - Children's
WOOLEN
MITTENS**

39¢
Brown, navy, white, cream, red, wine, coral.
Brilliant blazer stripes and colorful Norwegian designs. Sizes 4 to 8 for misses and 6 to 8 for women.



**Boys' Fleece Lined
Horsehide Mittens 39¢**



Leather Back
Simulated
Suede
Button

**GLOVES
69¢**

The new glove - suede, in 8-button, 10-button, or 12-button. Of tailored and dressy gloves with a smooth leather back and fabric palms.

SENSATIONALLY UNDER PRICED

CURTAINS

• Floral Voiles
• Coin Dot - Pin Dot
Marquisette
• and Mexican
**COTTAGE SETS
59¢**

Whether you prefer tailored or ruffles, dots or stripes, marquisettes or voiles, you've hundreds to select from in one of the biggest curtain offers ever made in a long time.

another group of
\$1.19 grade **89¢**

• Ball Trim Cottage Sets
• Pin Dot Ruffles
• Panel Tailored
• Voile Cottage Sets



BEST BY TEST

**"Audrey"
FULL FASHIONED
RINGLESS
SILK
HOSE
59¢**

Exquisitely sheer chiffons as clear as a crystal and walking weight service hose lovely in the smart new shades for winter wear.

Holiday, Roadster, Rustic, Russian, Pacific.



**THE BIG
sensation of 1939
PARKA HOODS
79¢**
INCLUDING ZEPHYR WOOLS
Warm wool parka hoods with brushed wool front and blazer striped crown. Peaked caps that lie warmly under the chin.



Novelty
Xmas Gift
APRONS



25¢
Fine Count, Fast Color, Novelty Bib and Coverall Styles

**Real
VIKING
TUBES**



**Genuine
Leather
SHOES**

For
MEN and
WOMEN

Women's and girls' skates in black or white and sizes 11 to 12 and 4 to 8. Men's black skates in sizes 8 to 11.

NOW -- BETTER THAN EVER!

**LINCOLN'S ANNUAL
Fur Lined GLOVE SALE**

Every Glove Table Cut
Which means they're cut by hand to insure you of a smooth uniform fit without binding.

Planned months ago to be the outstanding Glove Sale of 1939

Fully Fur Lined
with warm selected furs instead of the usual 1/2 fur lined sale gloves. Men's sizes 8 to 10 1/2. Women's sizes 6 to 8 1/2.

\$2 Men's - Women's

Better Imported Leathers
Imported English capekine and soft, supple suedes in brown, black and tan.

Not Gloves made for a special sale price but far superior in every way



SALE

EXTRA
We took the pick
of the selling

***2 Better Cotton
DRESSES**

You Can Buy
Them Now At

\$1.79

**HIGH COUNT
BROADCLOTHS
BEAUTIFUL
SEERSUCKERS
HAND BLOCKED
POPLINS**

Hand blocked poplins slipped all the way down button-front seersuckers. Long sleeve coat frocks. Beautifully finished seams, dainty trims, full pleats and gored.

SIZES
14 to 20
22 to 44
46 to 52



**ANNUAL CHRISTMAS SALE of
GIFT UNDIES**

ELABORATELY LACE TRIMMED
MIXED SATIN and TAILORED

SLIPS - PAJAMAS - GOWNS

IMPORTED LACES a rare luxury

Lustrous rayons and satins beautifully trimmed with laces, daintily smoked and ribbon beaded. Or tailored. Slips are 32 to 44. Gowns and pajamas 16 and 17.

\$1

Reg. 79c Women's Rayon Satin

SLIPS 55¢
Embroidered Lace and Ribbon Trimmed. Sizes 34 to 44

Bemberg Rayon

PANTIES 29¢
Tailored and Lace Trim
A Regular 39c Value



**USE OUR LAYAWAY PLAN
50¢ down 50¢ WEEKLY**

THE BIG TOY SENSATION

Great big 2 FOOT
fully dressed crying

**DOLLS
\$1.98**

Lovable, cuddly dolls clothed in pink flannel coat, matching maribou trimmed bonnet, embroidered organdy dress, slip, rubber pants, shoes and socks. She sleeps and talks.



YARD GOOD SUPER VALUES

Reg. 19c 36-Inch Heavy Stripe Flannel . . . yd. **12 1/2c**
Reg. 12 1/2c 22-Inch Plain White Flannel . . . yd. **8c**
Reg. 12 1/2c 36-Inch Fast Color Percales . . . yd. **10c**
80-Sq. 36-In. Finest Count Fast Color Percale, yd. **19c**
Reg. 19c 36-Inch Slub Broadcloths, Poplins, yd. **15c**
Reg. 15c 36-Inch Fine Count Broadcloth . . . yd. **12 1/2c**

—MAIN AT ST. PAUL—

Easy-To-Make Hot Rolls Are Always A Family Treat

Evening Schools Winter Term Registration Set

Registration for the winter term of adult education classes at Monroe High Evening School will begin tonight according to William E. Hawley, principal. A new high record in adult registration was reached at the school this fall with a total of 4354 which is 441 ahead of the same period last year. With the new terms added registration it is expected nearly 7,000 will have registered, exceeding last year's total of 500. Eighty-six courses, from auto mechanics to zither playing, make up the curriculum of the school.

RADIO'S BIGGEST "1940" SCOOP!

World-Wide Reception!
Big Radio Features!

AIRMASTER



The famous, nationally advertised Airmaster radio with all these features: Two wavebands that get all standard U. S. broadcasts, foreign, ships and amateur broadcasts... automatic volume control and tone control... built-in loop aerial. Handsome cabinet. Priced lower than many sets that get American broadcasts only!

Special at
12.⁷⁷
50c DOWN—50c WEEKLY

RUDOLPH'S

MAIN ST. SOUTH AVE

OPEN SATURDAY EVENINGS



What! Long Underwear in Florida?

Silly, isn't it? Of course, nobody would really ever think of doing a crazy thing like that; but some folks let queer notions dictate their habits. Like thinking, for instance, that high prices are proof positive of high quality and low prices exactly the opposite. Most people know better—such as the members of 75,200 Rochester families who buy through the SUN. Cultivate this thrifty habit; read the SUN and reap the harvest of more-for-your-money.

Automatic Refrigerator Keeps Dough For Hot Rolls Indefinitely

Treat your family to hot rolls for breakfast, dinner or supper. An automatic refrigerator makes it easy to keep refrigerator dough on hand so that fresh rolls may be baked whenever you wish them. Use the Refrigerator Roll dough for dinner rolls, serve the Brioche for dessert or with coffee for tea or evening refreshments and, of course, the breakfast buns speak for themselves.

REFRIGERATOR ROLLS
Temp. 400 Degrees F—Time: 15-20 Min.
1 compressed yeast cake
1/2 c sugar
1/2 c salt
1/2 c lukewarm water
1 c scalded milk
7 to 8 c all-purpose flour
Crumble yeast into water. To the potatoes, add shortening, sugar, salt and eggs. Cream well. Add yeast mixture and milk, cooled to lukewarm. Add enough flour to make a dough stiff enough to knead. Knead lightly until smooth and elastic. Brush with melted butter, store in a buttered bowl, cover closely and store in an automatic refrigerator until needed for use. Shape into rolls, brush with melted butter, cover and let rise until light. (About 1 hour). Bake in a preheated oven.

Brioche
Temp. 400 Degrees F—Time: 15-20 Min.
1 yeast cake dissolved in lukewarm water
1/2 c sugar
1/2 c salt
1/2 c lukewarm water
1 c scalded milk
7 to 8 c all-purpose flour
Cool the milk to lukewarm. Add the dissolved yeast cake and add the 1/2 c flour. Beat until smooth, cover and let stand until light (about 1 hour). Add the shortening, salt, sugar and well-beaten eggs, add to the sponge and beat well. Add the flour and the mace. Beat well, cover and place in an automatic refrigerator overnight. Turn out on

a floured board and roll into a long rectangular shape. Spread with well-creamed butter. Fold from sides to center to make 13 layers. Cut off narrow strips 1 inch wide. Let stand until very light (about 1 hour). Twist each strip and form a ring. Place on a buttered sheet and when double in bulk, bake in a preheated oven. Ice with Confectioners' sugar icing.

BREAKFAST FRUIT BUNS
Temp. 400 Degrees F
Time: About 25 Minutes
1/2 c water
1/2 c orange juice
1/2 c sugar
1/2 c salt
1 yeast cake
3 c all-purpose flour
4 melted butter
Heat water to boiling. Add orange juice, sugar and salt. Cool to lukewarm and add yeast. When dissolved, stir in 1/2 c of flour, beating until smooth. Add butter, stiffly beaten egg white and the remaining flour. Knead well and let rise until double in bulk (about 1 1/2 hours). Knead again and gradually work in the cherries, citron and almonds, finely chopped, and the raisins. Form into balls the size of a small egg; place in a buttered pan; cover with wax paper and place in refrigerator overnight. To bake, light oven for one minute. Turn oven off and place buns in oven. Allow to stand for 20 to 30 minutes. Light oven and bake. Remove from oven, brush with melted butter and serve hot.



Vivacious Ginger Britton, charming star of "The Hi-Haters" new burlesque revue opening at The Embassy Theatre Friday for a week's engagement.

Bingo Parties Stated At Theatre

Another in the series of deluxe bingo parties will be held at the Strand theatre Friday night, according to the management of the theatre. Bingo, played during the intermission of the show is free and prize money, amounting to \$800 is distributed. Other features of the show are a singer, organist and a movie.

War Causes Reduction Of Champagne Imports And Increased Prices

Irregularity and uncertainty of shipping across the Atlantic, due to war conditions in Europe, is causing increasing concern to the importers of French champagne and to those people who rely on champagne as an important asset in their entertaining, according to Henri Lanson, of the firm Lanson Pere & Fils of Reims, France, who is now in New York.

Predictions as to what shipments of Champagne can be made from France in the future, are subject to some revision daily or weekly, Mr. Lanson added.

"Some of the important shippers of champagne in France have been forced to close their plants because of the lack of sufficient labor, and lack of bottles, cases and corks," Mr. Lanson declared. "The Lanson firm has maintained all of its facilities in operation so far, but only with considerable difficulty."

"French shippers are even more concerned about supplies for 1940, if the war continues. Railroads in France have been commandeered by the Government, and shipments of champagne from Reims and Epernay are very difficult to make. Trucks also have been commandeered, which further increases the difficulties of the shipper."

"Those importers who actually own stocks of fine wines and champagne here in America, are fortunate indeed at this particular juncture."

WOLIN'S
New Location
83 EAST MAIN
SHIRTS \$1.19
This Week Only Reg. \$1.32
NECKWEAR 55c
Fine Quality Silks
Repps, Magadores, etc. 2 for \$1

HATS High Grade \$1.99 and \$2.45
All-Wool Coat and Slip-on
Sweaters \$1.95
Regular \$4.95
SUEDE JACKETS \$4.45
Others From \$1.95 to \$12.95
WOOL TROUSERS \$2.95
Young Men's Pleated and Plain
STURDY WORK PANTS, \$1.45
83 EAST MAIN
Mrs. Flora Sager, 171 Parkside Ave.

CLARK'S REAL VALUES
Clark's offer for Republican Thanksgiving—a large variety and selection of poultry, all sizes at the lowest prices. Satisfaction or your money cheerfully refunded.
Fresh Corn-Fed, Rib-End Roast
PORK LOIN 12 1/2c
Milk-Fatted Blewings
FOWLS 16c
Milk-Fatted Roasting—All Sizes
CHIX 19c to 25c
Golden Smoked Tenderloin
Skinned, Whole or Shank End
Surplus Fat and Bone Removed
HAMS 19c
Fancy Mild-Cured Sliced Hindlins
BACON 19c
Nearly Boneless Boston
Roast Pork 15c
Kaufman's Spring
LEG OF
LAMB 21c
We Accept Orange and Blue Food Stamps
Fresh Cut-Up CHICKENS
Breasts, lb. 41c Wings, lb. 21c
Legs, lb. 33c Necks, lb. 15c
Livers, lb. 39c Giblets, lb. 19c
CLARK'S MARKETS
906 NO. GOODMAN | Miracle Mkt. | 824 PORTLAND
Near Bay, Culver 4870 | 885 Lake Ave. | Stone 471
Glenwood 1726

Say **NATIONAL'S EAGLE**
"The King of Blends"
PAY LESS!
[See what a difference there is in price]
GET MORE!
[See how much milder EAGLE tastes]
If you want a perfect, mild, gentle whiskey, try National's EAGLE. And compare its price, its body, its aroma and its taste with any blend at any price.
National Distillers Products Corporation, N. Y. C.—90 Proof. 40% strictly whiskey, 60% grain alcohol spirits.

YOU CAN PAY MORE BUT YOU CAN'T GET MORE VALUE THAN IN
WILLIAM PENN
ANTHRACITE - - - AT
★ Don't Be Satisfied With Anything But The Best!
• PEA \$8.75 • BUCK \$7.85
• RICE \$6.75 • ARAB \$10.05
• COKE 10
REMEMBER: It's Guaranteed To Satisfy You!
306
FIRE-KING
70 EXCHANGE ST.

Barney Ruben's One of the Largest Tire Dealers in the State
SAVE \$5 TO \$10
On 1st Line, Grade A—100 Level Tires!
GOODYEAR G-100
FIRESTONE CHAMPIONS
GOODRICH SILVERTOWNS
U. S. ROYAL DE LUXE
\$9.95
6.00x16
List Price
ALL FIRST LINE—GRADE-A
SIZE LIST PRICE SALE PRICE YOU SAVE
5.50x17 \$12.95 \$ 8.75 \$ 4.20
6.25x16 \$16.70 \$10.85 \$ 5.85
6.50x16 \$16.95 \$11.85 \$ 5.10
7.00x16 \$18.85 \$12.85 \$ 6.00
7.50x16 \$28.80 \$18.50 \$10.30
With Your Old Tire
18-MONTH GUARANTEE
All Sizes in Stock but not in All Makes!
Special! Firestone and U. S. Standard Tires
NO MONEY DOWN!
3 to 5 months to pay!
BARNEY RUBEN
AMERICAN AUTO SUPPLY CO., INC.
292 EAST AVENUE
OPEN EVENINGS TO 10 P. M.

November 30, 1939

Monday, November 30, 1939

TRUTHFUL ADVERTISING

THE ROCHESTER SUN

TRUTHFUL NEWS

PAGE NINE

Great

MORE
VALUE THAN IN
PENN

10.45
TON

Nut or Stove Size
Del. Shoveled Off
CALL MAIN

You! 306

NG

ers in the State

\$5

10

DO Level Tires!

RG-100

CHAMPIONS

TOWNS

LUXE

95

E-GRADE-A

PRICE YOU SAVE

\$ 8.75 \$ 4.20

\$10.95 \$ 5.75

\$11.85 \$ 5.70

\$12.85 \$ 7.00

\$18.50 \$10.30

A Tire

WARRANTEE

not in All Makes!

SALE PRICE

\$ 4.90

\$ 5.30

\$ 5.90

\$ 6.90

BEN

CO., INC.

NUE

M.

E. And

typical.

monies and spirits.

MILLER'S SPECIAL

Burning Anthracite (Hard)

COAL \$10.45
TON

Every Ton FULLY GUARANTEED

ARDEAN R. MILLER, Inc.
500 WEST AVE. QUALITY SINCE 1912

MEATS
GROCERIES
VEGETABLES

WHERE YOU BUY THE CUTS OF
Chicken You PREFER

Legs lb. 35c Giblets lb. 19c
Necks lb. 12 1/2c Breasts lb. 45c
Wings lb. 23c Livers lb. 45c

600 JEFFERSON AVE., COR. BARTLET
GEN. 1417 — WE DELIVER

CLASSIFIED ADS

HOUSEHOLD GOODS

LIKE new gray enameled combination
stove \$20.00 and up. Black combination
stove good condition \$12.50 and up.
Faber's 124 No. Plymouth Ave. Open
evenings.

FOSTER and Jenny Lind beds new
\$3.00 and up. Flat springs \$2.50 coil
springs \$2.00. Cotton mattresses (all
colors) \$4.25. Futon mattresses \$7.00. In-
sulating mattresses from \$9.50 and up.
Faber's 124 No. Plymouth Ave. Open
evenings.

NEW nationally known beauty inner-
spring mattress regular \$39.50 for \$18.50.
Regular \$19.50 insulating mattress for
\$12.50. Faber's 124 No. Plymouth Ave.
Open evenings.

15-2-PC. and 3-PC. LIVINGROOM
SUITE from \$5.00. Faber's 124 No.
Plymouth Ave. Open evenings.

LIVINGROOM SUITE recovered for \$4
little as \$10.00. Livingroom chairs, \$5
Bedroom chairs \$4.50. Set 6 dining room
chairs \$6.00. Tufted bed \$10.00. \$12.00.
Twist Upholstery Co. Phone
Main 2928.

NOLAN'S closing out complete line
and combination ranges. Modern! Table
tops! All white. Save 10. Genuine Ad-
vance tablecloth combinations \$10 value.
\$6.00! 420 State St.

SAVE \$5.00! Imperishable mattresses—
Heavy ACA ticking! Oil-tempered
spring unit. Ventilation! Hardtop. \$9.95.
Nolan's. Evenings.

CASH IS KING! Save 5% at Nolan's,
420 State St.

NOLAN'S 420 State St. \$15.00.

TWO gorgeous Watson rugs \$28.00.
\$17.50 each. Nolan's

SIMMONS COIL SPRINGS. Genuine!
\$4.75! Nolan's. Evenings.

NOLAN'S buy used furniture — Best
prices! Main 4637.

HOUSEHOLD GOODS

COMPLETE line Simon's bed, spring,
mattresses. Cut prices! Nolan's, 420 State
St.

LIVINGROOM SUITE. In our factory
New! Custom built. Cut prices. 3-piece
modern suite, sturdy fireproof cover-
ings, \$49.50. \$30.00! Nolan's, 420 State St.

BIG furniture bargains! New! Recondi-
tioned! Nolan's.

BREAKFAST SUITE. New! Stainless
porcelain top extension tables. 4 box-
seat chairs, complete, all colors. \$21.00.
Nolan's, 420 State.

SIMMONS' steel beds, all sizes, \$3.50.
Nolan's.

NOLAN'S lovely painted dresser. Re-
conditioned. \$2.50. Evenings.

NOLAN'S Bargain Basement. Used Sim-
mons' bed, mattress, complete \$2.00.
420 State St.

SAVE \$1! All cotton-fax mattresses. —
Heavy woven ticking. \$9.45 Nolan's.

SPECIAL! Fine 100% all cotton mat-
tresses. \$2.85! Nolan's.

NOLAN'S Reconditioned Norman gas
ranger, \$7.50! A-B range, oven regulator,
\$10.00. Evenings.

NOLAN'S completely reconditioned
Maytag washer, \$17.50. 420 State St.

The ice-cream eating cham-
pion of Harvard University is a
student who recently ate nine-
teen platefuls at one time. He
triumphed over his competitor
by one plate.

Pancakes or waffles may be
improved by sprinkling them
with cinnamon and sugar.

Life in a Co-ed School Told In True Story Mag.

Featured in the January issue
of True Story Magazine is
"CRIMSON CO-ED," a story of a
girl's struggle for an education
necessary for the career she
craves. "CRIMSON CO-ED" is a
vivid, realistic portrayal of pre-
sent-day life in a co-educational
institution and readers will be
amazed by the revelations it
contains.

Another interesting feature of
the January True Story is "THE
GLORY IN MY SON," the story
of Alec Templeton's life, by the
one best qualified to write it,
his mother. There is another
large chapter of "I WAS A GIRL
IN A BUND LOVE CAMP," Ber-
nard Macfadden's personal mes-
sage. "ATTENTION! LOVE
HUNTERS!" special features,
the True Story Homemaker Sec-
tion and interesting fiction and
contests galore. The January
True Story Magazine is now on
sale and it a good suggestion
"to run, not walk" to your near-
est news dealer that you may be
sure of your copy of this sen-
sational issue.

Heating slowly, thin molasses
and makes it pour easier.

Star Bowlers To Show At Local Alley

A feature attraction for the
local bowling fraternity will be
dished up next Sunday night at
Buonomo's. The energetic Char-
lotte Street maestros will pre-
sent Richard "Davey" Davidson
of Middletown, Ohio, and Miss
Tillie Taylor of Englewood, New
Jersey.

The two visiting stars will bowl
against selected local legions and
will also give a demonstration
and lessons in the correct art of
bowling.

In Davidson, Rochesterians
will see one of the most high-
ly-touted of the younger stars.
"Davey" has a five-game record
to his credit of 270-269-237-279
and 300 for a total of 1286 pins,
an average of 259. He has a
high three-game total of 676-705
and 742 and has thrown 21 con-
secutive strikes in competitive
matches. Admission is 35c and
Tony says: "Come early!"

Today, Americans consume 275
gallons of ice cream yearly, in
many different forms: Cones,
pies, sandwiches, glasses, on
sticks and bricks.

Metzger's

For Smart DRESSERS
METZGER'S
"LIBERALIZED"
PAY PLAN
IS SO SIMPLE

Dress smartly — pay conveniently
... that's how easy it is, when
you come to Metzger's. Our ar-
rangements, in every instance, are
suited to meet the convenience of
our customers. We have a plan
for YOU. Stop in and see how easy
we make it! See why we have a
reputation for the easiest terms in
town!

After-
Thanksgiving
SALE
A Special Group
of
DRESSES
Silk-Wool
Values to \$7.95
Special \$4.95

Metzger's

Style Shop
34 Main St. E.

FREE

YOUR CHOICE
DOLL or DOG

With Any Specified Article
Shown — \$9.95 or More

2 GIFTS FOR
1 PRICE

Gamler Offers Staggering Savings On XMAS GIFTS... In Spite of the Rising Market....

ALL NEXT YEAR TO PAY IS THE GAMLER WAY
No Interest Or Carrying Charge.

Judy Doll
Golden Curls!
18 Inches High!
She Sleeps!
She Talks!

Diamond Bridal Set

50c DOWN
50c WEEK
\$9.95

And elaborately designed Bridal
Set, with fiery diamond. Both
rings perfectly matched — 14K
and mounting.

Men's Cameo Ring

Double-head Cameo
Ring. 10K solid
gold. Sharply cut.
50c DOWN
50c A WEEK
\$9.95

Choice of Gift Watches

Ladies' or Gent.
Hallmark. 7-jewel.
yellow gold wrist-
watches. Quar-
anteed.
50c Down, 50c Week
\$9.95

FREE JUDY DOLL OR SCOTTY DOG

Smart New Models

CHOICE! **\$33.75**

We have all the Elgin everyone is talk-
ing about. Models shown—15 jewels. Buy
on our easy terms at no extra cost. Big
selection to choose from.

1940 STYLES

CHOICE! **\$29.75**

Bulova's price is our price — and our
selection was never so complete. See
them! 17 jewels.

GAMLER'S

E. MAIN ST. N. WATER ST.

Established
In Rochester
Since 1916

FREE

Judy Doll or Scotty Dog

A GREAT GIFT!

NEW SCHICK "CAPTAIN" Electric Shaver

50c DOWN
50c WEEK
\$12.50

Pay on easy terms for years of
easy shaving comfort for
"him". Large variety of other
famous makes.

Including Remington & Shave Master Models

LOOK!

Beautiful
Crystal
Pieces

9c Each

YOUR CHOICE
One To A Customer

ROUND
PUFF BOX

PERFUME
BOTTLE

CIGARETTE or
JEWEL BOX

26-PC. WM. ROGERS SILVERWARE

A beautiful new pattern
that you would expect
to pay twice as much
for. Specially priced at
\$9.95

25c DOWN
25c WEEK

FREE SCOTTY DOG or JUDY DOLL

MILTON

The Name
That Makes
The Price
Important

"BAGLEY" \$40.00
17 jewels. 14K nat-
ural gold-filled. 10K
applied gold numer-
al dial.
50c Down —

"NANCY" \$50.00

17 jewels. 14K nat-
ural gold-filled. 10K
applied gold numer-
al dial.
50c Down—50c Week

10-PIECE IVORY Dresser Set

\$9.95

50c DOWN
50c WEEK

FREE SCOTTY DOG
OR JUDY DOLL

10 matching pieces in a set that is
as new, as modern as you've ever
seen, at this special low price.

REGISTERED WITH
U.S. GOVERNMENT

SOCIAL SECURITY NO.
123-456-7890

NAME
JOHN RICHARD DOE

10c

EMERSON

Small! Powerful!

\$9.95

50c Down
50c A Week

Shown, is just one of the many
models of Emerson radios that
we carry.

DIAMOND CROSS AND CHAIN

Gold Filled With
Fiery Diamonds

\$2.25

25c DOWN
25c WEEK

DIAMOND LOCKETS

Gold Filled
With Long
Chain

\$3.95

25c DOWN—50c WEEK

GLASSES ON CREDIT

Find out if you need them. See
Dr. Ralph E. Sweeting registered
Optometrist in charge of our
modern optical department.
Bausch & Lomb and Shur-On
Lenses and Frames.

6 DIAMOND BRIDAL PAIR

50c DOWN
50c WEEK
\$14.75

6 brilliant diamonds in each ring, set
in magnificently carved 14K gold set-
ting. A beautiful bridal pair, at a
wonderfully low price!

FREE With This Bridal Pair Special
JUDY DOLL or SCOTTY DOG.

SPECIAL WATCH CRYSTALS

Any shape, un-
breakable. Replaced
while you wait.

15c

GAMLER'S

104 E. MAIN ST. Cor. N. WATER

CREDIT JEWELERS
AND OPTICIANS

SPECIAL WATCH STRAPS

Genuine leather
any style, all colors.
Reg. \$1.00.

19c

LISTEN In-Every Sunday 12:45 to 1:00 P. M. Station
WSA, for Gamler's Musical Program

Xmas Store Hours

For the convenience of our customers,
beginning Dec. 1st our store will remain
open every night until Christmas till 9 P.M.

DRESSER SETS — IRONERS — ROASTERS — ELECTRIC SHAVER — FURNITURE — DIAMONDS — WATCHES — RADIOS — REFRIGERATORS — STOVES — SILVERWARE — FOUNTAIN PEN



A BETTER XMAS DEAL!

USE SENECA'S IDEAL
HIDE-AWAY PLAN

Buy Your Gifts the Modern Way

CHOOSE TODAY — HIDE-AWAY — THEN
PAY THE SENECA WAY—

**2 NICKELS
A DAY**

There's Still
**TIME
FOR
YOU**

To Get One



CUCKOO
CLOCK

FREE!
**7 DAYS
ONLY!**

Get This Gift!

Be One of Our

**1000
NEW
ACCOUNTS**

A Jewelry Purchase of \$9.95
Or Over Brings You A

**CUCKOO CLOCK
FREE!**

ONLY 1 (ONE) TO A CUSTOMER!

GENT'S
WATCH

\$9.95
UP



**FREE CUCKOO
CLOCK**



Combination
BRIDAL SET
Beautifully hand-wrought,
combination set with perfect-
ly matched diamonds.

\$27.50

**FREE CUCKOO
CLOCK**



GENT'S CAMEO

\$9.95
up

CUCKOO CLOCK FREE



10-Piece
DRESSER SET

Ten beautiful
matched pieces.
Just the gift to
make her happy
this Christmas.

\$8.95

CUCKOO CLOCK FREE

And Look
STEAM
ELECTRIC
IRON

\$9.95

CUCKOO CLOCK FREE



Hats Off
--- TO THE NEW
BENRUS

\$9.95
up

CUCKOO CLOCK FREE



15 JEWEL
SHOCK-PROOF
WATCH!

Streamlined, curved water-thin
case in yellow rolled gold with
white back. 15-jewels.
Other "American Gentleman"
models up to \$49.50.

\$29.75

CUCKOO CLOCK FREE

Water-thin
CURVED TO
THE WRIST

\$1.
A WEEK
WILL DO!

CUCKOO CLOCK FREE

**\$60 ALLOWANCE
FOR YOUR OLD STOVE**
This Is Proving Rochester's
Record Stove Value!

PAY ONLY

2

NICKELS A DAY

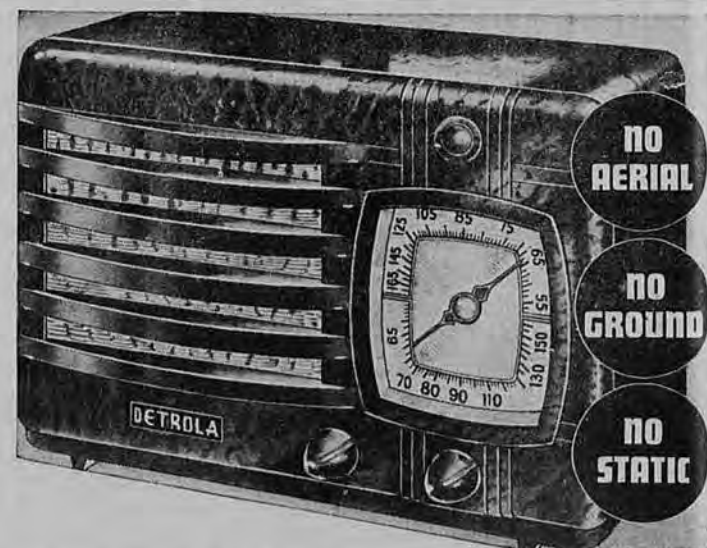
Extra-Fast Powerful Heat
Extra-Large Insulated
Dual-Oven
Porcelain Enameled
Inside And Out
Cooks And Bakes With Oil
Gas or Both at Once



Just a Few Minutes
WALK or DRIVE
From Main St. and You
SAVE \$60

**FLORENCE DUAL OVEN
COMBINATION RANGES**

The
Most
Modern
Of All
New
Radios



NO
AERIAL

NO
GROUND

NO
STATIC

DETROLA

With The Amazing New Detroscope

It's A **6-TUBE** SUPER-HETERODYNE

- AC—DC Operation
- Standard Broadcasts
And Police Calls
- 5" Dynamic Speaker

FOR
ONLY **2 NICKELS
A DAY**

**\$9.95
COMPLETE**

SENECA STORES
149 MONROE AVENUE

**CREDIT
JEWELERS**
OPEN EVENINGS TILL 9:30

DID YOU KNOW SUPERIOR WILL Re-Upholster and Re-Style ANY 3 Pc. SUITE for \$34⁵⁰



Custom Built
Recovered
Refinished

Order Your SUITE NOW!

Choice of
Regular \$60 Covers

All central New York is
talking about "Superior"
factory method of "Re-Up-
holstering." Call our Roch-
ester office now and arrange
for your suite to be made
"Better Than New" for
Christmas.

No Money Down

1 Yr. To Pay
No Interest

HERE'S WHAT WE DO:—

- New Spring Units
(Steel Clipped)
- New Felt Filling Added
(Not Straw)
- New Coverings Hand Sewed
- New Cushions Made
(Not Old Ones)
- New Extra Heavy Webbing
- All Suites Sterilized

Interior decorator will call day
or evening with samples.

GUARANTEED In Writing for **5 YRS.**

Interior Decorator Will Call Day or Evening With Samples

Every Suite Returned Better Than New

**Superior
BEDDING CORP.**
CUSTOM-BUILT UPHOLSTERING

Write or Phone
MONROE 8971

ROCHESTER
662 Monroe Ave.

Also BUFFALO, SYRACUSE, UTICA

GOLDEN WEDDING PRICES ARE DOWN

**ABSOLUTELY
SAME QUALITY**

Every Drop is 4 Years Old or Older—a Delicious Blend
of Straight Whiskies—the same Superb Quality that made
Golden Wedding Famous. Try it Today.

WAS \$1.59 A PINT
NOW \$1.39 A PINT
Or. Was \$3.09—NOW \$2.69



GOLDEN WEDDING WARRANTY
WE WARRANT: (1) That Golden Wedding, at
its new low price, is exactly the same, luxuri-
ous whiskey that sold at the higher price. (2)
That every drop is all whiskey, at least 4 years
old. (3) That our great reserves of aged choice
whiskies are adequate to assure you of uni-
form high quality for years to come.

IN PROOF—ASK YOUR FREER, IN DISCUSSOR OR EYE
The Straight Whiskies in this Product are 4 Years or More Old

Copyright 1939, Jos. S. Finch & Co., Inc., Schenley, Pa.

"HAS HAD NO PEERS FOR 50 YEARS"

Franklin League

Mary Fox banged out a good
348 to lead Franklin League
bowlers in a "catch-up" date
last Sunday. Eddie Florack
ad 258 for high single game
or the league. Other better-
than-ordinary totals included
(Lucky) Rizzo 626, Ray Lill
17, Little 612, Elmer Veltz
Charlie Meyers 610, Sam Sillato
309 and Charlie Demler 607.
Franklin Grill won two from
Royal Crown Cola, Hetzel Ice
took all three from Globe
Amusement and Chateau Lunch
won two from Honey's Restau-
rant. Chaplin Dairy banged out
2992 to win all three from Aye-
chase Chocolates, Perry's Flor-
ists won three from Hadlocks,
Simonds Press took two from Ad-
craft Printers, Claridge Hotel
took two from Ryan's Carting
and Dawn Creameries won two
from Ontario Biscuit Company.

Genesee League

Elmer Sweetner top-man in
the Genesee League Monday
night with 630. Herb Soucke had
246 for high single game. Huff
had 629, J. Streb 612, Herb Sou-
cke 610 and Wagner 601.
Hetzel Ice won all three from
Carr Drugs, Simonds Press took
two from Barney's Restaurant,
Genesee's won all three from

Calverts Set New Doubles Record Sunday

Bowling circles are still
"gaga" about the exhibi-
tion the Calverts put on
at Buonomo's last Sunday
night and particularly the
and Bill Hoefner's
shellacking Barney Evers
and Bill Hoefner gave the
maples in their doubles
match.
Probably every bowler in
Rochester and vicinity is
familiar with the scores:
1517 for the doubles, a new
world's record; a single
doubles score of 556, good
for third place in national
standings and a grand
five-men total of 3260.
Rochester may well be
proud of the Calverts for
putting their city on the
bowling map in a big way
and the Sun wishes to add
its congratulations for a
good job well done.

Davis-Howland and Cool Chev-
rolet took three from Ailing &
Miles.

The "Normandie" has life pre-
servers for each dog in the lux-
urious kennels.

Triangle League

Norm Minch topped Franklin
Hall's Triangle League Monday
night with 659. Gordon Watt was
runnerup with 628 and his 254
was high game for the circuit.
Jack Ziek had 617, "Doc" Fogel-
berg 610 and Oscar Mors 603.
Kasner Clothes took all three
from Richter's Grocery, Neiser
Bros. won two from Flower City
Carting, G. & F. Grill won three
from Fort-Siders, Otto's Restau-
rant won three from Red Wilkin-
son Autos, Dawn Creameries
took two from Meyer Tool & Die,
R. T. French won three from
Epstein Cleaners, Adercraft Print-
ers won two from Quality Diner
and Pepsi-Cola won three from
Tony's Restaurant.

Commercial League

Commercial League keglers
were paced by Skorski with 640
in last Tuesday's matches at
Buonomo's. Melvin Rice had
high single of 258 and a 629 total
which was equaled by Bolton.
"Beef" Chudanski had 628.
Brewster-Gordon won two
from Lesken Electric Company,
Durbin Parking took two from
Sibley, Lindsay & Carr, Labor
Furniture won all three from
Alvin Place Dairy and Houeks
won two from Messelth.

Buonomo Ladies League

Anna Pero had a good 598 to
lead the Friday Buonomo Ladies
League in a catch-up match last
Sunday. Just two pins short of
the coveted 600, Anna had three
consistent games of 214-174 and
210. Mary Finzer had high single
game of 216 and won runner-up
honors for three game totals
with 585. Anna Devogis had 573,
Cooley 561, Schmidt 560, Anna
Ruf 549 and Rose Hilbert 528.
Team matches gave Perry
Florists two wins over Gotham

WEEK-END SPECIALS AT SCHLEIF BAKE SHOP

17 CLINTON AVE. SO.

Many Rochester housewives are shopping at Schleif's for the un-
usual in baked goods. They're finding out that things are tasty and
moderately priced too!

FRIDAY ONLY!

DANISH PASTRY Assorted Fillings and Toppings **3c**

WINDSOR BAR CAKE Two Layers of Delicious Gold Cake with Iced **24c**

SATURDAY ONLY!

MILK CHOCOLATE LAYER CAKE A real cake treat—Reg. 39c **29c**

BUTTER TWIST COFFEE CAKE They have that real butter flavor—Reg. 25c **19c**

FRIDAY & SATURDAY SPECIAL

PARKER HOUSE ROLLS, Reg. 18c **14c**

Watch Our Windows For Our **EVERY FRIDAY & SAT.**
Daily **BARGAIN SPECIAL!** **GERMAN CHEESE KUCHEN 35c**
A Treat at Anytime

REAL VALUES!

... IN LEADING ADVERTISED BRANDS

Save on PEPDENT!

**IRIUM gives a PLUS to
PEPDENT TOOTH PASTE** 25c **19c**

PEPDENT TOOTH POWDER 50c **39c**
25c SIZE, 19c

**COLD WEATHER HINT—
Gargle with
PEPDENT ANTISEPTIC** 75c **59c**

Whelan DRUG STORES

140 CLINTON AVE. SO.
"Shop at the Friendly Store" MAIN 9020

LISTERINE ANTISEPTIC Large Economy Size **59c**

**Try the
AMAZING NEW
DENTAL LIQUID
...Brushes teeth to dazzling
brilliance... Leaves mouth
gloriously refreshed**

CUE

MEDIUM SIZE 10c
LARGE 23c **GIANT 39c**

ESPOTABS
25c **19c**
Size

TAMPAX
THIS SANITARY PROTECTION
WORKS INTERNALLY
It is accepted for advertis-
ing by the Journal of the
American Medical Associa-
tion.

20c and 33c box
ECONOMY SIZE 98c

WIX Tampons
Box of **20c**

FORHAN'S
**CLEANS TEETH
SAVES GUMS**
Brilliant Teeth, Healthy
Gums with this
DOUBLE PROTECTION!
Forhan's costs no more
than most ordinary tooth
pastes, and the big new
tube saves you money. Buy
Forhan's today, and end
half-way care for all time.

LARGE 39c
TUBE

**DAGGETT & RAMSDALL
COLD CREAM**
3-OZ. JAR **45c**

SPECIAL

1 CENT SALE
**COLGATE SHAVING
CREAM**
(Brushless or Lather)
25c SIZE
2 Tubes for 26c

Free! Orchid Eau de Cologne
(50c Value)
with 37c purchase or more of COLGATE
PALMOLIVE TOILETRIES and
SOAPS **87c Value for 37c**

Prophy-lac-tic

**Famous
TOOTH BRUSH**
at a saving of 21c
REGULARLY 50c
SPECIAL 29c

KOTEX
3 Sizes: **JUNIOR
REGULAR • SUPER**
BOX OF 5 . . . 10c
BOX OF 12 . . . 20c
BOX OF 30 . . . 48c

Sanitary Accessories
THE NEW KOTEX TAMPON (FIBS) 12's 23c
KOTEX Wonderform Belt . . . 23c
KURB Anodyne Tablets 12's 23c
KLEENEX 200's 13c, 12's 25c • 500's 28c

**SPECIAL
SALE**

**GIANT 14-Oz. SIZE
WILDROOT
HAIR TONIC**

The hair tonic that com-
bats dandruff, imparting
the natural beauty and
lustre of strong, healthy
hair.

Reg. 1.10
NOW 59c
Stock Up at this Price
and SAVE!

**Johnson & Johnson
BABY POWDER**
Regular 25c SIZE
Our Price **19c**

**Johnson & Johnson
BAND-AIDS**
Assorted
Sizes
Have a sup-
ply handy.
36 for **19c**

**Johnson & Johnson
TEK
TOOTH BRUSHES**
39c
Scientifically de-
signed. Made of
high grade steril-
ized bristles.
TEK JUNIORS
Small size Tek's
for the kiddies. **23c**

Zonite ANTISEPTIC

The antiseptic that is so safe
and sure that it is recommended
for first-aid, dandruff, gargle,
athlete's foot, etc. Wherever
you wish to kill germs safely—
use Zonite.

THREE SIZES
2½ Oz. . . **23c**
6 Oz. . . **47c**
14 Oz. . . **79c**

Modess
MODESS
Gives You
Complete Protection!
You'll like Modess' lasting
softness . . . supreme
comfort and complete pro-
tection. Ready wrapped at
Whelan's.
Regular and Junior Sizes
Box of 5—**10c**
Box of 12—**20c**

ASK NOW FOR YOUR COPY OF WHELAN'S CHRISTMAS SHOPPING GUIDE

MIRACLE MARKET

694 LAKE AVE.

Selling Out To the Bare Walls

Everything at Cost or Below

SAVE 20% to 50%
ON YOUR GROCERY BILL

WE CLOSE FOREVER SATURDAY NIGHT

Therefore, Everything Must Be Sold

STORE OPEN
FRIDAY and SATURDAY NIGHT
UNTIL 9 P. M.

EASTMAN THEATRE
Friday Eve., Dec. 8, at 8:30
YEHUDI
MENUHIN
"Outstanding Violin Genius"
SEATS NOW
\$1.25, \$1.50, \$2.00, \$2.50

ROLLER SPEEDWAY
TONIGHT
and every night at 8:30
EUROPE vs. AMERICA
24 men and women champions in 2,500 mile race for a \$5,000 purse
NOW IN 15th NITE
EDGERTON PARK

SMOOTH AS SILK
Kessler's Private Blend
Priced Right
Kessler's Private Blend—A Blended Whiskey, 25% straight whiskey—75% neutral spirits distilled from grain. 90 Proof. Julius Kessler Distilling Co., Inc., Lawrenceburg, Indiana.

WIN GUEST TICKETS
TO SEE
"THE HOUSEKEEPER'S DAUGHTER"
with
Joan BENNETT - Adolphe MENJOU
All you have to do to win tickets is list the different pictures in which Joan Bennett has appeared. Send your list to Contest Editor, Rochester Sun, 420 Burke Bldg. First 25 longest and correct lists will WIN for their senders a pair of GUEST TICKETS.

LOEW'S Theatre
STARTS
FRIDAY
DEC. 8th
TRY
YOUR
LUCK
NOW

Shame On You, Boys!



Tempers flare and fists fly at the Edgerton Park Roller Speedway, which looks like a real hit in Rochester. The skaters here being separated by the referee decided to carry their grudge into the penalty box, where they sentenced for fist fighting on the track. The race, which is attracting thousands nightly, goes into its fifteenth session tonight.

Harry Uffer Leads Buonomo Bowlers With 681 Total

Buonomo Leaguers continued their heavy shelling this week and turned in thirty-five 600 totals on Monday night. Harry Uffer led the parade with 681 and Nels Lengomen came through with high single game, a big 267.

Bob Bollon had 673, Joe D'Aprile 669, Oscar Muenster 667, Leo Eckert 667, Irwin 661, Herb Schaub 660, Al Faust 651, Lou Maira 651, Joe Hoefner 644, Harry Spielmacher 638, Burke 638, Fred Cullen 638, Howie Schlenker 632, Hank Maeder 632, Nels Lengomen 632, Leon Wittman 631, Zurich 630, Kenny 629, Jim Ricchio 627, Luke 625, Hall 624, Charlie Hoffmeyer 619, Connie Liese 618, Brennan 618, Dorfner 618, Frank Ohlau 613, Russell 611, Ken Finzer, 609, Collins 608, Walker 605 and Finn 601.

Ruby Plumbers provided the thrills in the five-man class when they banged out a big 3173. The Plumbers had 1118-1061 and 994 and sunk the C & M Forwarding under a barrage of pins for three straight.

Other three-game winners were C. C. West Coal over Jespersen Agency, Gamrod-Harmon over Central Ring Free, Rochester Turners over Stillman Tobacco, Judge Motors over Union Hotel, Moose Club over Connors Insurance.

2011 E. MAIN ST.
Tues. and Sat. Night Parties
PARTIES
ADMISSION 25c
Everybody Welcome

CHILI
Recreation Hall
Dancing and Entertainment

BINGO
IS FREE
Mon., Thurs., Fri. 8:15 P. M.
Wed. 1:30 P. M.
509 Chili Ave.

You Will Enjoy Saturday Evening Parties at
PLYMOUTH SPIRITUALIST CHURCH
Corner Plymouth and Truap Street
Dancing to the Music of JIMMY YAN'S ORCHESTRA
BINGO IS FREE — ADMISSION 25c
Sat. Dec. 2, 5:30 to 7 P. M. — Sauerkraut Supper 25c

DELUXE PARTIES
presented by
The WOMEN'S CHARITY GUILD
Something exciting, new and different, uniformed girl usherettes. Part of proceeds go to charity!
EVERY WED. 8:00 P. M.
ST. PAUL BLVD. & TITUS AVE.
Masonic Temple Bldg.
100 DOOR PRIZES
ENTERTAINMENT
\$650 In Cash To Be Given Away!
ADMISSION \$1.00
Free BINGO Nothing Less Than \$15
25 GAMES
Bus Service to Door—Better Seating 2,000 Capacity
FREE PARKING SPACE

Genesee Ladies League

Marion Wittman had 560 for high individual honors in the Genesee Ladies League Monday night. Dot Hartleben had 539, Lucille Turiano 531, Rose Hilbert 508 and Mandel 558 and high single of 202.

Three game winners were Houck Bros. over Rivers Furniture, Decker's Dairy over Royal Crown Cola, Pure Quill over Fablan's Service Station, Roast Beef Tavern over Summer's Garage and Soldi Spaghetti over Braun Radio. Elsbergers won two from Lincoln Printing.

EMBASSY
NEW S.O. FRIDAY
"HI-HATTERS"
BURLESQUE
The Dazzling Strippers
GINGER BRITTON
MIDNITE SHOW
ALL SEATS
NOT RESERVED!

Free BINGO
STRAND
THEATRE
62 ST. PAUL STREET
\$600
GIVEN AWAY
(NO EXTRAS)
FRI. NITE 8-30
Movies & Entertainment
ADMISSION 100
ALL SEATS RESERVED
GET THEM EARLY!

SUNDAY
NIGHT PARTIES
at
UNION LEAGUE HALL
Admission 25c
Gregory at South Ave. — 8 P. M.

UNION 286 EAST AVE.

2 FOR 1 SALE!

We Have a \$69.50 Gift for You!
GIVEN
ANYTHING SHOWN BELOW
(Or Any Other Merchandise In Stock Up To \$69.50 Value)
GIVEN WITH PURCHASE OF FREEZ-R SHELF
GIBSON
\$1 Down 3 YEARS TO PAY!
\$99⁹⁵ UP

FREE WITH REFRIGERATOR
3-Piece BEDROOM SUITE
Beautiful walnut veneers... fine large mirrors, quality construction throughout. Bed, Chest, choice of Dresser or Vanity.
69⁵⁰

FREE WITH REFRIGERATOR
2-Pc. Living Room Suite
The finest living room value ever offered in Rochester. Sturdy construction, beautiful coverings. See this suite tomorrow or Saturday.
69⁵⁰

FREE with PURCHASE of REFRIGERATOR!
\$69⁵⁰ RADIO
\$69.50 FLORENCE OIL BURNER
\$69.50 ELECTRIC IRONER
\$69⁵⁰ WASHER

BICYCLES FREE, TOO!
ALSO ON OUR **BUDGET PLAN**
Tires, Heaters, Chains, Batteries, Mixmasters

UNION
EASIEST TERMS IN TOWN
MAIN STORE
286 EAST AVENUE
20 SOUTH MAIN STREET FAIRPORT, N. Y. 114 WEST COMMERCIAL ST. EAST ROCHESTER

OPEN EVENINGS
OPEN SUNDAYS UNTIL NOON
3 BIG STORES

COAL 6 MONTHS TO PAY

- FILL YOUR BINS NOW
- NO EXTRA CHARGE FOR CREDIT
- NO DOWN PAYMENT
- First Payment Next Jan. 1940

HETZLER BROS.
GLEN. 446
801 DRIVING PARK AVE.
Est. 65 Years

Seagrams Set For Celtic Invasion

Robinson in Main Bout at Elks Club

Bringing a record of 96 wins in 110 starts, Billy "Buzzer" Davis from Pottsville, Pa., comes to Rochester next Monday night to do battle with the popular Frank "Smoky" Robinson in the headline go at the Elks Club battle.

Unless Mister Davis is very clever and very good, he'll leave

Rochester with his 96 wins unchanged—but another defeat on his record, as this Smokey man from Erie has proven to local fans that not only can he take it, but he is very good at handling it out. All doubts as to Robinson's ability were removed with his second consecutive defeat of the hard-hitting Charlie Kaveney, Wilkes-Barre's hitherto KO artist.

Davis, a former Golden Gloves finalist, has been going great guns in Pennsylvania and has defeated the best of them. Among his latest victims is Billy Speary, termed by the New York Daily News sports editor, Jimmy Powers, as "the greatest amateur fighter, pound for pound in the ring today." It must be that he is now second-greatest since his Davis defeat.

Another bout which should prove of great interest to local fans is the rematch Johnny Burba is trying to line up between Morris Blenman of Buffalo and Al Costa of Rochester. Blenman took the decision Monday night, but the fans didn't like it even a little bit, booing and cat-calling the decision for at least ten minutes.

If Burba is successful in this rematch, he will have a superior card for next week. He is now busy lining up opposition for Jimmy Farrell, Norman Piccioni and Jimmy Taylor of Pottsville, Pa.



GARRY MINK
Basketball

Seagrams to Meet Celtics Saturday

Win, lose or draw, the Seagrams Court squad will know they've been through a ball game Saturday night. For they're taking on the world-famous original Celtics at St. Stanislaus Auditorium in the feature attraction of a double bill next Saturday night.

Such names as Davey Banks, Nat Hickey and Dutch Dehnert are found on the roster of the Celtic combination which is rated on a par with or better than its closest rivals for mythical championship honors, the Renaissance quint.

Famed for their ball-handling finesse, shooting and defensive tactics, the Celtics will prove a stern test for the Seagram team which is touted as the fastest to wear the red and gold sashes. The locals made their first start of the season Saturday night against a stubborn Buffalo Woolley aggregation and emerged with an easy victory after a slow start.

Les Harrison, Seagram mentor, was pleased this week with the news that Marty Byrnes, absent in the opener, would be able to play Saturday night for the remainder of the season. Byrnes has been working on a late shift and announced a change which will permit him to play with the Seagrams.

Stan Witmer, who made a hit with fans in last Saturday's game, Al Cervi, Byrnes, Ed Malanowicz, Sam and Andy Garry Mink and Roy Nuttall all will be on hand for the tilt.

Ridge Ladies League

Teresa Tremer had a good 555 to lead the Ridge Ladies Bowling League last Friday night. She bagged out games of 203-152 and 200. Lee Tracy had 513, Bernice Waffle 504, Marie Hickey 498, Nell Dennis 493 and Alice Decker 486.

Brass Bands maintained their grip on first place by winning three games from Adorable Dress Shop, Arcade Restaurant is second and Schmitz Furniture in third spot.

Charlotte Basketball League Swings Into Action Monday Night

The Charlotte High Evening School Basketball League will swing into action next Monday night, with four games on tap. The league will be represented by eight strong class groups for the 1939-40 campaign.

The circuit will play its games on Monday nights with two games scheduled for the boys' gym and a double bill on tap for the girls' gym. All groups will have a two-week grace to add players with the dead-line for player changes set for December 18th.

All players must be bonafide students of the evening school physical education program. Teams violating this rule will forfeit the game. All games are scheduled to start at 8:30 p. m. League contests will be of 8-minute quarters and will be handled by James Potter and Dan Quirk.

THE ONE AND ONLY
"Original"
CHICKEN
ON THE
ROUGH
Served Only At
Punk Rowe's
1160 Jay St.
Served At All Hours
Gen. 2301

TamoShanter STOCK ALE
ROCHESTER'S FINEST
and Largest Selling STOCK ALE
DRAUGHT • BOTTLES • EVERYWHERE
More Hops • More Malt • More Age
AMERICAN BREWING CO. • Rochester, N. Y.

WAREHOUSE SALE
TIRES BRAND NEW
YOUR CHOICE
Of 6 Popular Makes Of
TIRES
GENERALS, GOODYEARS
Firestones, Mohawks,
Goodrich and U. S.
40% to 60% OFF
LIST PRICE
MOTOR OIL 44c
Big 2-Gal. Can

EXTRA SPECIAL!
Goodyear All
Weather Tread
6.00x16 \$9.95
List \$12.50 Sale Price
STANDARD MAKE QUALITY
4.50x21 ... \$3.70 ... 5.50x19 ... \$5.50
4.75x19 ... 3.90 ... 6.00x20 ... 6.95
4.50x21 ... 3.97 ... 5.50x17 ... 5.40
4.75x19 ... 5.58 ... 5.50x18 ... 5.70
5.00x19 ... 4.15 ... 5.50x18 ... 5.90
GRANGER'S
62 SPRING ST.
Call Main 3153
Empire Textile Weaving Co.
IRENE HENEBURY
Weavers & Menders
Tears, Mold Holes
Burns removed and made invisible
in garments, sweaters and linens.
408 Burke Bldg. 8 St. Paul St.
Est. 1905 STONE 3192

SCHANTZ STORAGE BLDG.
253 ST. PAUL ST., ROCHESTER, N. Y.
Open Evenings To 8 P. M. — Phone Main 2669

ROCHESTER'S LARGEST LIQUOR ST.

Do Your Christmas Shopping Now.
BIG BERGHASH VALUES
in quality
WINE & LIQUOR
LOW PRICES!

BOTTLED IN BOND
Under U. S. Government
Supervision
**STRAIGHT
BOURBON
WHISKEY**
100 PROOF
\$2.14
QUART
Reg. \$2.95
Value!

"FARMBROOK" 100 Proof
Distilled by
CONTINENTAL DISTILLING COMPANY
Case 12 Quarts — \$24.00
Shop Early — Give Better Gifts.
At No Greater Cost To You
A Berghash Value

FREE DELIVERY
MAIN 786
Lowest
Price!
IN ROCHESTER
Compare
\$3.00
Value!
\$2.25
4 1/2 Quart
Case 12 — \$25.50
A choice blend of Highland
Scotch Whiskies. Distilled by
one of Scotland's finest dis-
tilleries.

CREAM-O-GRAIN
Out Sells All Other
Brands In Our Store
Compare
To Any
\$2.25
Value
\$1.59
Quart
BOURBON
Smooth Mellow
A Fine Whiskey
2 1/2 YRS. OLD
Case 12 — \$18.00

**EVERY DROP
WHISKEY**
AND ALL
4 YEARS OLD
Compare
\$3.00
Value!
\$2.08
Full Quart
Limit 3 Quarts
At This Low Price
"Paul Nevins" a blend of all
4 year old whiskies.

**LONDON
INN GIN**
90 Proof
4 1/2 Quart
\$1.09

**GOLD CROSS
SLOE GIN**
Reg. \$1.75 Value
\$1.35
4 1/2 Quart
APRICOT LIQUEUR ... pl. \$1.10

IMPORTED PUERTO RICAN
RUM
Compare
\$2.19
Value!
\$1.59
4 1/2 Quart
Try this smooth Rum straight or in high-
balls with soda or gingerale.

ONLY 60 CASES
100% Pure
California
WINE
Tastes Better Because It's FRESH
From The Winery — Try a Gallon
At This
LOW PRICE!
Compare!
To Any Other
\$2.50 Value!
\$1.39
Choice
At Only ... Gallon

**CHRISTMAS
GIFTS!**
Shop Early For Better Selection —
At Lowest Prices.

BERGHASH
MAIN 786 Next Door to Loew's Theatre MAIN 786
124 CLINTON AVE. SOUTH
FREE PARKING Opposite Our Store

Since your great-grandfather's days . . . four generations ago . . . HEUBLEIN has been famous for its blends of fine American whiskeys . . .



TRY
**HEUBLEIN'S
WHISKEYS**
FOR SUPERIOR
FLAVOR AND BOUQUET

**HEUBLEIN'S
PRIVATE STOCK**
A BLEND OF
STRAIGHT WHISKEYS
QUARTS \$2.79
PINTS \$1.45

**HEUBLEIN'S
FOREST PARK**
A BLENDED
WHISKEY
QUARTS \$2.29
PINTS \$1.19



An extra superb quality blend of straight whiskeys. 90 proof.
A popular-priced fine blended whiskey... 60% grain alcohol. 90 proof.

BLENDED BY G. F. HEUBLEIN & BRO., HARTFORD, CONN.

HEUBLEIN of HARTFORD Since 1875

AT THE CHATEAU

A ROLICKING NEW FLOOR SHOW

Featuring

HAL HAIG

Nip-Snort'n, Wiso-Crack'n,
Musical, Tumbling, Fire-Eater



We're Famous For
Sunday Dinners

Floor Shows
Sunday Too!

Upside
Down
Stuff!

Rochester's Metropolitan Night Club
The CHATEAU
Monroe Avenue at 12 Corners

Beautiful
SANDRA MARLOW
Mistress of Ceremonies
Also Introduces!
The Avon Sisters
* Sylvia Brown
* Shirley Kay
* Mitzi Montague
The Whirling Rollerettes
Jack & Betty

Monroe Evening High Basketball League Forming For Season

First call was sounded last night by physical director, Michaels, at Monroe High School, for the 1939-40 Evening School basketball league.

The circuits enjoyed one of the finest seasons in school history last year, and plans are to make this year as strong as the past campaign.

Players will all be taken from regular night school registration and formed into basketball groups according to their playing ability.

Outside basketball groups will be taken into consideration following their enrollment for physical subjects at the schools.

ETKINS
For
Brilliant
Odorless
Quality
DRY CLEANING
Fine Tailoring
Plant and Store
104 Monroe Ave.
cor. Broadway **STONE 90**

BROKEN LENSES
Replacement Reasonable
Prescription Not
Required
C. A. Kohler
Prescription Optical
604 Temple Bldg.
8th Floor
See Your Eye Physician Today!
Evenings 6 to 8 — 82 LUX 87.
Stone 6119

**FREE
RADIO
INSPECTION**
Maybe its just a tube needed.
Law can repair on any
brand or make radio. Write
in guarantee.
GRANGER'S
62 SPRING ST.
Call Main 3153
Empire Textile Weaving Co.
IRENE HENEBURY
Weavers & Menders
Tears, Mold Holes
Burns removed and made invisible
in garments, sweaters and linens.
408 Burke Bldg. 8 St. Paul St.
Est. 1905 STONE 3192

PULLMAN GRILL
Fish Fry Friday
Pigs Hocks Saturday
Music
26 Pullman Ave. Glen. 4913

**BILL LAWSON'S
GRILL**
See the Largest Baseball Gallery in
the World. Spend in Local Groups
DANCING EVERY NIGHT
ALL LEGAL BEVERAGES
74 South Ave. Main 8098

DODGE GRILL
NEW — Sweet Swingsters
Floor Show Every
Friday, Saturday and Sunday Nights
Exclusive
Rudy, Bavarian Baritone,
Formerly of Pittsburgh Inn
Fish Fry or
Chicken Pies **25c**
CHOW MEIN
Pearl M. Dodge, Prop. Glen. 7281

FOREST HOUSE
Steaks, Chops, Turkey
Floor Show Every Night
Music by
**Frank Skully's
Orchestra**
For 99 Years Rochester's
Oldest Tavern
Ridge and Culver Roads
CULVER 5956

APEX GRILL
SPECIAL
TURKEY, CHICKEN or
DUCK DINNER
All Home-Cooked Foods
Choice Beverages
2801 E. Main. Culv. 3915

**TIM KELLY'S
OYSTER BAR**
Special Full Course
Turkey-Sunday Dinner
75c
814 S. Clinton Ave. Mon. 9136

**MEEHAN'S
TAP ROOM**
BOB O'DELL, Prop.
We Have Your Favorite
Beer - Wine - Liquors
253 East Ave. Main 8979

**ALL ABOARD
FOR
ALLARD'S**
The Bright Spot of State St.
Fish Fry Fri. - Music Fri. and Sat.
CHICKEN ON ROUGH 40c
732 State St. (opp. Car Barns).

SUNDAY SPECIAL
MARYLAND
FRIED CHICKEN
35c
Burke's Restaurant
225 St. Paul St.

Lutheran League

Al Mors crashed through with 619 to lead last Tuesday night's Lutheran League bowlers at Buonomo Hall. Dreier had high single of 231.

Redeemer took all three from Saint Matthews, Zion won two from Church of Peace, St. John No. 2 won two from Concordia and St. John No. 1 took two from Zion No. 24.

Buckleys Prepare For Court Season

Buckleys basketball team, well known to local court fans is busy completing plans for the coming season's play. Runners-up for the city title in the 1938-39 season, the Buckleys have arranged a full schedule of out-of-town and home games. Norm Neener has been signed as coach of the outfit and is building his combination around four veterans from last year's squad.

It is planned to enter this team in the city tournament slated for next March.

Mr. and Mrs. Harold Clow of Geneva and their daughter, Miss Phyllis Clow, were guests on Thursday and over the week-end of Mr. and Mrs. Frank J. Clow of Susquehanna Rd.

WATCHES
CLEANED
REGULATED
ADJUSTED
The Watch Doctor
2 North Street
Opposite Sibley's

PENNSYLVANIA HARD
COAL \$9.35
LAKE COKE \$9.20 GLEN 538
COAL CO. 255 LYELL AVE

ROCHESTER'S LARGEST AND MOST COMPLETE WORK CLOTHES DEPARTMENT

FEATURING GUARANTEED **DOUBLEWARE** *Savings TO 20%*

OVERALLS SHOP COATS
COVERALLS WORK SHIRTS
DUNGREES & BREECHES
BIG YANK WORK SHIRTS

ROCHESTER JOBBING HOUSE
159-161 JOSEPH AVENUE

OPEN EVENING
STONE 2200

Mrs. Rheta Schellinger, 236 Ave. D.

HAPPY TOTS ON CHRISTMAS!

Thanks to values like these at the Baby Furniture Co.

Velocipedes from \$1.19
Doll Bathinettes \$1.69
34-Inch Sleds 98c
Table Sets from \$2.49
Doll Carriage from 98c
Autos (20 styles) \$4.95
Shoe Flies from \$1.69
Roll Top Desk Sets (20 styles) \$4.95

Use Our Xmas Lay-Away Plan

baby furniture co.
69 STATE ST. A Block from 4 Corners MAIN 6479
Open Evenings

TIRES

Diamond
AUTOMOTIVE TIRES

AS LOW AS
43c
A WEEK

New Accounts
OPENED IN 5 MINUTES

UNIT PARTS Corp.
1185-1223 MAIN ST. E.
CULVER 250

GETTING UP NIGHTS CAUSED BY

Getting up nights may be caused by sluggish kidneys. Kidneys often need help same as bowels. If excess acids and other wastes are not regularly eliminated, it may lead to burning, stinging or frequent flow, backache, leg pain, rheumatic pains, headache or dizziness. Keep kidneys active. Get a box of **BUCKETS** from any druggist. Your kidneys back if not pleased in 4 days. Locally at J. K. POST DRUG CO.

PRICES NOW DOWN!

YOU CAN BUY THIS "FOURMOST" BONDED RYE WHISKEY TODAY AT THESE NEW LOW PRICES—

\$2.23 FIFTH (25.4 oz.)
WAS \$2.59
\$7.40 PINT (50.8 oz.)
WAS \$7.63

OLD OVERHOLT
U. S. BOTTLED IN BOND
STRAIGHT RYE
WHISKEY

IMPORTANT: The same magnificent quality you've always known

Old Overholt too proof bonded rye now sells at prices down to the level even of many lower proofblended whiskeys. Ask for it by name wherever fine liquors are sold.

Copyright 1939, National Distillers Products Corp., N.Y.C.

DAW'S ARE GIVING AWAY

Absolutely **FREE**
This Beautiful New 1940 **OLDSMOBILE Sedan**
VALUED AT \$942.00

You May Be The Lucky Person

DAW'S Annual Xmas Gift To You

Here's How:

With every purchase at all DAW'S DRUG STORES you get FREE tickets. Deposit them in the box. Then on Wednesday, December 20th at 8 P. M., attend either the RKO PALACE, REGENT, CAPITOL, CENTURY or TEMPLE Theatres for the Grand Drawing. You may be the lucky person to win this brand new Oldsmobile Sedan.—Get and deposit your tickets at any DAW'S STORE!

Tickets May Also Be Obtained At Above Named Theatres

3 BIG DAYS---THURS.-FRI.-SAT. AT

DAW'S
Rochester's Original

Cut-Rate Drug Stores

56 CLINTON AVE. SE
31 MAIN ST. EAST
353 MAIN ST. EAST
452 RIDGE ROAD W.
880 MAIN ST. WEST
473 N. GOODMAN

WITH THIS COUPON

Dr. Lyon's Tooth Powder 9c
25c SIZE (Limit 1)

WITH THIS COUPON

DISH CLOTHS 3 for 7c
Full Size 10c Value (Limit 12)

WITH THIS COUPON

Chocolate-Covered PEPPERMINT PATTIES 11c
1/2 LB. BOX (Limit 2 Boxes)

WITH THIS COUPON

RINSO 6c
REGULAR 10c BOXES (Limit 2)

WITH THIS COUPON

LAXATIVE-QUININE COLD TABS. 8c
30c SIZE (Limit 2)

WITH THIS COUPON

CHOCOLATE MALTED MILK 19c
REG. 50c POUND (Limit 2)

SEIDLITZ POWDERS
BOX OF 12 DOSES
25c SIZE **8c**

PAPER NAPKINS
Box OF 80 **4c**

CASTOR OIL
PURE U. S. P.
4-oz. Bottle **11c**

MENTHOL-ATUM
TUBE OR JAR
30c Size **16c**

BUNTE'S COUGH DROPS
2 boxes for **5c**

HAIR RINSE
LOVALON
28c Size **14c**

WHEAT GERM
50c POUND **19c**

FATHER JOHN'S MEDICINE
Large \$1.20 Size **71c**

FITCH'S HAIR OIL
Size Reg. **8c**

GERBER'S BABY FOODS
3 for **14c**

PHILLIP'S MILK OF MAGNESIA
50c Size **19c**

ANALGESIC BALM
35c Size **13c**

RUBBING ALCOHOL
Full Pint **5c**

HILL'S NOSE DROPS
35c SIZE **16c**

MARROW OIL SHAMPOO 49c
\$1.00 Size

PAPE'S COLD COMP. 21c
35c Size

BEEF, IRON & WINE 44c
\$1.00 Pint

SQUIBB'S ASPIRIN 59c
200 Tabs.

TAR SOAP 7c
15c Size

RHINITIS TABLETS 27c
1/2 Str. (100's)

DR. SCHOLL'S ZINO PADS 23c
Box of 12

SODIUM PERBORATE 31c
60c Pound

WAMPOLES TONIC 49c
New Size

DR. MILE'S NERVINE 67c
Tabs. — 75c Size

EPHEDRINE JELLY 36c
60c Tube

Brownstone HAIR DYE 31c
50c Size

ENERGINE CLEANER 18c
25c Size

HALEY'S M-O 54c
\$1.00 Size

H. H. AYER FACE POWDER 35c
Former 55c Size

BORIC ACID POWDER 16c
35c Pound

Special Purchase!
JUST 3000 OF THESE
BEAUTIFULLY-MOUNTED

ASH TRAYS

Buy Now for XMAS

BONA-FIDE 50¢ VALUES YOUR CHOICE

17¢
While they Last!

WITH THIS COUPON

ELECTRIC CORD SET

Full length cord, well-made and strongly insulated. Complete with plug

25c VALUE (LIMIT 2)

WITH THIS COUPON

FREE SHOE SHINE KIT

Dr. Mile's Weather Calendar

The new 1940 calendar—full 1 foot size with large, readable figures. Ask for yours this week-end at your nearest DAW'S store! No purchase is necessary!

13c (LIMIT 2)

Sensational Camera Value!

BABY BROWNIE

SPECIAL

98¢

EASY TO LOAD, SIMPLE TO USE
FIXED-FOCUS, SHARP-CUTTING LENS
CARRYING STRAP
8 PICTURES (1 1/2 x 2 1/4 inches)

It's EASTMAN'S Latest—Buy Now for XMAS!

COREGA POWDER 28c
60c Size

Glycerine Suppositories 9c
25c Size

CASTILE SOAP 7c
15c Size

SQUIBB'S A-B-D-G Caps. 89c
25's

MULSIFIED SHAMPOO 26c
50c Size

BELL-ANS TABLETS 43c
75c Size

HOUBIGANT TALCUM 59c
\$1.00 Size

MANICARE For The NAILS 21c
35c Size

KIRN'S TEA 16c
35c Size

ICE MINT 43c
60c Jar

CARTER'S LIVER PILLS 19c
25c Size

STERO CUBES 26c
35c Size

BARBASOL SHAVE CREAM 41c
75c Jar

WILDROOT SHAMPOO 29c
50c Size

HUMPHREY PILLS 19c
30c Size

SIMILAC BABY FOOD 76c
\$1.25 Size

ROCK
V
SH
Vol. III, No.
JIM
FID
Holly
HOLLYWOOD
many Hollywood
of its existence
wood Motion P
founded two ye
ell MacDonald,
director and w
the most worl
ment in years,
credited, non-p
devoted to prac
in every branch
the work.
Some 300 stu
about 19 years
colled at present
at rock-bottom
the theory, they
sly doing ever
involved in
They write stor
ation sound car
operate sound r
ment, play ro
laboratory work
sets, plumb the
up, cut and ed
pictures. Full
complete the
years: half-time
at whom atten
only, require fo
degrees. Some
best-known acto
(Continued)
TU
DOWNY
DOUGH
FRID
BAK
YOU W
VAN
DYK'S
DU
VAN
DYK'S
Ja
385
DAW
ON
F
SE
DA

ember 30, 1939

FREE
With any pur-
chase and this
ad—An Artist
Paint Set.
e co.
MAIN 6479

ITZ
ERS
DOSES

3c

R
NS
4c

OR
P.
1c

DL-
AR
6c

E'S
5c

ON
4c

AT
M
D

RS
S
C

S
C

ROCHESTER'S WEEKLY SHOPPING GUIDE

Vol. III, No. 6

JIMMIE FIDLER in Hollywood

HOLLYWOOD—I doubt if many Hollywoodites even know of its existence, but the Hollywood Motion Picture Institute, founded two years ago by J. Farrell MacDonald, veteran actor, director and writer, is perhaps the most worthwhile development in years. It is an accredited, non-profit university devoted to practical instruction in every branch of motion picture work.

Some 300 students, averaging about 19 years of age, are enrolled at present. Tuition is kept at rock-bottom. Besides studying theory, they learn by actually doing every kind of work involved in picture-making. They write stories, operate regulation sound cameras, build and operate sound recording equipment, play roles, direct, do laboratory work, build and dress sets, plumb the secrets of make-up, cut and edit the finished pictures. Full-time students complete the course in two years; half-time students, most of whom attend night classes only, require four years to earn degrees. Some of Hollywood's best-known actors, directors and

(Continued On Page 7)

Group Continues Fight On Buses; Favor Trolleys

Members of the Rochester Transportation Improvement Association are pressing their efforts to have new streamlined electric trolleys instead of buses, put into operation on the Thurston Rd. line when the inevitable change is made. Despite these efforts, opinion at large predicts the early substitution of gasoline buggies on this branch of the Rochester Transit Corp. lines.

A recent article in the Rochester Sun, told the story of this group's efforts in opposition to trolley company plans. However, some of those favoring trolleys misinterpreted the article as support for buses. Frederick A. Troicke, chairman of the RTIA, directed this letter to the Sun:

Editor, The Rochester Sun—Regarding your news article of Nov. 30th, there seems to be a few items that are in need of clarification. The first is your editorial stand on the program of bus substitution. It seems to be a bit confusing in the article. It is also apparent that no investigation has been made by your staff into the alleged merits of the recently developed streamlined street car. Our association is in possession of a great deal of information on this subject and one of our members would gladly call and discuss it with you.

Before our car riders' group was organized, there was little or no information passed on to the transit patrons, who were convinced that buses were the only modern form of urban trans-

it. However, these same people, through our efforts, know a little about the new rail vehicle, and would like to have one brought here for trial.

The Sun is entirely disinterested in this matter. We neither favor nor frown on trolleys or buses. Our position is this: regardless of what SHOULD happen, our only duty is to relate what WILL happen. Whether or not bus riders actually favor trolleys or buses is a matter for much debate. As much as members of the RTIA would like to see streamlined trolleys in operation on Rochester streets, and as bad as buses are alleged to be, the fact remains that when a change is made on the Thurston line, buses will be put into operation.

V.F.W. Post Plans Holiday Smoker

For the benefit of its Christmas Bazaar fund, Lieut. W. Kirke Otis, Post, Veterans of Foreign Wars, will sponsor a "Smoker and Jamboree" in Eagle's Hall, North Washington St., Friday evening, Dec. 15th. This event is open to the public and all friends of members are invited.

The committee in charge promises plenty of refreshments, and a fine show featuring athletic, vaudeville and other entertainment. The festivities will start at 8:30 o'clock.

Zontians To Aid Blind Kraft Sale

Members of the Rochester Zonta Club will act as saleswomen Saturday at the Blind Kraft sale headquarters in the Sagamore Hotel from 9:00 a. m. until 6:30 p. m. under the direction of Miss Mercedes Brayer and Mrs. Margaret Leach. Assisting these co-chairmen will be Miss Alva Fritz, Mrs. Carolyn Grove, Miss Gertrude Le Roux, Miss Marietta Lechleier, Miss Evelyn McDowell, Miss Ruth Merling, Mrs. Margaret Noll, Miss Veronica Maher, Miss Esther Toomey, Miss Flora Vogel, Mrs. Madeline Wojcik, and Miss Leah Woodruff.

Zontians are also looking forward to their annual Christmas party to be held next Tuesday evening in the Rochester Club at 6:30 p. m. Festive decorations of evergreen and red candles will deck the tables, and a musical program has been planned by the entertainment committee.

Plans Completed For Bridge Tea By Women Bankers

Around the tea table, attractively arranged with flowers and gleaming with silver, the women members of Rochester Chapter of the American Institute of Banking and their friends will gather on Saturday afternoon for a cheerful conclusion to an afternoon of bridge. This bridge-and-tea is scheduled from two until five o'clock at the Hotel Sagamore.

Miss Rose M. Tschieder, chairman of the women's committee, has invited Miss Mary A. Wilson and Miss Madelyn H. Sullivan to preside at the tea table.

Here's Santa Claus' Only Rival



Here is the Rochester Sun's Dollar Bill dollars every Friday and Saturday to Sun awarding two dollars to Mrs. Arthur Nicolatti, Readers. First award last week was made to 189 Campbell Pk. Dollar Bill gives away 50 Mrs. Milton Gibbs, 4 Diamond Pl.

Fundamentalist To Meet

The youth Fundamentalist League will hold its next meeting Saturday, December 16th, 3:30 P. M. at the Spring Street Gospel Tabernacle. There will be a supper, guest speaker and gospel music. The public is invited to attend.

The November meeting of the league which meets once a month was held at the North Baptist Fundamentalist Church on Clinton Ave. N.

Flower City Chorus In St. Anne Concert

Members of the Flower City Chorus, under the direction of Arthur G. Young were heard in concert at St. Anne's Home in Lake Ave. last Thursday evening. Bach, Handel, Irish and Russian airs were offered to a large and appreciative audience. Also featured on the program were readings by Mrs. Edna Wild, cornet solos by Jean Austin, 13 year old member of the Flower City Symphony orchestra. Other who made up the balance of the program included Bernice Goyen, violinist, a concertina solo by Gene Davis and a reading by William Dearing.

Dollar Bill Ready With More Dollars For Sun Readers

Gives Away 50 Dollars
Each Week-End

BY DOLLAR BILL

I nearly got my face slapped a couple of times. I had people look at me as though I were crazy. I walked my legs off, made a lot of friends, and best of all, I had no trouble at all handing out fifty crisp new dollar bills to readers of the Rochester Sun last week-end.

I'll be in and out of the stores again tomorrow and Saturday, from 10 o'clock until noon and from 2 until 4 in the afternoon and my only task will be to hand out dollar bills. That's an easy job—isn't it? I like it, and do I have fun!

Last week I started out at 10 o'clock, Friday morning, and wended my way up Main St. to Sibley, Lindsay & Curr Co. I went down in the basement and saw quite a crowd around some dish display. Up I go to the first lady I spot and say, "Pardon me ma'am, I'm Dollar Bill from the Rochester Sun. Can you tell me the slogan of Rochester's weekly shopping guide?" She hesitates a moment and then, "Oh, pahaw, isn't that a shame, and I've been watching for you, too. I knew that slogan, why it's right on the tip of my tongue, but I can't remember it for the life of me."

"Sorry," says I, "the slogan is Every Thursday is Sun-Day," so away I go. Then I meet up with a comely young lady. "Pardon me," I say, "I'm Dollar Bill from the Rochester—?" And before I can say another word she says, "Oh, I know, every Thursday is Sun-Day." Well, there I go, it costs me a dollar and I give it to her—a brand new one, too. Just as I'm handing it to her, I spot a photographer. He takes our picture, and I ducked in a hurry. After all, I didn't want to get mobbed. Well, I wandered up into the grocery department, then across Main St. to Libby's and from there over to Hickson's and on down to Wegman's East

(Continued On Page 8)

TURNER'S DOWNY FLAKE DOUGH NUTS

FRIDAY AND SATURDAY BAKERY SPECIALS YOU WON'T WANT TO MISS!



Custard Cream Puffs	3 for 10c
Nut Filled Kuchen	21c
MOLASSES COOKIES	Like Mothers! doz. 19c
Milk Choc.	3 LAYER CAKE 25c and 35c
CINNAMON Raisin Bread	12c

VAN DYK'S **Duchess Coffee** Lb. 29c

VAN DYK'S **Jay Van Coffee** Lb. 17c

385 MAIN STREET, EAST

DAW'S ARE GIVING AWAY This Beautiful New 1940 OLDSMOBILE FREE



SEE PAGE 14 FOR PARTICULARS
DAW'S CUT-RATE DRUGS

SALE Sure-Fit

Knitted Furniture Covers

AS ADVERTISED IN LIFE MAGAZINE

READY-TO-PUT-ON
6-Piece Set
\$9.95
Includes covers for davenport, chair, 4 cushions. Extra chair covers \$3.95
\$1. DOWN
\$1.00 MONTHLY

A quick, easy way to give your furniture that "re-upholstered" appearance, at little cost. The "STA-FAST" feature keeps them securely in place, so they won't creep, slide or twist. They cover unsightly, worn, or spotted furniture and the new, bright colors will change the entire decorative scheme of your room. Don't wait! Buy them today!

"LIFE" pattern, is exclusive with this store and comes in MAHOGANY, GREEN, WINE and BLUE. It's easy to select the correct covers for your furniture. Remember—Sure-Fit Knitted Covers are elastic-like in quality, and are self-adjusting.

ANNE, THOSE COVERS LOOK LIKE UPHOLSTERY, THEY FIT SO WELL.
THEY COST SO LITTLE TOO. I BOUGHT THEM FOR ONLY \$1 DOWN, AND PUT THEM ON ALL BY MYSELF!

USE THIS COUPON IF YOU CAN'T COME IN
Check davenport and chairs nearest your style.
Mark color desired in blank squares. Use these color code letters:
B—Blue W—Wine G—Green M—Mahogany

If You Have a Lauer Account, Just Write "Charge It"

Lauer's
50 STATE ST.

FILL THIS IN TODAY: Send No Money
Please send me the SURE-FIT Life Pattern Furniture Covers as checked
DAVENPORT SIZE CHAIRS No Size Necessary
Indicate your davenport or chair color in the box.
Name _____
Address _____
Allow 2 Weeks For Delivery. IF NOT SATISFIED MONEY REFUND IN 5 DAYS.

For Those Who Know!

The New

Motorola

ROOM RADIOS

Greatest Value! Lowest Price!

\$9.95
To \$99.95

\$1 DOWN \$1 WEEK

At Your Favorite Dealer

McCurdy's
Hickson's Electric Co.
Columbia School of Music
E. W. Edwards & Son
Rudolph Schmidt
Talking Machine Company
Hoffman's Music
Unit Parts Corp.
Braun's Radio
Ring Fuel Co.
Alhart Electric
Phillips Music Store
Wildman's Jewellers
Al Jung
Nichell Radio
Gordon Hanson

Distributors

\$59.95

Kemp Equipment Co.
331 W. Main St. Main 1786

PAGE TWO

Phone Stone 6001 If You Do Not Receive The Sun Regularly

WEEK-END SPECIALS AT SCHLEIF BAKE SHOP

17 CLINTON AVE. SO.

FRIDAY ONLY!

BUTTERSCOTCH DATE CAKE 24c

PECAN TWISTS 3c

Cookie Jar \$1.19

SATURDAY ONLY!

WALNUT BUTTER TWISTS 24c

GOLD-N-SNOW LAYER CAKE 29c

We carry a most complete line of Xmas Goodies, Amise Drops, SPRINGERLES, PFEFFERNOUSSE, LEBKUCHEN, FANCY KISSES, MACAROONS, etc.

PTA CARD PARTY

A Dessert luncheon and card party will be held by the Sacred Heart PTA next Tuesday at 1:30 in the School Hall on Flower City Pl. Door and table prizes will be awarded.

PENNY SOCIAL

Members of the Church of Divine Inspiration will sponsor a penny social on Saturday at 44 State St. The party, which is under the direction of Mrs. Daisy Horne will feature games

Holiday Entertaining Tips On Bureau Radio Program

By MARGARET WILLSEA

Colorful holiday entertaining will be discussed by Mrs. Elwood Burnard of Earl St., when she speaks over Station WHAM next Thursday at 9:05 a. m. Mrs. Burnard, a volunteer local leader from the Junior Afternoon Unit of the Rochester Home Bureau, will present ideas which listeners in will welcome as being unusual and up-to-the-minute.

Two lecture demonstrations on the making of inexpensive Christmas decorations will be presented at Rochester Home Bureau headquarters, 150 Plymouth Ave. N., next Thursday at 7:30 p. m. and at 1:30 p. m. Friday, Dec. 15, sponsored by the Garden Study Club.

Miss Lucile Smith, professor from Cornell University's Department of Floriculture and Ornamental Horticulture is to be the guest speaker, and Mrs. John Merrell of the Garden Study Club will preside at the Friday meeting.

Stated also for lecture demonstrations in four of the neighborhood clubs next week, is Miss Millicent Atkin, director of the Home Economics Department of a large foods institute, Chicago. Offering new recipes on meat dishes and desserts, Miss Atkin will present her program at headquarters next Monday to members of the Plymouth Unit, at 7:30 p. m.; at headquarters, next Tuesday to the Junior Afternoon group at 1:30 p. m.; at the Seneca Unit at 1:30 p. m. and next Thursday to the Audubon group, School 33, at 2 p. m.

Movie Quiz Winners

Listed below are the names of the Movie Quiz winners. If your name is listed here call at the Rochester Sun Office, 250 Bazaar Bldg., before Monday noon for your guest tickets to Loew's Theatre. Tickets given out Saturday afternoon.

Marie Altier, 29 Ketchum St.
Glady's Surry, 154 Clairmont St.
Joanna Geiger, 135 Rutledge St.
Marion Levin, 41 Shepard St.
Mildred Johnston, 258 Averill Ave.
John Ayres, 25 Midvale Terr.
Mrs. R. M. Stafford, 2 Medina St.
Sidney Savage, 176 Earl St.
Rose Frater, 66 Newcomb St.
Grace McQuatters, 402 Linden St.
Mrs. M. Gallaher, 74 Frost Ave.
Betty Collett, 244 Clinton Ave.
Mrs. Weatherly, 45 Van Bergh Ave.
Jane Walker, 563 University Ave.
Mrs. Walter Byford, 156 Normandy Ave.
Mrs. Kathryn Knapp, 184 So. Goodman St.
Mrs. F. Fogarty, 40 Carlisle St.

G. O. P. Club Plans Annual Banquet

Young Republicans of the 1930 Ward will gather at the Liederkranz Club in Main St. W. next Wednesday, at stage their second annual banquet. George Clarke will be general chairman of the affair, assisted by the following: Ward Yerger and Francis McDonald as Co-chairmen; Goodhand Clark, Treasurer; Alexander Purdy, Jr., Secretary; Walter Lang, Publicity.

Dinner will be served at 6:30 p. m. with Turkey as the main course.

BENEFIT CARD PARTY

Rosarians of Holy Rosary Church will sponsor a benefit card party next Tuesday evening, December 12th at 8 o'clock in the School Hall. Miss Mary Overton is honorary chairman and Mrs. William Kreckel is acting general chairman.

YOUR MOST VALUABLE

Gift

VISION

as dear to you as life itself should be properly corrected and protected by Bausch periodic eye examinations. And Bausch precision ground lenses and fashion frames will render a flattering gift to your personal appearance.

Convenient Charge Accounts

E. E. Bausch & Son Co.

61 EAST AVE. CARL H. BAUSCH OPTOMETRIST 6 MAIN ST. E.

For the 34th Time - We're Ready
for Christmas in a Big Way!

It's Grand to Give
FROM RUDOLPH'S

A GIFT

You can remember everyone on your Christmas list with fine, lasting gifts from Rudolph's. Choose from a tremendous collection—gifts that reflect your good taste. Rudolph's liberal payment plan makes it easy to buy everything you want and spread the payments over a long period of time. Christmas is on its way—time to start your shopping!

Gifts from
Rudolph's are Gifts
at their Best



12-Pc. Dresser Set
Twelve beautiful matched pieces of du Pont Pyralin in a lovely gift chest. Choice of colors.

8.95



CAMEO SET
Exquisite cameo ring with matching pendant. Yellow gold.

9.95



MAN'S LOCKET RING
Yellow gold with large initial set on onyx.

14.95



CROSS LOCKET
Lovely heart-shaped cross locket in the color of rich yellow gold.

6.95



Ronson Lighter
Dependable lighter with polished monogram shield.

3.75



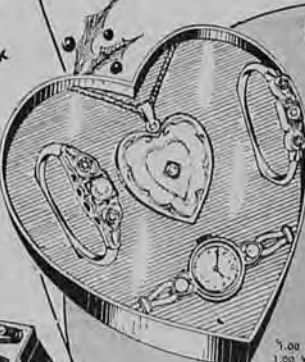
General Electric Clock
Self-starting G.E. clock with dependable alarm. Practical gift for men or women.

2.95



SHEAFFER-MADE SET
Fountain pen and matching gift box. A gift anyone will appreciate.

1.69



CHRISTMAS FEATURE
2-Diamond Watch
1-Diamond Locket
3-Diamond Engagement Ring
3-Diamond Wedding Band
4-IN-ONE SET
39.95

A "sweetheart" of a gift for your sweetheart! Smartly designed ring, a modern watch and a popular locket—combined in a harmonized set that she'll treasure always!

Health-O-Meter BATHROOM SCALES

Reg. U.S. Pat. & Tm. Office. Attractive design with very precise mechanism. Mechanism complete.

\$2.49



MAN'S RING
Yellow gold with 2 diamonds and one large sapphire.

49.50



BRIDGE RING
Solid yellow gold with 15 gorgeous diamonds.

37.50



"Lucky T" Pair
22-diamond bridal pair in rich yellow gold. "Lucky" design.

119.50



Certified Perfect
Large, brilliant center diamond. 4 side diamonds.

\$125



Certified Perfect
A modern setting with large perfect diamonds.

\$500



Gruen Charm
Modern case set off by 2 diamonds and a sapphire. Smart, accurate!

42.50



Dodson Hamilton
17-jewel. Curved to fit the wrist. Guaranteed dependability.

37.50



Fulton Watches
15-jewel wrist and pocket watches for men and women. Reg. 50c Down 22.75.

13.85



Lord Elgin
21-jewel, streamlined yellow gold case. Famous for accuracy.

50.00



20-Diamond Waltham
Exquisite design with 20 brilliant diamonds.

85.00



L.C. SMITH CORONA
New streamlined Corona Zephyr—a prize gift. With case.

29.75



ARGUS CAMERA
Certified f.6.3 triplet anastigmat lens. A grand candid camera.

7.50



TWIN WAFFLE IRON
Chrome, with heat indicators. Complete with tray.

4.95



New Schick "Captain"
A shaver that gives easier, closer shaving. A swell man's gift!

12.50

There's no fuss or red tape about your Christmas credit at Rudolph's—it takes just 3 minutes!



RUDOLPH'S

E. Main St. at South Ave.

Open Every Evening Until Christmas

THE ROCHESTER SUN, THURSDAY, DEC. 7, 1939

Dollar Bill Has a Message For You On Page One.

Hal Haig Features Club Floor Show

One of the finest floor show entertainments seen in Rochester in many a day is now being offered patrons of the Chateau on Monroe Ave. at the twelve corners.

Heading the olio is Hal Haig, acrobatic harmonica player and fire eater. Hal astounds his audience by nonchalantly playing a lively tune while balanced on one ear then just as calmly lighting a cigarette and eating it. Cigars and matches, both lighted are also included on his bill of fare.

Sharing the spotlight with this one man riot are the Whirling Rollettes who offer a stellar performance on roller skates. Tricks and variations new to Rochester audiences are shown by this duo.

Others on the bill include, besides mistress of ceremonies, Sandra Marlow, the Avon Sisters and the Kaye Sisters in character dances. Mimi Montay gives a fine exhibition of acrobatic dancing to wind up the performance.

ANNUAL XMAS SALE OF SKIRTS
Over 250 To Choose From
An ideal gift for Mother, Daughter and Friend
\$2.95 \$3.95
Values To \$4.95
LANG'S MORTIMER ST.
Next to Edward's Mortimer Street Entrance

Men's and Ladies' Plain Garments
Beautifully Cleaned and Pressed **69c**
EMPIRE CLEANING & DYEING WORKS
GLENWOOD 1102
422 HOLLENBECK ST.
Free Call and Delivery

EASTMAN THEATRE
Thursday Eve., Dec. 14, at 8:30
The Original
DON COSSACK CHORUS
In An All-Russian Program with The
ROCHESTER PHILHARMONIC
Jose Iturbi, Conductor
SEATS NOW—\$1, \$1.25, \$1.50, \$2, \$2.50

Poultry Parade And Frolic On Moose Calendar

Half a dozen events, sociable and charitable, are scheduled by members of Rochester Lodge of Moose this month. Among these are a ceremonial and frolic of the Legion or second degree of the fraternity; a party for the uniformed units of the lodge; the drill team and the band; a class initiation; a Poultry parade and party by the Peanuts; the customary Christmas activities of the lodge, and the free Christmas Dinner and entertainment for men, women and children who are not otherwise provided for on Christmas Day.

The ceremonial and frolic will be held in Moose Temple on Saturday and according to Great North Moose William F. Cooley it will be the biggest of the year. Delegations will be here from all lodges in the Rochester jurisdiction. Guest of honor will be William David Nichols, of Pittsburgh, poet laureate of the Moose, and Herder of the Western Pennsylvania Legion.

Next Wednesday evening the drill team and band with prospective members of those units, will be the guest of Major W. Earl Smith at a party to be given at the Standard Brewery. In addition to being a "get-together" for the boys, the party will also be a bon voyage send off for Major Smith who has been ordered by the War Department to attend a school for commanding and staff officers at Fort Dix, N. J.



8 TUBE ZENITH

WITH A 1940 ZENITH Radiorgan
\$69.95

Picture this handsome console in your living room—Big, beautiful walnut cabinet, powerful eight tube reception for A. B. C. and foreign broadcasts, and such beautiful tone insured by Radiorgan and the big concert grand speaker.

Lauer's
50 STATE ST.

TRADE IN YOUR OLD RADIO AT LAUER'S

MUSICAL PERFECTION



10 TUBE ZENITH

WITH A 1940 ZENITH Radiorgan
\$79.95

This 10 tube superheterodyne Zenith Radiorgan has a big 10 in. speaker... a strikingly beautiful walnut cabinet... and of course the magic Radiorgan, rotor wavemagnet, automatic tuning and a host of other Zenith quality features.

★ LAUER'S STORE OPEN FRIDAY & SATURDAY NIGHT ★

Lauer's
50 STATE ST.

Yes, you get all around musical perfection with Lauer's new 1940 Zenith Radiorgan. With the touch of your fingertips you become the master of 64 choices of tonality. You blend tones to suit yourself.



11 TUBE ZENITH

WITH A 1940 ZENITH Radiorgan
\$99.95

Lauer's feature this big golden tone Zenith... An 11 tube radio with a 12 in. speaker that will satisfy the most fastidious purchaser. It has a mellow rich tone made possible only by the sensational Radiorgan which makes you master of 64 choices of tonality.

Choose from the biggest selection in town

RAYON and WOOLS
warmly reinforced for extra wear
BANNER WRAPS
which means no loose threads to unravel
SILKS or RAYON and SILK
for dress up occasions

Men's SOCKS
25c pr.

A grand selection of patterns that men like: Blases, clo, checks, all-over patterns and plaids. Sizes 10 to 12.

Sizes 10 to 12

LUXURY UNDIES

trimmed with imported laces impossible to obtain any more

**SATIN and CREPE
GOWNS — SLIPS
and PAJAMAS**

\$1.79

Lovely gifts she'll thank you for! Shimmering satins and luxury crepe undies. Charmingly feminine—beautified—long and sweeping gowns. Pajamas tailored or dainty and lacy in sizes 16 and 17. Slips cut to fit beautifully in sizes 34 to 40.

LINCOLN'S

Two Outstanding GIFT VALUES
from a selection of thousands



**COLORFUL FIESTA
FRUIT PLAQUES**
59c

Colorful raised fruit on hanging plaques.

Many are 10 inches wide Reg. \$1

**CALIFORNIA
PATIO STRINGS**
on rawhide lacing

59c

Colorful dried gourds and pads on rawhide lacing.

We took the pick of the best
selling \$2 new cotton

DRESSES

they'll make a marvelous gift... especially at this low price

Sizes 14 to 20 38 to 44 46 to 52
\$1.79

**HIGH COUNT BROADCLOTHS
BEAUTIFUL SEERSUCKERS
HAND BLOCKED
POPLINS**

Frocks actually bought to sell for \$2! Full length zipper dresses, button-down styles tailored seersuckers, women's floral-print frocks with hand made lace collars and long sleeve coat dresses. A complete range of sizes in all styles.



STYLE 1584 SIZES 14-44

A WORLD OF TOY VALUES

De Luxe English

PRAMS
\$9.98

Reg. \$12.98 Value

Sturdily constructed wooden prams that will last for years.



DOLLAR TOY SPECIALS

TOY TRAINS \$1
FIRE TRUCKS \$1
RIDE 'EM TRUCKS \$1
COASTER WAGONS \$1
ERECTOR SETS \$1

The Big Toy Sensation

Great Big 2-Foot Fully Dressed Crying DOLLS
Completely Dressed... She sleeps and talks.
\$1.98
Use Our Lay-Away Plan

"Fruit of the LOOM"

Your Guarantee of Quality

**80 SQUARE PERCALE
7 panel and swing style**

**COVERALL
APRONS**

The perfect inexpensive GIFT **25c**

featuring a very wide assortment

Crisp, colorful aprons grand for Christmas giving and for yourself. Too! Neat and smart to wear over your frock. Gay, floral prints trimmed with colored binding. Coverall and bib aprons in 7 panel and flared styles with ruffled edge.



MOODY ST. at SPRUCE WALTHAM

THE ORIGINAL CURTAIN SHOP

Curtains

To Brighten Homes
For Christmas And
The New Year!



Bright will be those homes on Christmas morn which tell the world which passes their windows that these are the Curtains and draperies of a spic and span housewife. And Christmas joys will spread over the years if your Window Decorations, Bed Spreads and Bath Room Appointments come from Pauls. You alone, will know how much you saved through Pauls lower prices.

Curtains

Over a thousand styles, patterns and colors of Curtains to select from. Over a hundred curtained window displays within the store. Fine quality materials and painstaking workmanship are characteristics of all our Curtains.

98¢ to \$6.95

Draperies

Draperies are so important. They add the correct "luxury" note to curtained windows. Every interior decorating fabric pattern and coloring.

1.98 to \$8.95

Bed Spreads

Boudoir effects are best when Bed Spreads, Curtains and Draperies ensemble harmoniously. Our Bed Spread assortments are most complete. Gifts of Bed Spreads may be very personal or as a Home Gift in which all the family takes pride.

\$1.98 to \$22.50

Bath Room Sets

Bath Room Sets at Pauls extend from Floor Mats and Seat Covers to water-proof Shower Curtain and Window Curtain combinations. Here are Gifts for the family, indeed.

98¢ to \$4.95

OPEN SATURDAY EVENING

Pauls CURTAIN SHOP
76 Clinton South

Between Forman's and Weis & Fisher's

PAUL E. LINDGREN, Owner

TOWERING MANSIONS
Designed and Dedicated to Heighten the Joy of Living

LINCOLN HOTEL

Live like a king when you visit New York. Stay at Manhattan's mighty Hotel Lincoln, superb in every detail of location, luxury and hospitality.

NEW YORK CITY
44th to 45th Sts. at Eighth Ave.

1400 ROOMS
Each With Bath
Shower and
Cabinet Radio

HOME OF THE FAMOUS
BLUE ROOM
Outstanding
Music and
Entertainment

Owner's Management
MARIA KRAMER
President
John L. Horgan, Gen. Mgr.
HOTEL EDISON
Same Management



BY IRENE MUNTZ

Every family has traditional favorites for the holiday season whether it be cakes, cookies or candies or the main course of Christmas dinner. Favorite recipes are brought out at the Christmas season but each year it is rather fun to try out one or two new things to add to old favorites.

There are so many good Christmas cookies that it is rather hard to pick out just a few, but if you wanted to make just a few the following recipes make a nice selection.

CHERRY COOKIES
Temperature: 350 Degrees F
Time: 20 Minutes
1 c. shortening
1 c. sugar
1 egg
1 t. vanilla
1 c. cake flour
1 t. salt
1 c. white
1 c. finely chopped
orange rind

Cream shortening, add sugar gradually and egg yolk. Beat thoroughly. Add the vanilla, orange rind, lemon juice, flour and salt. Chill until firm. Mold into small balls, dip in slightly beaten egg white and roll in chopped nuts. Arrange on a greased cookie sheet and press a slice of cherry on each cookie. Bake in a preheated oven.

COCONUT MACAROONS
Temperature: 375 Degrees F
Time: 15 Minutes
1 can condensed coconut milk (sweetened)
1 t. salt
1 lb. shredded vanilla

Mix ingredients thoroughly. Drop from tip of spoon onto a buttered cookie sheet. Bake until delicately browned in a preheated oven.

BUTTER CROWNS
Temperature: 400 Degrees F
Time: 10 to 15 Minutes
1 c. butter
2 hard cooked
egg yolks
1 t. almond extract
1 t. flour

Drop 2 egg yolks in a pan of boiling water. Cook 5 minutes. Drain and force through a sieve. Cream butter, add sugar gradually, add egg yolks and beat well; add flour and flavoring. Shape into small balls and place on a cookie sheet. Press with a fork making a waffle pattern. Or force through a cookie press. Bake in a preheated oven.

Christmas cookies make nice gifts and you will find many attractive containers to pack them in.

Junior Group Of Local Lodge In Member Drive

Rochester Chapter, Junior Legion of the Moose, has started a campaign to increase its membership and, according to Mrs. Elizabeth Schmotzer, Governess of the organization, initiations at a greatly reduced fee, will be held at each meeting. Mrs. Mary Hale, Recorder, announces that meetings are held in Moose Temple every two weeks.

Further information concerning the Juniors may be secured by getting in touch with Recorder Hale at Hillside 2486.

Legion Post Meets Wednesday

Members of the Frank E. Robertson Post No. 100, American Legion, will meet at the Armory next Wednesday, William Owens, Commander, will preside, and refreshments will be served.

Walter Springer, chairman of the Christmas party will report. The party will be held on Sunday afternoon, December 17, at 2:30 p. m., at the Grand-Webster Hall.

Junior Leaguers Dance Saturday

Plans have been completed by members of the Junior League of Beth Shalom Synagogue in Field St. for a dance next Saturday night, according to Miss Eunice Posner, chairman. Others who will assist Miss Posner are: the Misses Ceal Maroz, Rhoda Lane, Bernice Marks, Gladys Davin, Tobey Fogel, Alma Reinhold, Lottie Bendes, and Sylvia Alpert.

Independent Benefit Group Plans Supper

Members of the Independent Ladies Benefit Society will meet at 1006 Hall, 668 South Ave. next Tuesday evening for a thirteen supper and installation meeting. Miss Alice Waste will be the installing officer and Mrs. Ethel Lee will preside. Other officers of the group include Mrs. Willis Backus, Miss Bernice Reitz, Miss Eva Dean, Miss Martha Temp, Miss Anna Ludwig, Miss Rose Heller and Miss Laura Jacobs.

COMMUNITY CHOIR ON AIR
The Community Choir of Rochester, a chorus of 300 voices, will be heard over Station WHEC at 10:30 P. M. Monday evening, in a special Christmas broadcast.

This program will be under the direction of Cornelius M. Maquelin, leader of the group.

SUGGESTS FOR CHRISTMAS . . .

WEEDE'S RITTENHOUSE DOOR CHIMES

The Last Word In

Special!
THURS. — FRI. — SAT.
PIN-UP
LAMPS
69¢

An excellent gift . . . at a remarkably low price. May be had in Ivory, Green or Bronze.



Protect Your Home
BEAUTY CHAIN GUARDS
SPECIAL 89¢
Will lock at any desired position.

APARTMENT
MODEL
\$1.00
Others \$1.95

TWIN TONE \$2.95
SENTINEL \$5.50 - \$7.00
GUARDIAN \$5.25
PRESIDENT \$7.95 - \$9.95
AMBASSADOR \$34.50

The ideal Christmas gift now at WEEDE'S in a grand holiday assortment. Come in and hear the chime that announces your guests with a pleasant musical note . . . see for yourself their beautiful design.

PHONE
Main 7900

WEEDE'S
15 Exchange St.
1/2 Hour FREE Parking Opposite
With Purchase of \$1 or Over

LIKLY'S Leather Gifts

Gifts of leather are right up a fellow's alley. He likes the look and feel of leather. Likly's superior quality appeal to him above all others.

Top Grain Cowhide Dressing Cases



Charge Accounts Invited
Mail and Phone Orders
FREE N. Y. State Deliveries

FREE Gold or Silver Initials on Luggage and Leather Goods

SEAL-SKIN GLADSTONES

Top stock Seal such as this is a very tough leather. Tailored into such a smart Gladstone is ideal. 24 to 26-in. sizes; linen lined.

Others \$5.95 to \$87.50

ZIPPER ONITE BAG

Top grain Cowhide in brown or black. Refinement of detail throughout the construction. Nice check lining with "military" rubber lined pocket for toilet articles.

Others \$3.95 to \$42.50

Brown or Black LEATHER BILL FOLDS

Three compartmented Folds, 2 with zippers and one with identification "window". Good leather; well made.

Matching Leather Key Cases, some with auto license holders. Also \$1

Others \$2 to \$20

LIKLY'S 271 MAIN EAST Est. 1844

The secret of Windsor's goodness is its remarkable 3rd YEAR of aging!

This whiskey is NOW 3 YEARS OLD!

Something unusual happened to Windsor during its third year of aging — something that made it a sensationally fine whiskey of superb flavor!

Very Smoothly Yours
WINDSOR
"PRINCE OF GOOD BOURBONS"

Capt. 1939, National Distillers Products Corp., N. Y.

Club Pushes Party Plans For Area's Needy Children

While entertainment chairman, Boane A. Speedy and Miss Gladys Bliss were signing Frank Peck, former WSAY crooner for a special solo number, Don J. Mattaro, general chairman of the annual Needy Children's Christmas party for youngsters of the East Side area, announced yesterday that 75 volunteer workers have begun a drive to get 1,000 needy children's cases in the fold in preparation for the huge party and entertainment on December 23rd.

Appeals are coming through the mails from all parts of the city at the rate of 15 and 20 a day.

Upwards of 150 families are taken care of each year with food baskets by this group. Following the party, youngsters are given toys, clothes, games and candies.

Reception Planned For Grand Regent By Moose Women

Plans have been completed for the special meeting, initiation and reception to Grand Regent Mary Sisson Wallace by Rochester Chapter, Women of the Moose next Sunday afternoon and evening, according to Senior Regent Ardella L. Evans.

According to the program scheduled by Co-worker Jeannie Irish, chairman of the committee, the reception to the grand regent will be held in the afternoon as soon as she arrives. A buffet supper will be served at 6:30 o'clock and in the evening the meeting and initiation will be held at which Mrs. Wallace will speak. Following the meeting there will be music and a program of entertainment.

The initiation, at which it is hoped to induct about 20 candidates, will be in charge of the ritualistic team and senior regents escorts, under captain Louise Pappert.

Following co-workers are assisting chairman Irish in making the arrangements: Elizabeth Schmotzer, Emma Josh, Ada Wharton, Lillian Fox, May Alnut, Rose Stoll, Minnie Hensler, Anna Burkhardt, Hazel Bassett, Dorothy Eggenweiler, Mabel Sisson, Jennie Graf, Dorothy Putnam, and Margaret Lampman.

West Ave. Church Plans Anniversary Service, Dinner

Celebration of the 60th anniversary of the founding of West Ave. Methodist Church will begin at special services next Sunday morning and evening, according to Dr. George W. Cooke, newly installed pastor. At the evening service a dramatic portrayal of the Romance of West Ave. Church through 60 years, including seven living tableaux, will be given. Old-time hymns will be featured at this service.

Next Thursday evening an anniversary dinner will be served. It is announced that a speaker of national prominence will give the principal address. On Sunday, December 17th, the date of the anniversary, the cornerstone from the original church building, now a garage at Epworth and Clifton St. will be brought to the church and presented to the congregation.

Pythian Sisters To Honor Grand Chief

Pythian Sisters of Rochester will honor their State Grand Chief Lucy Barnard, of Ithaca, N. Y., State Grand Protector Millie Kitzing, and District Deputy Florence Krapp, both of Rochester, at a dinner to be held tomorrow at 6:30 p. m., at 240 South Goodman St.

Immediately following the dinner a meeting will be held at Beechwood hall in charge of Rochester Temple, at which time the Grand Chief and District Deputy will make their official visits. Refreshments will be served after the meeting. Miss Elizabeth Stunz and Miss Theresa Krech are in charge.

AUXILIARY PLANS TREESUPPER

A Twelve super for the members of the Frank E. Robertson Unit Auxiliary will be held at the home of Mrs. Erna Karle, 48 Bloomfield Pl., December 20, at 6:30. Christmas gifts will be exchanged and baskets packed. Mrs. Ruth Cady, Mrs. Sara Cross, and Mrs. Elizabeth Hall will assist the hostess. Mrs. Mildred Hoehn will preside.

PTA MEETING

"Are We Americanizing Our American Children?" will be the topic of Rev. John D. Reiss of Calvary Evangelical Church speaking at a meeting of the PTA of No. 35 school next Wednesday.

ANNOUNCEMENT

FORTUNA
HAIR STYLING SALON

has moved into more spacious quarters to give every patron more comfort. Come in and see us. We have loads of new beautifying methods and hair styles for the coming holidays. Make your appointment early for your Christmas or New Year permanent wave.

NEW LOCATION

Same Floor Commerce Room 211 Building
STONE 4691

LINCOLN'S



OUR PHOTO STUDIO

Is The Only One in Rochester That Can And Does Give You 48 Portrait Proofs To Choose From

The polyphoto method of portrait photography, exclusive at Lincoln's in Rochester, insures a life-like, natural portrait.

8x10 PORTRAIT \$1
3 for \$2.50

No appointment necessary but to avoid the Christmas rush . . . come early.

Photo Studio—Main Floor

LINCOLN'S

Call **ETKIN'S** For Brilliant, Quality, Odorless

DRY CLEANING

Also FINE TAILORING Plant and Store

104 Monroe Ave. cor. Broadway
STONE 90

Taste Satisfaction

without interruption for 51 years



Widmer's
HILLSIDE
Wines
WIDMER'S WINE CELLARS, INC.,
HARTFORD, N. Y.

From Rochester's Largest and Finest Gift Store!



SILK HOSE

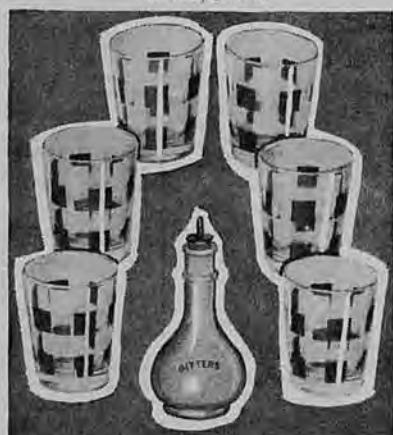
With Imperceptible Irregularities
Or They'd Be Selling At 44c And 46c

29^c

Let us box you three or four pairs of these lovely stockings, and assure you that you're going to please some one very much. These are circular-knit. Service weight have lisle top and feet for extra wear.

3-Thread Sheer Chiffons
4-Thread Business Chiffons
7-Thread Service Weights

Aisle 12, Center.



9 Piece Glass Cocktail Set

AN 89c
VALUE! **49^c**

For winter parties... give this attractive and so-handly set. 8 old-fashioned glasses and 1 bitters bottle. Blue and white, or red and white.

Aisle 7, Rear.

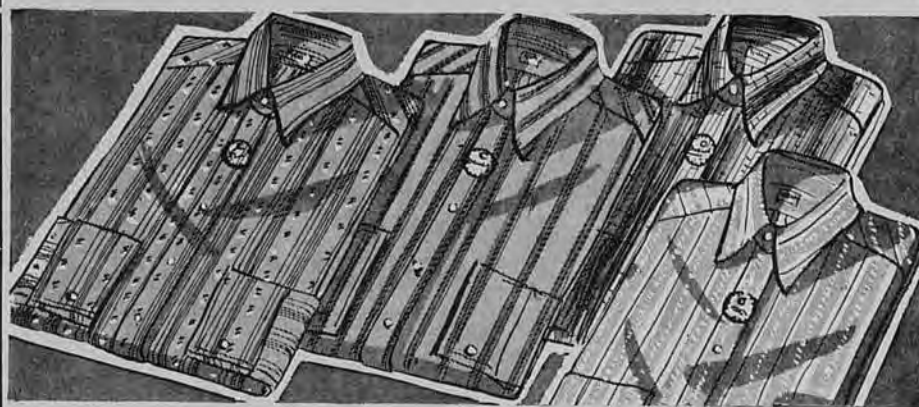


SOFA PILLOWS
59c
Values **3 for \$1.00**

A unique, different, welcome gift idea! Plumply filled and covered with rayon brocades in maroon, green, gold or blue. 16 inches square.

Aisle 5, Center.

Basement STARDAYS



All First-Quality!
Sanforized Shrunk! \$1.00 Values!

MEN'S SHIRTS

- WITH NON-WILT COLLARS
- WHITES, BLUES, FANCIES
- YOUR GIFT PROBLEM SOLVED!

77^c

A shirt value which is more than welcome at this busy gift-buying season. A marvelous selection of fancy patterns as well as plain blues and whites. Buy them for the men on your list, the men in your family! And remember, every shirt is Sanforized-shrunk—can't shrink, after washing, more than little 1%!

AISLES 3 AND 4

WOMEN'S GOWNS \$1.29
\$1.98 Quality

Famous "Trio" run-proof rayon, in daintily detailed gowns. V or square neckline types, in tea-rose, chartreuse, blue, shell or flame. 15, 16, 17.

Children's UNDIES 94^c
\$1.19 Quality

A dainty slip-and-pantie set of lustrous rayon satin. Either tailored or lace-trimmed style. 4 to 14.

CHILDREN'S SOCKS 19^c
29c to 35c Irregulars

A grand chance to stock up with anklets and knee socks! Made of cotton, lisle and rayon, they're both dressy and warm. Sizes 6½ to 10½.

AISLES 8, 10, 11, CENTER

BOYS' JUMPERS \$1.00
Extraordinary, at

Made of fine corduroy, full-cut for active boys' wear. Straps are adjustable. Blue, maroon, green or brown. Sizes 4 to 10.

BOYS' MACKINAW \$3.89
\$4.95 Values

Made of wool-and-cotton plaids of exceptional warmth. Big and roomy as boys like them. 8 to 18.

BOYS' PAJAMAS 59^c
79c Values

Warm cotton flannelette pajamas, in coat or slip-on style; all trousers with drawstring. — Sizes 8 to 18.

Aisle 14, Rear.

A Super-Bargain In SHEETS

Size 63x99
or 72x99 ins.
79c Values!

49^c

The lowest price for which we have offered these well-known "Aladdin" sheets. The big 81x99 inch size, 89c value, is priced 59c.

AISLE 13, REAR

TELEPHONE ORDERS TO STONE 6500
The Big Basement
SIBLEY, LINDSAY & CURR CO.



Felt SLIPPERS

Our Two Most Popular Styles
At a Very Popular Price!

\$1.00

The dainty Juliet or the comfy Everett style, both styles with felt uppers and hard leather soles. They'll wear for months, reminding her constantly of your thoughtfulness.

Oxford Blue Maroon Brown
Sizes 4 to 9
Aisle 5, Front.



Chrome Steel Kitchen Ware

\$1 to \$2.98
Values! **69^c to \$1.79**

Skillets, saucepans, double boilers, combination cookers, chicken fryers, dutch oven, griddles. Limited quantities of most items, so selection early tomorrow morning is advisable.

Aisle 8, Rear.



YARN RUGS
\$1.49
Values! **\$1.00**

A gift any house can use, no matter how well furnished it may be! Oval shape, 23x40 inches; patterns of blue, peach, brown, red, wine, gold.

Aisle 15, Rear.

Wegmans Make It Easy To



Balance Your Food Budget

Specials For Friday and Saturday

WEGMAN
Grocery
Prices Are
Guaranteed

to be as low
or lower than
any in the
city.

PRIME QUALITY, TENDER GRAIN-FED
Shoulder Roasts Of
BEEF
18^c lb.

Boneless Rolled Lamb Roast Lb. 21c

Quality and Low Price Make Us
Rochester's Largest Meat Retailers

New, California

FRESH PEAS
10^c lb.

Extra Large California

NAVEL ORANGES
27^c doz.

Banana Whipped

CREAM CAKES
21^c each

2-POUND PACKAGE ONTARIO
GINGER SNAPS 19^c

MAGGIONE BRAND, NEW PACK
LGE. SHRIMP 10^c can

No. 2 SIZE CAN, DOLE
PINE JUICE 10^c

No. 2 1/2 SIZE CAN LAKESHORE
PUMPKIN 9^c

2 1/2 POUND SACK DAIRY
PASTRY FLOUR 63^c

PERFECT BISCUITS IN 90 SECONDS
BISQUICK 26^c large pke.

2 POUND JAR, DELICIOUS
P'NUT BUTTER 23^c

CHOW MEIN NOODLES FREE, La Choy
CHOP SUEY 25^c can

FOR FASTER, EASIER WASHING
OXYDOL or RINSO 18^c

No. 2 1/2 CANS, FERTILE FIELD
SAUERKRAUT 25^c 3 for

**FINEST BUTTER
MONEY CAN BUY!**



LAND O'LAKES BUTTER
33^c lb.

LAND O'LAKES

BY THE ROLL lb. 34c

Wegmans
HOME OWNED FOOD MARKETS
FREE PARKING
FOR CUSTOMERS

Dollar Bill

(Continued From Page 1)

Main St. store. I stop this person and that person. Once in awhile I see a lady carrying the Sun right in her arm, so naturally I stop and ask her if she knows the slogan. Most of them do, so it costs me two dollars apiece.

I spent the rest of the day in and out of stores of Sun advertisers. Some people don't know what I'm talking about, some think I'm kidding them, but most Rochester shoppers know that "Every Thursday is Sun-Day" so I pass out a lot of dollars. In Lincoln I give a lady a dollar and she says she meant to carry the copy of the Sun, but she had to run for a bus and left the paper home. I feel very sorry for her, but I can only

give her one dollar. Running for the bus cost her a crisp new dollar bill that day.

Tomorrow I'll be out bright and early at 10 o'clock and by 4 o'clock, Saturday, I will have covered 18 miles of walking.

When I walk up to you any day, "I'm Dollar Bill from the Rochester Sun," you just speak right up and say "Every Thursday is Sun-Day." Show me the copy of the paper that you're carrying or an ad clipped from it and I'll

Feelin' His Oats
H-O QUICK OATS
1/3 MORE SERVINGS
RICH IN VITAMIN B1

give you two dollars. That's an easy way to make Christmas shopping money, isn't it? If you see me, I'll be glad to see you.

Regardless of Price — You Can't Buy A Better Coal Than

WILLIAM PENN
No Other Coal At Any Price Will Give More Satisfaction Or More Heat Comfort... It's The Outstanding Value.
U.S. Pat. Off.
Make Your Next Ton WILLIAM PENN ANTHRACITE
• PEA - \$8.75 • BUCK - \$7.85 • RICE - \$6.75
Prices Cash Delivered Hauled Off
ARAB COKE \$10.05
CALL: MAIN 306
FIRE-KING
70 EXCHANGE ST.

HURRY! SUPPLY LIMITED — GET YOURS WHILE THEY LAST!

HANDEE HELPER

Only **1^c** with 3 lb. can of **Spay** TRIPLE-CREAMED

The new, purer, all-vegetable shortening



YOU'LL FIND IT SO HANDY AROUND THE KITCHEN... SAVES SO MUCH TIME, TOO.



You'll find this "Handee Helper" just the thing for lifting, mixing, mashing, and vegetables from hot water and for removing french fried potatoes, doughnuts and fritters from hot Spay. It whips batter into a creamy smoothness and is ideal for mixing flour and sugar into your shortening. It's gran for mashing and whipping potatoes and crushing berries and cooked fruits. You'll also find it extremely useful for straining liquids from foods during the canning season. In addition, the "Handee Helper" beats eggs to a frothy lightness for sponge and angel food cakes. Think of it—7 different uses for this convenient utensil. And see what a helper Spay is, too, with its 3 EXTRA ADVANTAGES. (Only Spay gives all 3). 1. Purer, 2. Sweeter, 3. Creamier.

- | | | | | | |
|---|---|---|---|--|---|
| West End Provision
200-202 Main St. W.
Kane Delicatessen
820 Main St. W.
Ready Money Grocery
438 Main St. W.
Webber's Mkt.
254 Main St. W.
H. J. Kohler & Son
535 Chitt Ave.
M. H. Reynolds
130 Dewey St.
Grollinger Mkt.
306 Thurston Rd.
Gerber's Mkt.
306 Thurston Rd.
Frank Closser
629 Thurston Rd.
Hanna's Mkt.
482 Brooks Ave.
White Star Mkt.
303-311 Congress Ave.
Talbot Grocery
102 Spruce Ave.
Ellis Mkt.
119 Elliott St.
A. F. Walker
318 Arnett Blvd.
A. De Boer
453 Arnett Blvd.
Smith's Food Store
954 Genesee St.
Allen's Grocery
921 Genesee St.
Gosnell Mkt.
928 Genesee St.
J. P. Kenney
836 Genesee St.
Huss Mkt.
770 Genesee St.
H. E. Levenson
728 Genesee St.
P. A. Lombard
194 Genesee St.
Bell's Grocery
432 Jefferson Ave.
Falconio Bros.
462 Jefferson Ave.
Reliable Pro. Co.
863 Jefferson Ave.
F. Lombardi
801 Jefferson Ave.
Wm. Schaller
607 Plymouth Ave.
H. Gray
210 Reynolds St.
F. Marzocci
92 Prospect St.
A. Ricciardo
38 Prospect St.
E. M. Kaplow
344 Charles St.
United Food Shop
68 Spring St.
P. J. Kraus
172 So. Plymouth Ave. | United Food Shop
78 So. Plymouth Ave.
Plymouth Fruit & Veg.
204 So. Plymouth Ave.
P. Piccolo
264 Mt. Hope Ave.
M. J. Fogarty
126 Gregory St.
P. D. Manning
647 South Ave.
Beck's Mkt.
742 South Ave.
Schultz Mkt.
781 South Ave.
Thrifty Food Store
772 South Ave.
O & P Food Mkt.
1441 South Ave.
D. L. Beecher
1512 South Ave.
W. C. Gasser
159 Caroline St.
Ehmann's Mkt.
1018 Clinton Ave. So.
J. De Maria
1054 Clinton Ave. So.
Fred Wabnitz
1057 Clinton Ave. So.
R. C. Howland
1087 Clinton Ave. So.
Chas. Keller
225 Field St.
Hillside Grocery
24 Field St.
D. Shacter
1820 Monroe Ave.
Versage Bros.
81 Marshall St.
Home Grocers
151 Park Ave.
M. Levenson
117 Park Ave.
H. G. Viall
34 So. Union St.
Paul's Delicatessen
654 Monroe Ave.
Schiff's Delicatessen
850 Monroe Ave.
Highland Farm and Dairy
860 Monroe Ave.
J. Sedita
920 Glide St.
F. Angelini
667 Emerson St.
Camelio Bros.
135 Otis St.
J. Privitera
1290 Lyell Ave.
Al's Food Store
316 Dewey Ave.
J. C. Keck
779 Maple St.
P. Mell
774 Jay St.
J. Szymanski
314 Ames St. | Russer's Mkt.
237 Ames St.
M. Sassone
954 Jay St.
M. Simonetti
151 Campbell St.
M. Kostin
1228 Jay St.
Charlie's Mkt.
1587 Clifford Ave.
D. DiGirolamo
547 Bay St.
J. J. Hill & Son
179 Bay St.
Battali Bros.
818 Portland Ave.
Herman Market
856 Portland Ave.
White Market
926 Portland Ave.
L. E. Miller
1032 Portland Ave.
Community Grocery
1149 Clinton Ave. N.
F. Elmont
340 Carter St.
L. Randisi
437 Central Park
F. Caccamo
290 Pennsylvania Ave.
A. Pellegrino
335 Reid St.
Tierney Market
312 North St.
Arrow Food
326 11th St.
M. Fiorella
880 North St.
Hayward Grocery
336 Hayward Ave.
E. Frenz
1978 East Main St.
Karch Food
301 Culver Rd.
I. B. Levin
1523 Lake Ave.
H. A. Luplow
836 Ridge Rd. W.
R. Leison
577 Ridgeway Ave.
Rogers IGA
1462 Dewey Ave.
Tenth Ward Mkt.
1256 Dewey Ave.
Dewey Fruit & Veg.
1228 Dewey Ave.
Schaeffer Mkt.
1056 Dewey Ave.
Whites IGA
602 Driving Pk. Ave.
K. Christoff
404 Lexington Ave.
P. Shannon
197 Lexington Ave. | T. L. Stokes
683 Lake Ave.
Lake Ave. Fruit Mkt.
562 Lake Ave.
W. McNally
620 Dewey Ave.
Arrow Food Stores
527 Dewey Ave.
J. Czabatel
92 St. Joseph Ave.
M. Labovitz
461 Joseph Ave.
Simon Bros.
307 Joseph Ave. & 488 Joseph
P. Terro
367 Clinton Ave. N.
Sam Romeo
530 Clinton Ave. N.
J. Genuso
675 Clinton Ave. N.
F. Giambra
804 Clinton Ave. N.
L. Filippone & Son
968 Clinton Ave. N.
Frisch Mkt.
1041 Clinton Ave. N.
L. Komisar
1100 Clinton Ave. N.
A. Eisenmenger
368 Pennsylvania St.
Marty's Grocery
1231 Clinton Ave. N.
V. Mascari
1284 Clinton Ave. N.
T. J. Zimmer
1642 St. Paul St.
W. C. Glaser
513 Conkey Ave.
Story Grocery
340 Conkey Ave.
R. J. Phelan
164 Avenue B.
L. H. Deuter
81 Conkey Ave.
M. Charles
58 Lowell St.
F. & E. Frane
1121 Hudson Ave.
W. Jablonski
1070 Hudson Ave.
Anna's Delicatessen
975 Hudson Ave.
L. Frenner
1075 North St.
Mart Bros.
747 Hudson Ave.
J. Kircher
701 Hudson Ave.
Miller's Mkt.
683 Hudson Ave.
H. Mellin
542 Hudson Ave.
R. Einhorn
485 Hudson Ave.
Leonard's Creamery
370 Joseph Ave. | Potter Creamery
384 Joseph Ave.
H. Zeller
408 Joseph Ave.
Mendick Mkt.
530 Joseph Ave.
Audychi IGA
742 Ave. D.
Grovesack, J.
92 St. Chalmers St.
S. Bobby
651 Norton St.
A. Lescinski
1080 Joseph Ave.
A. Sweetner
1020 Joseph Ave.
A. Fuxman
140 Barons St.
Herman's Prov.
806 Clifford Ave.
J. Tanillo
72 Hillcrest St.
C. Datillo
195 Fernwood Ave.
H. E. Reynolds
1064 Culver Rd.
Mom's Food
1157 Culver Rd.
Fullman Mkt.
1108 Culver Rd.
Bud's Food Mkt.
432 Parsella Ave.
J. DeMalle
440 Parsella Ave.
Ballard Food Shop
78 Mount St.
H. J. Goff
836 Garson Ave.
E. Goldman
359 Webster Ave.
C. J. Treiber
1057 Bay St.
Clifford Mkt.
2185 Clifford Ave.
Marchese
1820 Clifford Ave.
M. Modello
1733 Norton St.
D. F. Carroll
78 Danforth St.
Serv-Wel Food
747 East Main St.
Dyer's
234 Dewey Ave.
M. Boslov
3623 Dewey Ave.
Stonewood Food
305 Stonewood Ave.
J. Bovenzi
85 Latta Road
Sy's Food Market
1219 No. Clinton Ave. | Ridge Fruit & Veg.
195 Ridge Road
J. Versprille
82 Lauer St.
Stand's Fruit & Veg.
538 Monroe Ave.
Dewell's
1843 East Ave.
J. Elman
1983 East Main St.
C & C Food
381 Chitt Ave.
Convention Food
304 Monroe Ave.
Ridgewood Market
1225 Lake Ave.
Barnard Market
234 Stone Rd.
Amico Market
3218 Lake Ave.
J. Ingolia & Sons
411 No. Clinton Ave.
Harry Blum
274 Norton St.
Helen West
204 Clifford Ave.
Highland Farm & Dairy
850 Monroe Ave.
Wolf's Fruit & Veg.
1908 East Ave.
N. Winton Fruit & Veg.
5 Winton Rd. N.
M. Pavone
518 East Main St.
Elder's Market
644 Monroe Ave.
Harlow Food
1172 Dewey Ave.
Levin Market
1464 Lake Ave.
Thrifty Food
37 Stone Rd.
O'Brien Food
8 River St.
Mazza Market
886 No. Clinton Ave.
Ridge Road Market
201 Ridge Rd.
G. Luk
1085 Hudson Ave.
Paul's Del.
654 Monroe Ave.
F. Schacter & Son
750 Park Ave.
A. Morrison
2121 East Main St.
Hart Food Stores
A & P Food Stores
Loblav Groceries
Red & White Stores
Wegman Food Markets
American Economy Stores
Sibley, Lindsay & Curr Co.
Uncle Sam Stores |
|---|---|---|---|--|---|

OTHER FAMILY FAVORITES 6 ORIGINAL ROGERS STAINLESS STEEL TEASPOONS FOR ONLY 50 ^c LUX TOILET SOAP	Adjustable SKIRT MARKER ASK FOR DETAILS FOR ONLY 10 ^c AND ONE LUX BAR (100% COTTON) LUX LARGE SIZE Cuts down Stocking runs.	Rinso Richer suds even in hard water	LIFEBUOY HEALTH SOAP Be Safe Be Thrifty Buy Three In your daily bath. Sops "B. O."
--	---	--	---

Fidler in Hollywood . . .

(Continued From Page 1)

Technicians are faculty members, many of them donating their time without pay. There's been crying need for such a school for years. Undoubtedly many of its graduates will crash the studio gates—though the Hollywood Motion Picture Institute is not a job-training agency. Others will find jobs teaching in the many state and privately-endowed schools which are now establishing motion picture courses. One grand result is certain—keener appreciation and shrewder criticism of pictures will come with such education.

"Our markets are all shot to—Well, it'll have to be a spell," "Producers all wild," "Facing each other's head—And X marks the spot where they fell."

CUFF NOTES: The four famous Lane Sisters will descend on Colorado Springs over the holidays to persuade a fifth sister.

ter, Martha, to let her 2-year-old daughter screen-debut in "Four Mothers" . . . It's Maureen O'Hara who's coaching Anna Neagle's Irish brogue for "Irene" . . . Edward Arnold has donated his most prized good-luck charm to the U. S. C. gridsters, to be worn by each succeeding captain . . . After one look at the picture, "Boystown," authorities in Adelaide, Australia, established an identical institution. . . Ken Murray, with the full approval of her mama, is dating Linda Darnell . . . Warner Brothers are bidding for screen rights to Ruth Gordon's biography, recently published in a national mag . . . The Allan Marshall is expecting . . . If you think your Xmas problem is tough, give a sigh for Richard and Mrs. Dix, with 104 relatives in Hollywood alone. . .

Look for your name between the ads. One dollar is given to each person named at the Sun

BEST COAL VALUE IN CITY

BLACK MAGIC QUALITY COAL \$10.45 TON
Egg Stove Nut

PEA COAL \$8.75 TON
BUCKWHEAT \$7.75 TON
SEMET SOLVAY COKE \$10.05 TON

GEN. 586 PAYNE & DUNHAM
34 BRONSON AVE.
Mrs. Elizabeth Taft, 1915 Evergreen Street

TIMELY CHRISTMAS GIFTS from EDWARDS WATCH DEPT.

FOR BOYS and GIRLS

WATCHES

Long Ranger Wrist Watch (Illustrated)	2.95
Mickey Mouse Wrist Watch	2.95
Little Orphan Wrist Watch	3.25
Dick Tracy Wrist Watch	3.25
Pocket Watches Prices start at	1.00
Wrist Ben Wrist Watch	3.95
Other Children's Watches Prices start at	2.69

Use Edwards 90-Day Charge Account . . .
1/3 Due Jan 10; 1/3 Due Feb. 10; 1/3 Due March 10
Mail or Phone Your Application.

Edwards

Street Floor

TOASTMASTER

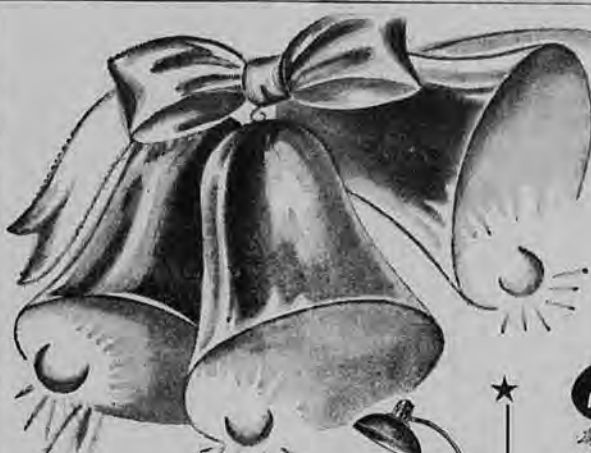
Junior Toaster

Only **\$7.50**

Small down payment. Convenient terms.

See Demonstration On Our Main Floor

ROCHESTER GAS and ELECTRIC CORP.



CHRISTMAS BELL RINGERS

A Year-Around Gift General Electric SUN LAMPS

19.95 No Down Payment 50c Weekly

Keep vigorously healthy with beneficial ultra-violet rays. Enjoy an all-year tan and avoid colds! Many new designs from which to choose.

EDWARDS—Sixth Floor

Fireplace Wood Holder

Reg. 4.95

2.45

Only 24 at this price! Sturdy steel frame with antique finish, leather-like sling on carrier. Real value . . . better hurry!

EDWARDS—Sixth Floor

American Beauty Plate Glass Mirrors

Magnificent Period Mirrors Regular 19.95

13.95

Such low price at a time when you want them for Christmas gifts is NEWS! Frames are all hand cast and finished in rich gold tones, AMERICAN BEAUTY speaks the quality of the glass. Buy for yourself and some lucky person on your gift list at these savings!

EDWARDS—Fourth Floor

2 Gifts for One Price!

Sweeper Vac Hand and Floor Cleaners

Regular \$50.70 Value

39.95

You Save 10.75

EDWARDS Sixth Floor

Shop Friday 'til 6 P. M.
Saturday 'til 9 P. M.

OPEN AN EDWARDS 90-DAY CHARGE

No Down Payment — No Interest to Pay

1/3 DUE JAN. 10
1/3 DUE FEB. 10
1/3 DUE MAR. 10

Mail or Phone Your Application

Pottery Ball Jug 59c

Ice lip prevents ice from falling out of jug. Gay hues of blue, red, yellow and green. For your own home . . . or for gifts!

Pin-Up Lamp 1.59

Charming maple construction with wheel that switches light on and off. These regularly sell at 1.98!

Indirect Pin-Up Lamp 1.19

Crystal pin-up lamp with indirect lighting. Eggshell embossed shade with velvet trim.

EDWARDS—Second Floor

ROCHESTER'S LARGEST POPULAR PRICED STORE

Edwards

Reg. 1.49 Casserole and Plate \$1

Bake and serve in this attractive casserole with serving plate. Bright floral design in rose, blue and yellow. 2 1/2 quart size.

General Electric Automatic IRON 4.95

NOTE THESE FEATURES: Regulated temperature control holds temperature automatically. Calrod heat unit. Button nooks. Thumb rest. Complete with cord. Fabric markings on dial.

EDWARDS—Sixth Floor

12 Pc. Ensemble . . . WAGNER Cast ALUMINUM 14.95

SPECIAL GIFT VALUE

This famous ware is cast in one piece of solid metal with no dirt-catching seams. So thick it holds heat and keeps your food hot longer. All the covered piece have self-basting, snug-fitting covers for waterless cooking. Set includes platter, griddle, a six and 10-inch skillet, Dutch oven, 2 covered sauce pans (1 & 3 qts.), French fryer basket.

EDWARDS—Sixth Floor

A GIFT VALUE SUPREME!

AB Aristocrat GAS RANGE

Reg. 79.50 Value

69.50

AND YOUR OLD STOVE

Gleaming white, acid resisting porcelain enamel. Full insulation. Robertshaw heat control. 2 large storage drawers. Automatic top lighting. Ball bearing roll-out broiler and full enamel oven. Light-timer at extra cost.

EDWARDS—Sixth Floor

No Down Payment Balance \$5 Monthly

PAGE EIGHT

Every Thursday Is Sun-Day.

THE ROCHESTER SUN, THURSDAY, DEC. 7, 1939

NO. 49 PTA TO MEET
Parent-Teacher Association of George H. Thomas School No. 49, will hold its regular monthly meeting next Wednesday afternoon at 1:30 in the school building.

Howard Hinga, assistant director of music for the Public Schools will speak. Tea will be served, with Mrs. Xelpert Alford in charge.

**WHERE QUALITY'S RIGHT!
WHERE PRICES ARE LOW!**

Fresh Corn-Fed, Rib-End
Pork Loin ROASTS 12 1/2c
Pot Beef ROAST 16c
Best English Cuts ROAST BEEF 19c
Trimmed SIRLOIN STEAKS 27c
Beef SHORT RIBS 11c
Cut from U.S. inspected young steers.

We Accept Orange and Blue Food Stamps

Fresh Cut-Up CHICKENS
Breasts, lb. 41c Wings, lb. 21c
Legs, lb. 33c Necks, lb. 15c
Livers, lb. 35c Giblets, lb. 19c

Nearly Boneless, Boston
ROAST of PORK 15c lb.
Kaufman's Spring
LEG O' LAMB 21c lb.
Boneless Rolled
ROAST of VEAL 23c lb.
Cudahy Tenderd
HAMS 19c
skinned, whole or sliced
Cherrystone Fresh Dug
CLAMS 1c ea.

**CLARK'S
MARKETS**

906 NO. GOODMAN Near Bay, Culver 4870
824 PORTLAND Near Lux St. Stone 471
Mrs. Lillian Hughes, 75 Manchester Street

COAL 6 MONTHS TO PAY
Ask About Our Budget Plan—3 Tons or More. No Down Payment Required.

BUY NOW — PAY NEXT YEAR
Hetzler's A-1 Brand ABSO-PURE
EGG STOVE \$10.45 NUT \$9.35
NUT TON COKE \$9.20
Pea \$8.75 Stove \$9.60
Buck \$7.85 Pea \$8.25

HETZLER Glen. 446
Bros. Est. 65 Yrs. 801 Driving Park Ave.

**SHORT WAVE BROADCASTS
FROM EUROPE IN ENGLISH**

ZENITH
ON 1940 LONG DISTANCE RADIOS

Let us demonstrate one of the powerful new 1940 Zenith radios with short wave right in your own home... absolutely free... you'll thrill to the gripping, vivid, exciting broadcasts being sent in English direct from all the major capitals.

GUARANTEED SHORT WAVE RECEPTION
Europe, South America or the Orient guaranteed every day or your money back on all short wave Zeniths.

Model 10-S-464—Guaranteed short wave reception on this powerful ten-tube beauty including electric tuning eye tube and two cathode heater rectifier tubes, three-band reception... built-in short wave aerial... \$79.95

ON OUR EASY TERMS

Model 8-S-439—You can get all these direct-from-Europe broadcasts on this powerful little beauty... six tubes including heater cathode rectifier tube... full three-band reception and built-in short wave aerial... \$34.95

Model 7-S-432—Short wave reception guaranteed on this sensational seven-tube table model. Seven tubes including heater cathode rectifier tube. \$39.95

WOLK AUTO SUPPLY & FURNITURE CO.
287 JOSEPH AVENUE OPEN EVENINGS STONE 755

**Dick Whittington's Rise
To Fame Portrayed In
Eastman Children's Play**
Sun Offers Reduced Price Coupon For
Coming Stage Show

When "Dick Whittington and His Cat," unfolds on the stage of the Eastman Theatre, Saturday, December 16th, Rochester youngsters will be viewing a play that is almost as famous in this country as in England, its origin.

The play, which is being brought to Rochester by the Educational Committee of the Rochester Civic Music Association, is based on the story of Dick Whittington's life in London after he had run away from home, carrying with him a large cat as his sole companion. Adventure followed the lad and carried him on a sea voyage to the Barbary coast where he became famous as the Sultan's court. Always in his mind was the goal of Lord Mayor of London. Eventually he realized his dream and in 1397 was inducted into that high office.

Clare Tree Major's Children's Theatre Co., which is presenting the opus is composed of thoroughly experienced professional Broadway players and have been well received in Rochester on many occasions.

Through an exclusive arrangement with the educational committee, the Rochester Sun is offering a price reduction for children wishing to see this fine play. A coupon will be found on this page which, if presented at the Eastman Theatre box office, will entitle the holder to a ten cent reduction on the price of any ticket chosen. Prices for the performance, which starts at 3 o'clock are 25c, 35c, 50c and 75c. Through the use of this coupon a seat may be had for as little as 15c.

The Sun has made this arrangement for the benefit of the many parents who realize the value of this type of entertainment to their child's educational welfare. It behooves every parent to take advantage of this opportunity to broaden the children's education through proper stage presentations. Clip the coupon now and present it at the Eastman Theatre box office when tickets are purchased.

COUPON
This Coupon Is Worth
10c
Towards Price of Admission to
"DICK WHITTINGTON
AND HIS CAT"

by
Clare Tree Major's
Children's Theatre Company
EASTMAN THEATRE
Saturday, Dec. 16, 1939
3 O'Clock

Seats: 25c, 35c, 50c, 75c
Present this coupon at theater box office when purchasing ticket. Good for 10c reduction on any priced seat in the theater this day only!

parent to take advantage of this opportunity to broaden the children's education through proper stage presentations. Clip the coupon now and present it at the Eastman Theatre box office when tickets are purchased.

Buck hunters hunt for bucks in the Sun and find them too. Look for your name between the ads. The Sun will give you a dollar if it's there.

WATCHES
CLEANED
REGULATED
ADJUSTED
The Watch Doctor
2 North Street
Over the Sibley's

Watch for Dollar Bill in stores of Sun advertisers. Complete details in today's Sun.

BUY YOUR GLASSES
Here On Easy
Payment
Plan
C. A. KOHLER
Prescription Optician STONE 4118
604 TEMPLE BLDG. — 5th FLOOR

PERMANENT
Reg. \$7.50
With This Ad Only **\$3.75**
PARIS BEAUTY SALON
249 E. MAIN Over Scher's Opp. Sibley's STONE 5309

IT'S THE BABY FURNITURE CO.
For **TOYS**
34" SLEDS... 98c
Rocking Horses... \$1.69
Doll Carriages from... 98c
Rockers from... \$1.69
Velocipedes from... \$2.49
Table Sets from... \$2.49
Doll Cradles... 59c
Desk Sets... \$4.95

FREE!
With any purchase and this ad — An Artist Paint Set.
USE OUR XMAS LAY-AWAY PLAN
baby furniture co.
69 STATE ST. A Block from 4 Corners MAIN 6479

SCHENLEY'S
the light-bodied whisky
with full-bodied flavor

The gift he'd buy himself
1. RIGHT because it's light-bodied!
2. RIGHT in full-bodied flavor!
3. RIGHT in strength—full 90 proof!
4. RIGHT in price!

Schenley's Black Label 65% grain neutral spirits Pt. (16 oz.) \$1.58 Qt. (32 oz.) \$3.07
Schenley's Red Label 72% grain neutral spirits Pt. (16 oz.) \$1.30 Qt. (32 oz.) \$2.53

At your favorite bar and package store. Both Black Whisky—Copr. 1939, Schenley Distillers Corp., N. Y.

1099 Spectacular Sales Thriller!
MATCHED PIECES. AMERICAN MADE.



WARRANTED 22 K. GOLD DECORATIONS

Hamilton Ross Streamlined Dinnerware Ensemble
YES! ALL THESE PIECES Included in This Sensational Low Price of \$12.95
DINNERWARE (45 Pieces)
8 Dinner Plates, 1 Vegetable, 8 Dessert Plates, 8 Bowl, 1 Cream Pitcher, 1 Sugar Bowl, 8 Salad Plates, 8 Coupe (2 per Serving), 8 Saucers
GLASSWARE (32 Pieces)
8 Fruit Juice Glasses, 8 Ice Tea Glasses, 8 Water Tumblers, 8 Glass Sippers
SILVERWARE (32 Pieces)
8 Knives with Stainless Steel Blades, 8 Tablespoons, 8 Soup Spoons
Pure silver plate on 18% nickel base

\$12.95
25¢ DOWN A WEEK

A Tribute to the Historical Visit of a Popular Queen
JUST as the visit of the Royal Family of England sets a precedent in history, so does this fascinating "Queen Elizabeth" Pattern Dinnerware set a precedent for beauty, style and VALUE! Never before have we combined all these expensive details of quality in a set for less than \$25.00. Consider first, the fine Elginware motif with pure 22-K. Gold, then, the life-like, multi-colored Rose Chester Pattern—a masterpiece of art and color. Furthermore, the shapes are cast on an exclusive mold designed for the tables of tomorrow. Altogether a tribute to good taste! Obtainable at the lowest price in our history and available on our easy payment plan—25¢ down—25¢ a week.

ONLY WHILE OUR LIMITED QUANTITY LASTS!

PATTY'S
FURNITURE & APPLIANCE STORE
366 MAIN ST. E. ROCHESTER, NEW YORK
Enclosed please find down payment on 109 piece Hamilton Ross Queen Elizabeth pattern dinnerware ensemble. I agree to pay balance 25¢ weekly.
Name _____
Address _____
City and State _____
☐ New Account ☐ Add to my Account ☐ Closed Account

LEYS
ed whisky
ied flavor



Schenley's Black Label
65% grain neutral spirits
Pt. (16 oz.) \$1.58
Qt. (32 oz.) \$3.07
Schenley's Red Label
72% grain neutral spirits
Pt. (16 oz.) \$1.30
Qt. (32 oz.) \$2.53
and package store, both Black
Schenley Distillers Corp., N. Y.



Ross
ined
semble
2⁹⁵
DOWN
A WEEK

f a Popular Queen
De life-like, multi-colored Ross Chie-
masterpiece of art and color. Fur-
shaped are cast on an exclusive
d for the tables of tomorrow. Al-
to good taste! Obtainable at the
in our history and available on our
plan—25c down—25c a week.

QUANTITY LASTS!

ON TODAY!

urniture
pliance Store
ESTER, NEW YORK

ayment on 100 piece Hamilton
ware ensemble. I agree to

ny
Closed
Account

WOLIN'S
For Gifts

NECKWEAR 55c
Fine quality silks, repps,
mogadores and other
smart silks.
2 FOR \$1

GLOVES \$1.00
Lined and Unlined

Sweaters \$1.95
All wool, coat and slip-on styles.

SHIRTS \$1.19
This week only, \$1.19 up, \$1.95 quality.

HATS \$1.99
High - grade
Truly Warner
hats.

TROUSERS \$2.95
Young Men's
Pleated and plain
odd trousers, \$1.95 and \$1.11 wool

83 MAIN ST., E.
Formerly at Plymouth and Main

Hoefners Lead Buonomo Bowlers With 715, 702

Monday night was "Hoefner Night" at Buonomo Hall. Bill and Joe of the Rochester Hoefners dominated the scene with a couple of 700's. Joe had the biggest, 715, but Bill had the oddest, three games of 234 for 702. Carl had 686, Joseph 685, Joe Smarsh 676, Brasser 670, Swanson 665, Al DeVonis 665, Elmer Eckert 661, Bill Ainsworth 660, Lou Martell 660, Meyer 658, Russell 654, Bill Irwin 653, Wittman 652, Don Crombie 648, Bon Streib 644, Burke 642, Ed Doyle 637, Cap Carroll 632, Oscar Grove 632, Ken Anderson 630, Johnson 629, Bornkessel 628, Kenny 623, Herb Scheuch 621, Dr. Rapp 621, "Wild" West 619, Court 618, Zwick 618, Johnnie Sullivan 616, Harry Spielmacher 615, Utter 614, Betheny 614, Fordham 613, Bernie Scheuerman 613, Sutphen 612, Art Masline 610, Walker 608, Leo Eckert 607, Stevens 606, Luke 603, Starkey 602 and Dick Herling 601.

Joe Hoefner's big 715 total was made up of games of 202, 228 and a gigantic final effort of 285. Buonomo Five and Ruby

Plumbers put up a ding-dong battle with Buonomo's finally staggering out with two out of three. Ruby's shot 3088 and Buonomo's 3066, winning the first game by 19 pins, the second one by the same margin and losing the final by a larger margin. Camrod-Harmon found the range with a total of 3173. Team games were 1112, 1008 and 1053.

Monroe Basketball League Seeks Additional Teams

Three more basketball teams are needed to complete the Monroe High Evening School league. Last week nearly 75 prospective physical education students responded to the first call sounded by Physical Director Michaels, for the 1939-40 court reel, and were mixed into five strong class groups.

Players are recruited from regular night school registration lists and are formed into teams according to playing ability. Outside groups desiring vacant berths will have their applications taken into consideration following their enrollment for physical subjects at Monroe Evening High School.

Frisch Leads Ward Democratic Bowlers

The 17th Ward Democratic League bowlers were paced by Frisch with 630 last Wednesday night at Muh's Hall. Runner-up honors went to Dennis with 627. Stan Lampert had 616 and high single game of 244 and Steinwachs had 604.

Lill's Specials took all three from Baries Shoes, Ray Lill shot 590 to lead Howard Florists to two wins over Frisch Market and Englert came through with 594 to inspire Englert & Webster to two wins over Muh's Ice Cream. Maier's Morticians took three from Kotter & Sayre, Art Muhs won two from Richter's Grocery and Grossman Clothes, paced by Gagner's 591, won two from Binazski Grill.

Commercial League

Frank Gable banged out 616 to lead last Tuesday's Commercial League at Buonomo Hall. Joe Remillard had 286 for high single game. Bill Streib had 613, Sandhope 609 and Maeske 600.

Durbin Parkins Station won all three from Lauer Furniture, Sibley, Lindsay & Curr took two from Malvin Place Dairy, Houck Bros. won two from Brewster, Gordon and Lasken Electric took two from Maseth Dairy.

These Coupon Books Make Ideal Xmas Gifts

Stephens
ROCHESTER, N. Y.
210-214 MAIN STREET EAST
MERCHANDISE Coupon Book
In Any Amount From \$10 Up
No. 210D

**NOW-you can buy
ALL YOUR GIFTS on a
Stephens Budget Account
and Pay Weekly Out Of Income!
AT STEPHEN'S SAME LOW CASH PRICES!**

OPEN AN
ACCOUNT
TOMORROW
2nd Floor
Credit Office

NEW THIRD FLOOR
COTTON!
GIFT SHOP

Hundreds
and
Hundreds
New Holiday

**HOUSE COATS
DRESSES and
SMOCKS**

- America's Leading Makes!
- Coat Fronts, Slide Fasteners!
- Guaranteed Fast Colors!
- Everyone Brand New!

93c
Rochester's Lowest Price

SIZES:—12 TO 20 38 TO 46 TO 52

EXTRA! FRIDAY AND SATURDAY
600 Children's COTTON FROCKS Up To 89c Values!
45c Each

THE STORE OF A THOUSAND AND ONE PRACTICAL-WEARABLE GIFTS
FOR WOMEN AND CHILDREN AT "GUARANTEED" LOWER PRICES!

Come To **BEEBE'S**
We Purchased Huge Stocks Before War

SAVE ON LINENS

BUY NOW!

Before the present European War, we secured huge stocks of fine imported linens. When these stocks are gone, prices will naturally go up because of the difficulty of securing additional linens, in fact in some cases it will be impossible. So buy now, at Beebe's, where stocks are complete, and still low-priced.

BEEBE
LINEN SHOPPE
267 EAST MAIN—OPP. SIBLEY'S

"The Linens Your Friends Admire and Use"

LARGE CANNON BATH TOWELS	3 for \$1.00
HAND MADE PILLOW CASES, Regularly \$1.98 pr.	98c a pair
HAND MADE TUSCANY CHAIR-BACK BACK SET,	25c
2x2 1/2 YDS. HAND MADE LACE CLOTH,	\$1.95
RAYON DAMASK — 2 1/2 YDS.	\$3.95
8 NAPKINS	20c
RAYON DAMASK TOWELS	\$7.75
HAND MADE ITALIA TABLECLOTH, 8 NAPKINS, 2 1/2 YDS.	

GOLDEN WEDDING NOW LOWER-PRICED

ABSOLUTELY SAME QUALITY

Every Drop is 4 Years Old or Older...a Delicious Blend of Straight Whiskies—the same Superb Quality that made Golden Wedding Famous. Try it Today.

Golden Wedding

WAS \$1.59 A PINT
NOW \$1.39 A PINT
Fifth 2.19 Quart 2.69

GOLDEN WEDDING WARRANTY
We warrant: (1) That Golden Wedding, at its low price, is exactly the same, luxurious whiskey that sold at the higher price. (2) That every drop is all whiskey, at least 4 years old. (3) That our great reserve of aged choice whiskies are adequate to assure you of uniform high quality for years to come.

Copyright 1939, Joe. S. Finch & Co., Inc., Schenley, Pa.

"HAS HAD NO PEERS FOR 50 YEARS"

A Gift
That
Thrills!

**Men's - Women's - Children's
Tubular Shoe
SKATES**

\$2.99

Fine quality upper leather with padded tongue and inner ankle supports! Polished nickel plated blades, firmly riveted to shoe! Children's sizes—13 to 3, Men's Sizes 4 to 12, Women's Sizes 3 to 9

FOR WOMEN—GIRLS

WHITE TUBE SKATES	\$2.99
WHITE RINK SKATES	\$3.95
WHITE PROFESSIONAL TYPE	\$4.95
WHITE FIGURE SKATES	\$4.95

FOR MEN—BOYS

HOCKEY TUBES	\$3.45
RACER TUBES	\$3.95
PROFESSIONAL TYPE	\$4.95
FIGURE SKATES	\$4.95

SPECIAL!
FRIDAY and SATURDAY ONLY
MATCHLESS LUXURY IN GIFT

House Coats

- Bunny Puffs
- Satin Striped Taffetas

\$1.88
VALUES TO \$2.95

Full flowing wrap around and zipper styles. Wine, Royal, Rose, Powder Blue, Teal, Red, Green, Aqua. Sizes 12 to 20.

Ladies All Wool Tyrolean Design Hand Knit

GLOVES 48c
EVERY PAIR WORTH \$1.00

Hundreds of pairs in a galaxy of colors. Embroidered trim. Small, medium and large sizes.

Ladies' Warm Soft Bunny Puff Suede

Bed Jackets 58c
RARELY SOLD AT LESS THAN \$1.00

Warm and washable. In Tea Rose, Powder Blue and Orchid. Sizes small, medium, and large.

1000 Pr. Pure Silk—Perfect—Guaranteed Not To Run!

HOSIERY 47c
Pair
Reg. 79c Value

All colors all sizes. A new pair if a run appears.

Stephens
210-214 MAIN ST. E.

Watch for Dollar Bill in stores of Sun advertisers. Complete details in today's Sun.

Look for your name between the ads. One dollar is given to each person named at the Sun.

MILLER'S SPECIAL
Long-Burning Anthracite (Hard)

COAL \$10.45
TON

PEA \$8.75 BURN'T \$7.45 CASH \$6.75
RICE \$6.75 SHOT OFF

Every Ton FULLY GUARANTEED

GEN. 20 **ARDEAN R. MILLER, Inc.** R.G. & E. COKE \$10.05
500 WEST AVE. QUALITY SINCE 1912

RAYMONDS
71 E. MAIN ST.

2 TROUSER SUITS
Overcoats & Topcoats

ALL SIZES **\$11.85**

FREE A Beautiful Gift With Every Purchase

Lascossers Prep For St. Catharines

St. Catharine's CYO Lacrosse club will invade the Armory Friday night to give battle to the Rochester Ironquils seven.

Club authorities are seeking two new players to replace Hi Johnson and Scotty Martin, both of whom were dropped from the club's roster after they failed to measure up to expectations. The locals will be at full strength for this important contest. St. Catharine's team is made up of the Separate school in the Catholic Youth Organization.

Franklin League Posts Season's Best Scores At Thursday Meetings

The heretofore anemic Franklin League evidently received a transfusion last Thursday evening and turned in the best shelling to date. Fourteen 600 totals were registered, topped by the pair of 600's of Elmer Swemer and Kay Murdock. Franklin Grill went to town with a big 3050 inspired by Freddie Rizzo's 672 and Al Mors' 528. Clay Flint had 672, Ed Randall 635, Obey 630, Norm Minch 629, Bill Knapp 628, Bob Streib 624, Fritsch 613, Jack Zick 605, Charles Meyers 600 and Vic Lang 600.

DEEP-ROOTED IN AMERICAN TRADITION!

HEUBLEIN'S Whiskeys

SUPERIOR FLAVOR AND BOUQUET FROM A FOUR-GENERATION-OLD EXPERIENCE IN THE BLENDING OF FINE AMERICAN WHISKEYS!

HEUBLEIN'S PRIVATE STOCK
A BLEND OF STRAIGHT WHISKEYS

QUARTS **\$2.79**
PINTS **\$1.45**

An extra superb quality blend of straight whiskeys, 90 proof.

HEUBLEIN'S FOREST PARK
A BLENDED WHISKEY

QUARTS **\$2.29**
PINTS **\$1.19**

A popular-priced fine blended whiskey... 40% grain neutral spirits, 90 proof.

BLENDING BY G. F. HEUBLEIN & BRO., HARTFORD, CONN.

HEUBLEIN of HARTFORD Since 1875

Remember 25 GUEST TICKETS

Simply take the titles of the two features starting at Loew's, Friday, December 15th, "REMEMBER" and "DANCING CO-ED" and see how many words you can form using only the letters appearing in the titles.

First 25 longest and correct lists to reach the Contest Editor, Rochester Sun, 420 Burke Bldg., will receive for their senders a pair of Guest Tickets to Loew's!

YOU'LL NEVER FORGET THEM TOGETHER in this gay glorious love story!

ROB'T TAYLOR GREER GARSON
(Mrs. Chips)

LEW AYRES

in "REMEMBER?"

Billie Burke - George Barbier
Reginald Owen

Directed by NORMAN Z. McLEOD

PLUS The King of Swing and Band
ARTIE SHAW

"DANCING CO-ED"
with LANA TURNER—RICHARD CARLSON
ARTIE SHAW AND HIS ORCHESTRA

LOEW'S

STARTS FRIDAY DEC. 15th

LIVADAS Christmas SALE

WINES and LIQUORS

When really sensational buys are possible, depend on Livadas! Many of the values offered you in this sale are the best buys we have ever made and the savings are being passed on to you.

LARGEST STOCKS...CHOICEST BRANDS...LOWEST PRICES

CORAZON
IMPORTED WEST INDIES PUERTO RICAN

RUM

\$1.49

86 Proof Fifth
Compare! 52.25 Value!

ONE OF THE GREATEST VALUES EVER!

CITY CLUB

Straight Bourbon Whiskey

2 1/2 YEARS OLD 90 Proof Distilled in Pennsylvania

\$1.39

Full Qt. 3 Qts. \$4.00

This whiskey is distilled from 100% ripe, full-flavored American grains and stored in steam-heated warehouses. It is distilled the old-fashioned expensive way, which accounts for its smoothness and palatability!

COMPARE \$1.95 VALUE!

IMPORTED FRENCH OR ITALIAN

VERMOUTH

Large 30-oz. Bottle

89c

COMPARE! \$1.35 VALUE!

Our Very Best Seller

LIVRO GIN

Distilled From Grain 90 Proof

\$1.45

Compare! \$1.98 Value!

A fine quality gin at a specially low price. Smooth and mellow to suit the finest taste. Try this famous LIVRO brand and you'll adopt the habit if you are a connoisseur. We claim there is no better gin at any price. Try it and you will agree with us!

SAVE THIS AD

IT WILL MAKE A HANDY SHOPPING GUIDE FOR YOUR PURCHASE OF FINE XMAS WINES AND LIQUORS AT LOWEST PRICES.

Very Special! Limited Quantity!

FAMOUS FRENCH BURGUNDIES and BORDEAUX WINES

92c

- LARILLE SAUTERNES
- CHATEAU SAHUC-LA-TOUR (Bordeaux)
- FORTIER-PICARD (Bordeaux)
- FORTIER-PICARD (Bordeaux)
- CHATEAU-MARGAUX (Grand Vin)
- CHATEAU-TALBOT (Medoc)

Compare! \$1.25 to \$1.50 Value!
Case of 12 Bottles \$10.49

Our Famous Whiskey

LIVRO RYE

90 Proof 51% 4 Yr. Old

\$2.10

Compare! \$2.65 Value!

The straight whiskey in this product is 4-yr. old 51% straight whiskey, 49% neutral spirits, distilled from grain, distilled from and bottled in the largest distillers in the world. A very spectacular purchase makes possible this low price. Another example of Livadas Bros. policy, selling at the lowest possible price, consistent with this high quality.

CARAVAN

A Blend of Straight WHISKIES

A master blend of carefully distilled mellow straight whiskeys.

90 Proof

\$2.35

Full Quart

KING GEORGE IV BLENDED SCOTCH WHISKY

100 Per Cent Scotch Whiskies Distilled Blended and Bottled in Scotland

\$2.49

Compare! \$3.20 Value! \$6.3 Proof

We are very fortunate in being able to land this fine Scotch to sell at this remarkably low price. Superbly smooth, soft, flavorful.

GILBEY'S SPEY-ROYAL SCOTCH WHISKY

A Blend—100% Scotch Whiskies—86.8% Proof

\$2.99

One of the world's best Scotch whiskies. Any connoisseur will tell you so!

COMPARE! \$3.69 VALUE!

A SENSATIONAL BUY

Bottled-In-Bond Under U. S. Gov. Supervision

4 YEARS 100 Proof

Meadville RYE

Distilled by Baltimore Pure Rye Distilling Co.

\$2.39

Full Quart

Compare! \$3.39 Value!

A LIMITED QUANTITY IMPORTED MELETO

CHIANTI

VINTAGE 1931

The most famous of Italy's great wines. Dry, Red, in the Ruffa—wrapped in foil.

79c

Compare! \$1.29 Value!
Case of 12 Bottles \$8.65

Imported 1928 Vintage

POL CLEMENT CHAMPAGNE

Product of France

A fine champagne from one of the noted wine-houses of France. A spectacular price for a vintage champagne.

\$2.09

Large 30 Oz Bottle

Case of 12 Bottles \$25.08

COMPARE! \$3.29 VALUE!

THEY'RE EXTRA CHOICE—THEY'RE GREAT VALUE!

Balboa WINES

BOTTLED AT THE WINERY IN SUNNY CALIFORNIA

We buy and sell more wine—thus we can give you the greatest wine values because of our huge purchasing power. We are able to offer you these sensationally low prices REGULARLY! Try these Balboa Wines...just see if you ever tasted so fine a wine at so low a price!

SWEET
Muscatel, Sherry, Tokay, Port

3 Full Quarts \$1.25

Full Gallon \$1.25

Alcohol 20% by Volume

99c

DRY
Burgundy, Zinfandel, Cabernet, Barbera, Chianti, Riesling, Sauterne

Full Gallon 99c

CORONET Rock & Rye

LEMON and HOREHOUND

70 Proof

A Schenley Product

\$1.49

Qt.

COMPARE! \$2.25 VALUE!

JUST 125 BOTTLES! Special Distilled

PEBBLEBROOK DRY GIN

45 PROOF

Distilled from 100% GRAIN NEUTRAL SPIRITS.

99c

Compare! Regular \$1.39 Value

LIVADAS BROS.

183 MONROE AVE.

N. Y. S. LICENSE L-4229

OPEN EVERY NIGHT 'TIL MIDNIGHT

A Name You Can Trust

FREE DELIVERY

PHONE STONE 5549

DAY, DEC. 7, 1939

THE ROCHESTER SUN, THURSDAY, DEC. 7, 1939

The Sun Is Read In 75,200 Rochester Homes.

PAGE ELEVEN

If your name is in the city the ads. A dollar is waiting for you at the Sun office if you look for your name between find your name.

DOROTHY MAY GOING OUT OF BUSINESS

LOST OUR LEASE! BUILDING COMING DOWN!

Sensational Clean-Up

Friday and Saturday

703 PAIRS ONLY—WOMEN'S AND MISSES'

REG. \$2 and \$3

SHOES 59c

Limit 2 pairs.
None sold to
dealers.

2 Pairs For \$1

**GIFT SLIPPERS
AT 1/2 PRICE**

71c

Genuine Leather Soles

DOROTHY MAY SHOE SHOP
106 EAST MAIN STREET

Miss Edna Wadsworth, 491; Bartlett Street

DID YOU KNOW SUPERIOR WILL

Re-Upholster and Re-Style ANY

Here's Why



Every suite is carefully brought by our own trucks to our factory in Syracuse, N. Y., where only trained factory craftsmen remove every bit of your present construction right down to the bare frame and completely reupholster your suite step by step. This great factory reupholstering process guarantees a perfect job.

HERE'S WHAT WE DO:

- New Spring Units (Steel Clipped)
- New Felt Filling Added (Not Straw)
- New Coverings Hand Sewed
- New Cushions Made (Not Old Ones)
- New Extra Heavy Webbing
- All Suites Sterilized

Every Suite Returned Better Than New

GUARANTEED IN WRITING FOR 5 YEARS

Interior Decorator Will Call Day or Evening With Samples

Superior BEDDING CORP.
CUSTOM-BUILT UPHOLSTERING



Order Your SUITE NOW!

Choice of Regular \$60 Covers
All central New York is talking about "Superior" factory method of "Re-Upholstering." Call our Rochester office now and arrange for your suite to be made "Better Than New" for Christmas.

662 MONROE AVENUE
Rochester, N. Y.
PHONE, MONROE 8971
Also Buffalo, Syracuse, Utica

Seagrams Set For Bearded Foe After Celtic Victory

Les Harrison's Seagrams will meet some tough competition Saturday night, if records mean anything. The House of David team they are scheduled to play on the St. Stanislaus court piled up an impressive win count during the 1938-39 season with 94 victories out of 112 games played against leading college and professional teams in Canada and the United States.

Manager Mingin of the House of David, expects to show his complete roster of stars Saturday night, including Jim Garvey, NYU star, Pete Mooney, former members of the Patterson Pros, famous American Leaguers, Johnny Capp and Joe Berelli, of Fordham and Steve Kasno, protege of Manhattan College.

Harrison expects the Seagrams will display the same brand of winning basketball against the House of David as they did in setting down the Celtics last Saturday night and unless all predictions fail, a close and exciting contest is in store for Rochester basketball fans.

LODGE CARD PARTY

Starlight Council No. 302, Degree of Pochontas will hold a card party next Monday at the Odd Fellows Temple.



**COME—CHOOSE IT
CHARGE IT
PAY NEXT YEAR**

**That's The Gamler Way
To Pay For Xmas Gifts!**

SCOTTY DOG WITH EACH \$9.95 ITEM

When Specified In Following Items



SPECIAL

Choice of Gift Watches

Ladies' or Gents' Hallmark, 7-jewel, yellow gold wrist watches. Guaranteed. 50c Down, 50c Week

\$9.95

FREE SCOTTY DOG



ELGIN

Smart New Models

CHOICE! \$33.75

We have all the Elgin everyone is talking about. Models shown—15 jewels. Buy on our easy terms at no extra cost. Big selection to choose from. 50c DOWN — 50c A WEEK



BULOVA

1940 STYLES

CHOICE! \$29.75

Bulova's price is our price — and our selection was never so complete. See them! 15 jewels. 50c DOWN — 50c A WEEK



E. MAIN ST. N. WATER ST.

FREE SCOTTY DOG

Men's Cameo Ring

Double-head Cameo Ring, 10K solid gold. Sharply cut. 50c DOWN 50c A WEEK

\$9.95

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

FREE SCOTTY DOG

DRESSER SETS — IRONERS — ROASTERS — ELECTRIC SHAVER — FURNITURE — DIAMONDS — WATCHES — RADIOS — REFRIGERATORS — STOVES — SILVERWARE — FOUNTAIN PENS



Sam Rosenbloom

The Man Who Made Nickels Famous Inaugurates

"LOOKERS' NIGHTS"

FREE GIFT TO EVERY ADULT YOU NEEDN'T BUY A THING!

To-Night, Tomorrow Night
and Saturday Night

FREE!

BE ONE OF OUR 1000 NEW ACCOUNTS!

And Get With Each Jewelry Purchase of \$9.95 or Over

CUCKOO CLOCK

Novelty "Blue Bird" Pendulette Clock

Made of Synthetic Wood—Handsomely decorated in natural colors.
Carved Effect—The Blue Bird swings to and fro while clock operates.
With Pendulum and Ornamented Chains and Weights.



Only 1 (one) To
A Customer



GENT'S COMEO

\$9.95
up

CUCKOO CLOCK FREE



10-Piece
DRESSER SET

Ten beautiful
matched pieces.
Just the gift to
make her happy
this Christmas.

\$8.95

CUCKOO CLOCK FREE

2 NICKELS
A DAY



Hats Off
--- TO THE NEW
BENRUS

AMERICAN
GENTLEMAN

15 JEWEL
SHOCK-PROOF
WATCH!



Water-thin
CURVED TO
THE WRIST

\$29.75

Streamlined, curved water-thin
case in yellow rolled gold with
white back. 15-jewels.



Combination
BRIDAL SET

Beautifully hand-wrought,
combination set with perfect-
ly matched diamonds.

\$27.50

FREE

CUCKOO
CLOCK

GENT'S
WATCH

\$9.95
UP



FREE

CUCKOO
CLOCK

2 NICKELS

A
D
A
Y

BIGGEST STOVE BARGAIN EVER!

\$60

ALLOWANCE
FOR YOUR OLD STOVE

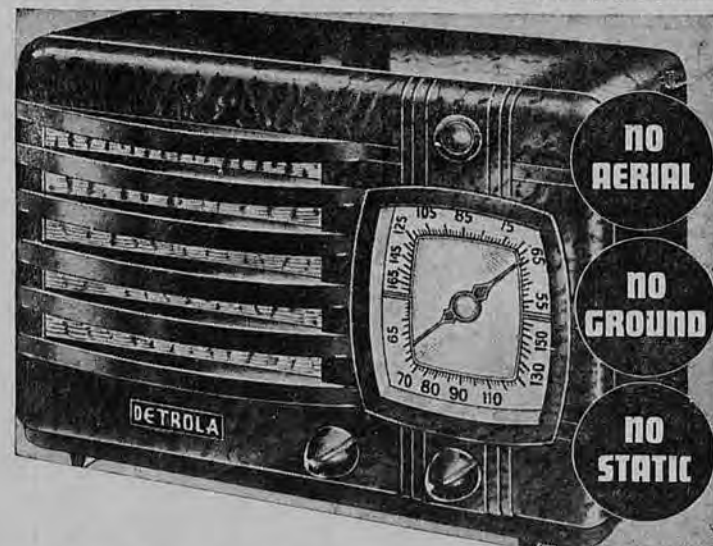
Extra-Fast Powerful Heat
Extra-Large Insulated
Dual-Oven
Porcelain Enameled
Inside And Out
Cooks And Bakes With Oil
Gas or Both at Once



MOST LIBERAL
TRADE-IN
NO DOWN PAYMENT
MOST CONVENIENT
TERMS!

FLORENCE DUAL OVEN
COMBINATION RANGES

The
Most
Modern
Of All
New
Radios



NO
AERIAL

NO
GROUND

NO
STATIC

DETROLA

With The Amazing New Detroscope

It's A 6-TUBE SUPER-HETERODYNE

- AC-DC Operation
- Standard Broadcasts
And Police Calls
- 5" Dynamic Speaker

FOR
ONLY **2 NICKELS**
A DAY

\$9.95

COMPLETE

SENECA STORES

149 MONROE AVENUE

CREDIT
JEWELERS
OPEN EVENINGS TILL 9:30

TAIN PENS

rates

S"

DN'T
HING!

ination

AL SET

hand-wrought,
set with perfect
diamonds.

7.50

UCKOO

LOCK

UCKOO

LOCK

UCKOO

LOCK

A

D

DAY

NO

ERIAL

NO

ROUND

NO

STATIC

NO

STATIC

.95

COMPLETE

S

0

TRADE IN WHAT OLD TYPEWRITER NOW

WANTED—Your old (or new) typewriter, portable or standard. Whatever its condition... being it in... we'll give you a generous allowance...

...ON A NEW
MAGIC* Margin
ROYAL Portable



WE RECOMMEND the New Royal...

- Because: It is the only portable with MAGIC* Margin, the most sensational of all typewriter improvements.
- Because: It has Locked Segment Shift Freedom; Special Designed Shock Absorbers and many other office typewriter features.
- Because: It has a standard keyboard; all controls; gives a full 9" writing line; takes paper up to 9 1/2".
- Because: It is the only modern, fully up-to-date portable.
- Because: It is sold complete with Carrying Case.

MAGIC Margin. Touch a tiny lever and set the margin automatically — 3 times faster. A marvelous aid to better-looking typing!

Trademark, Reg. U. S. Pat. Off.

SEE YOUR **ROYAL PORTABLE DEALER**

IN ROCHESTER

Your Local Distributor

See The New

MAGIC MARGIN

ROYAL

PORTABLE

\$100

A WEEK

Standard Typewriters Rented, 3 Months \$6

CITY TYPEWRITER

160 S. CLINTON

NEXT TO

R. B. L.

STONE 3424

Buck hunters hunt for bucks in the Sun and find them too. Look for your name between the ads. The Sun will give you a dollar if it's there.

**HIGHEST POSSIBLE
ALLOWANCE**

Trade In Your Old Typewriter On A

New ROYAL PORTABLE

(With Magic Margin)
Complete Stock of All Models
Rochester's Oldest Distributor
Since 1922

**THE TYPEWRITER
STORE**

77 North Clinton
2 Doors North
Of The Palace

STONE
\$33

Mrs. Ellen Deffner, 1201 Main Street

PILLING'S 512 JOSEPH AVE. Big Toyland

Thursday, Friday and Saturday Specials!

Doll Carriages **98c** up
Doll Coaches All Sizes **\$1.98**
Velocipedes **\$1.98** up

WAGONS... **98c** up

AUTOMOBILE
Latest Streamlined
\$4.50 up

Childrens **\$1.35** up
Rockers **\$375**
Musical Novelty Rockers
Musical Novelty Cradles

SCOOTERS **98c** up

Roller Skate, Ball Bearings

A SMALL DEPOSIT WILL HOLD ANYTHING TILL XMAS

TABLE and CHAIR SETS... **\$2.49** up

DOLL BEDS... **98c** up

Rocking Horses **\$1.59** up

Doll High Chairs **98c** up

512 JOSEPH AVENUE

WANT ADS

INSTRUCTIONS

1940 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately, at home, for next examination. Experience usually unnecessary. Common education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A 15, Rochester, N. Y.

FURNITURE WANTED

CASH for cook stoves, heaters, both coal and oil — Combination ranges, beds, springs, dressers, chests of drawers, tables, chairs and complete household of furniture. Phone Mr. Carter, Main 8928.

MOVING

MOVING in City, 3 rooms \$5.00, 4 rooms \$7.00. Large padded vans. Let us estimate your long distance jobs. Phone Mr. Carter, Main 8928.

SOAP—WAXES—POLISHES

SOAP — WAXES — POLISHES. Save money — highest quality — Soap Powder for laundry, clothes, etc. 10 lbs. 65c. Less in larger quantities. Self-polishing floor wax, \$1.50 gallon; paste wax, 25c. 1 lb. cream emulsion furniture polish, \$1.50 gallon; Lemon or Cedar Oil Polish, \$1.00 gallon. Menard Sales, Glenwood 4405. Free deliveries.

HOUSEHOLD GOODS

SIMMONS' bed, coil spring and mattress complete \$3.00; Simmons' bed and Deluxe coil springs each \$8.50. BUY THE BEST! Single coil springs \$3.75; Fahner's, 134 No. Plymouth Ave. Open evenings.

CRIB MATTRESSES, \$2.25. Cot mattresses, \$2.75. Bed and cot mattress. Fahner's, 134 No. Plymouth Ave. Open evenings.

REPOSSESSED Beautiful Diningroom Suite \$32.00 to \$50.00. Fahner's, 134 No. Plymouth Ave. Open evenings.

BOOK CASES, Walnut, mahogany and oak from \$1.50; Dressers, walnut, mahogany and oak from \$3.50; All kinds rocking chairs from \$1.00; Fahner's, 134 No. Plymouth Ave. Open evenings.

2 NEW TWIN POSTER BEDS, 2 in-spring mattresses and 2 coil spring \$30. Fahner's, 134 No. Plymouth Ave. Open evenings.

BEDROOM sets — \$21, \$25, \$29. "We aim to sell cheap." Put us to your test. See list. "We fit your purse." Look! Terms: 1. Fahner's, 134 No. Plymouth Ave. Open evenings.

RED SPRINGS — And mattresses, \$4.50 up; beds, \$2.50 up; springs \$3.50 up; several floor sample innerspring mattresses, \$10 up; splendid chance to fit up a spare room; several odd dressers and vanities, \$1 up. Fahner's, 134 No. Plymouth Ave. Open evenings.

BEDDING — \$2, \$2.50, \$3.95 New clean! Cheap! Prices to fit your purse! Look! We aim to sell cheap. Fahner's, 134 No. Plymouth Ave. Open evenings.

BEDDING — All \$29. Innersprings cut in price! \$8 up! New shipments from factory, just arrived. Fahner's, 134 No. Plymouth Ave. Open evenings.

WE can furnish every room in your home completely: used bedrooms, dining room, living room and kitchen furniture, stove, rug, etc. Visit this complete department. You can furnish your rooms as low as \$150; we deliver. Fahner's, 134 No. Plymouth Ave. Open evenings.

Hickok League

Ed Kliek had high single game of 234 and Jack Meagher had 694 to lead the Hickok's Men's League at Genesee Hall.

Engraving won two from Jewelry, Belts won three from Press Room, Office took two from Plating and Production took two from Shipping.

Police No. 2 League

Ernie Bell's 610 was high in the No. 2 League at Genesee Hall on Monday. George Connell was runner-up with 608. Connell's 229 was high single game for the circuit.

Joseph won three from University, Franklin took two from Exchange and Bronson won two

Go first to Neisner's

5c to \$1.00 Stores

MAIN, NEAR CLINTON — OPEN SATURDAY NITE

RIVETED! CAN'T COME OFF.

Smart Velvet GALOSHES



ALL SIZES FOR GIRLS — WOMEN

ALL FEET HEIGHTS

HEY FELLERS!

HERE'S YOUR

HI-TOP

SNOW BOOTS

FREE KNIFE INCLUDED

BOYS! Get Yours EARLY

\$1.98

OUR LOW PRICE

Sizes to Large 6

A Real Value

• Won't Rip Backstay

• Sturdy Comp' Soles

• Full Gusset Tongue

Mothers, here's real winter protection for the "little man"

Real SNOW FIGHTERS for Active BOYS

NEVER before in Rochester

has this Certified Performance Gas Range been offered at such a sensationally low price! Here is a range that meets the needs of every housewife.

Regular Price \$129.50

SALE PRICE

\$99.50

AND YOUR OLD RANGE

USE YOUR OLD RANGE As DOWN PAYMENT

JUST LOOK AT THESE FEATURES:—

• MODERN OVEN BURNER operates on low heat... uniform roasting and baking.

• Automatic Lighting For Oven and Broiler.

• HEAVY INSULATION keeps heat in the oven and out of the kitchen... saves fuel.

• REMOVABLE BURNERS are interchangeable... easy to remove and clean.

• SIMMER BURNERS.

• REFLECTO PLATE provides individual drip tray for each burner... easy to clean.

FITCH APPLIANCE CO.

477 JOSEPH AVENUE

OPEN EVENINGS

CORNER HAUBER

STONE 5972

My husband called me a BAD WIFE

Was he right? I'll let you decide.

I'd helped him get ahead in life — helped him have a better home than either of us had ever known before.

I bore him children. We were supremely happy — until a crisis came that threatened our home; our love. Everything we'd built up, held dear, was crumbling.

For the first time in our married life, I kept something from him — sneaked off furtively to meet another man, and then —

HERE'S a bitter problem that thousands of wives have had to meet. Was this woman right or wrong in the way she met it? Read "BAD WIFE" — in January TRUE STORY — now on sale.

ALSO READ IN THIS SAME ISSUE THESE THROBBING HUMAN DOCUMENTS

"CRIMSON CO-ED"
"WORTHY OF A WOMAN"
"I WAS A GIRL IN A BUND LOVE CAMP"
"SHE PLAYED MY GAME"
"I DIDN'T KNOW WHAT LOVE WAS ALL ABOUT"

13 great true life stories; 10 special features; the TRUE STORY HOME-MAKER with 6 special articles by famous authorities on home-making — all in January TRUE STORY MAGAZINE.

READ YOUR OWN LIFE STORY IN TRUE STORY MAGAZINE

January

TRUE STORY

ON
SALE
NOW



Is your name listed between the ads in today's Sun? There's a dollar for you at the Sun office if it is. Look now.

Income and inheritance taxes haven't been outlawed in Florida since 1924—they tend to frighten away wealthy settlers.

Sensational CLEAN-UP

Tomorrow and Saturday
350 PAIRS

Sale

Women's SHOES



\$2.95
FORMERLY TO \$6

The Biggest Shoe Value In Town! Breaking All Known Records for VALUE!

Although the sizes are broken, YOUR SIZE is here in many chic styles! All Sales Final!

Rochester SHOE Outlet

FORMERLY BURKE SHOE STORE

15 CLINTON AVE. NORTH

Directly Opposite Sibley's

WRONG PARCEL? SORRY



Just Call **STONE 905**

No Charge To You!

Mistakes sometimes will happen during the holiday rush. If you get a parcel that does not belong to you, please let us know so that we may deliver it to the proper party—don't let the owner be disappointed.

CITY DELIVERY

195 SCIO St.

STONE 905

Crab Orchard

THE TOP WHISKEY BUY FOR THE MONEY



TREAT YOURSELF TO A TRIPLE VALUE

1 Now three years old—enriched and mellowed to perfection by an extra year in the wood.

2 An old-timer, not a new-comer—a quality whiskey since 1880 and made the quality way.

3 The outstanding three-year-old Kentucky straight bourbon whiskey selling for around a dollar a pint.



ON SALE AT YOUR FAVORITE BAR OR PACKAGE STORE

COPYRIGHT 1939, NATIONAL DISTILLERS PRODUCTS CORPORATION, NEW YORK

Open Dales Available In 1940 ABC Tourney

Lieutenant E. Willey, RBA Presy, has asked us to notify bowlers in this area that he has a list of available open dates in the 1940 ABC Tournament at Detroit. Teams considering participation in the ABC are requested to get in touch with the Lieutenant for dates that may best suit their convenience.

Inter-Club League

Frank Ganzer continued his high scoring in the Inter-Club League last week with a neat 711. Frank turned in games of 243-202 and 266 to lead the league at Buonomos. Johnny Sullivan was right behind with 671. Shuler had 603 and Russell 601.

Real Estate won two from Locust Club, Commerce took two from Monarchs, Ad Club won all three from Lions Club and Celery Kings went on a scoring spree and totaled 3039 for a clean sweep of their match with Shrine.

EMBASSY
"THE DEBUTANTES" with MARION MILLER
Hank Henry "Wop" Moore 35-Entertainers-35
BURLESQUE
MIDNITE SHOW
SAT. ALL SEATS RESERVED!

What Causes Epilepsy? Is There A Cure?

A booklet containing the opinions of famous doctors on this interesting subject will be sent FREE, while they last, to any reader writing to the Educational Division, 535 Fifth Avenue, New York, N. Y., Dept. D 1237.

GETTING UP NIGHTS CAUSED BY

Getting up nights may be caused by sluggish kidneys. Kidneys often need help same as bowels. If excess acids and other wastes are not regularly eliminated, it may lead to burning, scanty or frequent flow, backache, leg or rheumatic pains, headache or dizziness. Keep kidneys active. Get a box of **BUCKETS** from any druggist. Your 25c back if not pleased in 4 days. Locally at J. K. POST DRUG CO.

PRICES REDUCED
PENNSYLVANIA HARD COAL
NUT \$8.50 **EGG \$9.35**
TON SHOVELLED OFF TON SHOVELLED OFF
LAKE COKE \$9.20 **GLEN 537**
COAL CO. 255 LYELL AVE

Here's How You May WIN THIS BEAUTIFUL NEW 1940 OLDSMOBILE FREE



With every purchase at all DAW'S DRUG STORES you get FREE tickets. Deposit them in the box. Then on Wednesday, December 20th at 8 P. M., attend either the RKO PALACE, REGENT, CAPITOL, CENTURY or TEMPLE Theatres for the Grand Drawing. You may be the lucky person to win this brand new Oldsmobile Sedan. Get and deposit your tickets at any DAW'S STORE!

Tickets May Also Be Obtained at Above Named Theatres

DAW'S CUT-RATE DRUG STORES

Look for your name between the ads. One dollar is given to each person named at the Sun.

Save Money use **NU-ENAMEL** for all your paint jobs!
ONE COAT COVERS NO BRUSH MARKS

Now At Grinders
SYKES
Now At
12 Front St.



Our Personal Business

has been making fine whiskey since 1887... and just you taste our own family's recipe!



THE WILKEN FAMILY
Blended Whiskey
PINT \$1.14 (16 oz.)
QUART \$2.20 (32 oz.)
At your favorite Bar and Package Store
86.8 Proof 75% Grain Neutral Spirits, Copyright 1939, The Wilken Family, Inc., Aladdin, Schenley P. O., Pa.

Be Thrifty! Be Wise! ECONOMIZE!

Because the Majestic Furniture Company is situated out of the high rent district, operating with a minimum overhead, we can guarantee you a saving of 20% to 25% on furniture, appliances and house furnishings OR WE'LL REFUND YOUR MONEY. Yes we will refund your money.

Our stock consists only of high-grade, nationally famous furniture from leading makers, on display at all leading stores. Come in and look around...then you'll be convinced. No high pressure sales tactics used here...we won't make you feel embarrassed if you don't buy. Make Majestic your Christmas store and you can give more yet spend less. Harry Smith, Manager.

A Sweetheart of a Gift for Her!
Give Her a LANE CEDAR HOPE CHEST
THE LOVELIEST OF ALL LOVE GIFTS
\$12.95 UP
18 MONTHS TO PAY
50c DOWN — 50c A WEEK
FREE Learn about our amazing offer that lets you have your CEDAR CHEST FREE. No obligation. Ask one of our salesmen.

STORE OPEN EVERY NIGHT UNTIL 9 P. M.



7-DRAWER KNEE HOLE DESK

\$11.95

In beautiful walnut or maple finish. An ideal home gift at a special low price.

45c DOWN DELIVERS



BEAUTIFUL WALNUT SEWING CABINETS
Completely equipped. **\$9.95**

45c DOWN DELIVERS



COMPLETE LIVING ROOM
Save \$20 On This Ensemble **\$89**
You can retitle your room with a rich looking group that gives you everything you need. Little would anyone dream the price to be so low. Check the pieces we include.
Included! The splendid Living Room Suite pictured. 3 Piece Table, 2 Matching Lamps, Oriental Chair, Metal Smoker, Chair of revere.



OCCASIONAL CHAIR OR ROCKER

Choice of colors in tapestry covers. **\$10.95**

45c DOWN DELIVERS



COCKTAIL TABLES
\$2.69

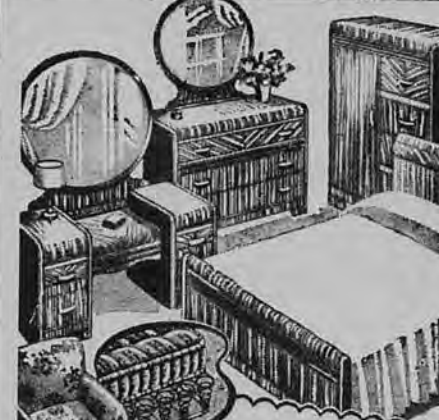
Smart and new. With glass top. Save one-third.



BED, SPRINGS MATTRESS

Everything complete. **\$17.45**

ALL SIZES 45c DOWN DELIVERS



14-Pc. Complete BEDROOM OUTFIT \$79
Pay \$3.50 Down 15 Months To Pay Balance



LOUNGE CHAIR
\$2.75

A modern convenience. Worth \$1.98.

45c DOWN DELIVERS



Modern Chrome STEEL KITCHEN STOOLS

\$1.09

A Real Buy!

MAJESTIC Furniture Co.

18 MONTHS TO PAY

204 COURT ST.

18 MONTHS TO PAY

Wise!
ZE!

ationally famous fur-
ay at all leading stores.
ou'll be convinced. No
...we won't make you
Make Majestic your
ore yet spend less.
ry Smith, Manager.

ORE OPEN
ERY NIGHT
TIL 9 P. M.

7-DRAWER
EEHOLE
DESK
11.95

utiful walnut or maple
An ideal home gift at
a low price.
OWN DELIVERS

HAIR OR
ROCKER
of col-
tapestry
10.95
DOWN DELIVERS

NGE CHAIR
\$2.75
rn convenience. Worth
DOWN DELIVERS

EL KITCHEN
TOOLS
1.09
A Real Buy!

Co.
NTHS TO PAY

DOLAN'S MEATS
GROCERIES
VEGETABLES
WHERE YOU BUY THE CUTS OF
Chicken You PREFER

Legs	lb. 35c	Giblets	lb. 19c
Necks	lb. 12 1/2c	Breasts	lb. 45c
Wings	lb. 23c	Livers	lb. 45c

600 JEFFERSON AVE., COR. BARTLEY
GEN. 1417 — WE DELIVER

You asked for it—
GENESEE will give it
to you on December 16th

Buy with CONFIDENCE - Know SATISFACTION
FREEBURN \$9.60
Dependable HARD COAL
• Pea \$8.25 • Buck \$7.60
• Rice \$6.50

PHONE: MAIN 306
FIRE-KING
70 EXCHANGE ST.

Father Time worked
on it for 3 long years
...and it
**"TASTES SIMPLY
WONDERFUL!"**

OLD TOWN TAVERN
KEEPER

TOWN TAVERN
STRAIGHT RYE WHISKEY
NOW 3 YEARS OLD!

Yes!—that first taste
of 3-year-old Town
Tavern reveals an ex-
tra smoothness, mel-
lowness and mildness
that's mighty pleasing!

This whiskey is 3 years old

ASK FOR
TOWN TAVERN
BY NAME AT
PACKAGE STORES
AND YOUR
FAVORITE
BAR

Copyright 1935, National Distillers Products Corp., New York, N. Y. 90 PROOF

WHERE TO GO :-
For Dancing, Dining and Entertainment

PULLMAN GRILL Fish Fry Friday Pies Hocks Saturday Music 26 Pullman Ave. Glen. 4913	TIM KELLY'S OYSTER BAR Special: Full Course Turkey Sunday Dinner 75c 814 S. Clinton Ave. Mon. 2136
DON'T FORGET OLD-FASHIONED DANCE EVERY SAT. NITE Old Fellow's Hall—Charlotte Lake and Stutsen 35c Includes Lunch, Checking	APEX GRILL SPECIAL TURKEY, CHICKEN or DUCK DINNER 50c All Home-Cooked Foods Choice Beverages 2001 E. Main Cols. 5372
BILL LAWSON'S GRILL See the largest Baseball Gallery in the World. Send in Local Groups DANCING EVERY NIGHT ALL LEGAL BEVERAGES 74 South Ave. Main 8098	ALL ABOARD FOR ALLARD'S The Bright Spot of State St. Fish Fry Fri.—Music, Fri. and Sat. CHICKEN-ON THE ROUGH 40c Served All Hours 732 State St. (opp. Car Barn), Glen. 2291
SUNDAY SPECIAL MARYLAND FRIED CHICKEN 35c Fish Fry Friday 20c Burke's Restaurant 225 St. Paul St.	DODGE GRILL NEW — Sweet Swingsters Floor Show Every Friday, Saturday and Sunday Nights featuring Rudy, Bavarian Baritone, Formerly of Puttalaud Inn Fish Fry or 25c Chicken Pies Pearl M. Dodge, Prop. Glen. 2291

The world's largest library is
not in America or Great Britain,
as commonly believed, but in
Russia. The Soviet Union's 12-
000,000 volume collection in Mos-
cow is the world's largest.

Say you saw it in The Sun

TIRES

AS LOW AS
43c
A WEEK

New Accounts
OPENED IN 5 MINUTES

UNIT PARTS Corp.
1185-1223 MAIN ST. E.
CULVER 250

**CHICKEN
ON THE
ROUGH**
Served Only At
Punk Rowe's
1160 Jay St.
Served At All Hours
FOR RESERVATIONS
PHONE
Gen. 2301

**Free
BINGO
STRAND
THEATRE**
62 ST. PAUL STREET

**\$600
GIVEN AWAY**
(NO EXTRAS)
FRI. NITE 8-30
Shows & Entertainment
ADMISSION 10c
ALL SEATS RESERVED
GET THEM EARLY!

Dance Every Saturday Evening
at
Plymouth Spiritualist
Church
to the music of Jimmy Van

BINGO
Free
8:15 O'Clock Adm. 25c
22 Games
Plymouth Ave. at Troup Sts.

PARTIES
Every Tues. and Sat. Night
2011 E. MAIN ST.
ADMISSION 25c
E. Main St. Car to Door

**SUNDAY
NIGHT PARTIES**
—
UNION LEAGUE HALL
Admission 25c
Gregory at South Ave. — 8 P. M.

**ROCHESTER'S
FINEST AND
LARGEST SELLING
STOCK
ALE**
More Hops • More Malt • More Age
DRAUGHT • BOTTLES
EVERYWHERE
AMERICAN BREWING CO. • Rochester, N. Y.

BOWLING
WITH
ED
RANDALL

It might be well to clarify the new ruling that allows a bowler
to compete on more than one five-man team in the city tourna-
ment this rule.

Ed. Randall

The restrictions in the rule prevent a group of high-average
bowlers from competing in the city tournament, as a team, more
than once, although they may bowl together in more than one
sanctioned league and may have bowled two-thirds of the
league's regular schedule. The rule covers this section as follows:
"No five-man team will be allowed to include in its line-up more
than two persons who are entered on other five-man teams com-
peting in the tournament." This ruling will prevent bowlers from
"making up" teams simply to compete in the tournament more
than once.

Some bowlers will argue that the new ruling will swell the
entry list for the city tournament. That is probably true, but
it is not the best argument in favor of the rule. Unless the city
tournament is conducted under the rules and regulations of the
American Bowling Congress, a large entry is likely to cause con-
fusion and dissatisfaction. It behooves the Rochester Bowling
Association, therefore, to insist upon strict adherence to all rules,
with no exceptions. Any tournament in which bowlers have the
unmistakable confidence that it is being conducted "on the square" will
be a successful tournament and will be more instrumental in
building up a large entry than any other means.

E. P. Reed League
Ryan topped the E. P. Reed
League at Buonomo Hall last
Friday night with 653. Larry Fox
had 604 and high single for the
circuit, 246.
Cutters won three from Las-
ters.

**Table Tennis
Specials**
Harvard, 4 Paddle
Complete Sets Reg. \$1.85
Westminster 4 Paddle
Complete Sets Reg. \$2.95
Factory Bull, 5th,
1/2-in. 5 ply, 8 Leg. \$14

Tennis Table
Home Size
SHUFFLEBOARD SETS
L. & R. HUBER
Open House, Main Floor
260 BRONX AVE.

Empire Textile Weaving Co.
IRENE HENBURY
Weavers & Menders
Burns renovated and made invisible
in garments, sweaters and linens.
408 Burke Bldg. 3 St. Paul St.
Ext. 1089 STONE 3192

**Charity
DELUXE SMOKER
& JAMBOREE**
Under the Auspices of Lt. W. Kirk
Ott Post 147 V. F. W. For
Benefit of Xmas Basket Relief Fund
FRI. EVE. DEC. 15th
Eagle's Hall, No. Washington St.
The usual good eats and plenty of
drink, quenchers something
doing all the time.
Smoker Open To The General Public
A Well Show Is In Store For You
New Acts — New Faces
Show Starts at 8:35 P. M. Sharp
ADMISSION \$1.00. Includes All

**CHILI
Recreation Hall**
Dancing and Entertainment

BINGO
IS FREE
Mon., Thurs. Fri. 8:15 P. M.
Wed. 1:30 P. M.
509 Chili Ave.

BETH SHOLOM
39 FIELD ST.
Usual Sunday games party will be
held Monday, December 11th
at 8:30 P. M.
No games Sunday, December 16th

WEGMAN HALL
375 E. MAIN ST.
Dancing and Entertainment
Every Wednesday, 8:15 P. M.
BINGO IS FREE!

**Tam o' Shanter
STOCK ALE**
More Hops • More Malt • More Age
DRAUGHT • BOTTLES
EVERYWHERE
AMERICAN BREWING CO. • Rochester, N. Y.

Is your name listed between
the ads in today's Sun? There's
a dollar for you at the Sun office
if it is. Look now.

**Prices
are Down!**
YOU CAN BUY THIS
"FOURMOST" BONDED
RYE WHISKEY TODAY
AT THESE NEW
LOW PRICES—

OLD OVERHOLT
U. S. BOTTLED IN BOND
STRAIGHT RYE
WHISKEY
Copyright 1935,
National Distillers Products Corp., N. Y.

IMPORTANT: The
same magnificent
quality you've al-
ways known
Old Overholt
100 proof bonded
rye now sells at
prices down to
the level even of
many lower proof
blended whis-
kies. Ask for it
by name where
ever fine
liquors are
sold.

OLD OVERHOLT
U. S. BOTTLED IN BOND
STRAIGHT RYE
WHISKEY
Copyright 1935,
National Distillers Products Corp., N. Y.

**Simon Pure
BEER ALE**
WORLD'S FINEST MATERIALS, CAREFULLY BLENDED
SUPERIOR QUALITY
GUARANTEES SATISFACTION IN TASTE AND FLAVOR

BERGER-KLEIFGEN CO., Inc., Distributor
10 Public Market Phone Culver 3300 Rochester, N. Y.

**ROCHESTER'S FUN CENTER
THE
HOLLYWOOD
THEATRE**
2 SHOWS NIGHTLY STARTING AT 7 P. M.
ENTERTAINMENT AT 8 P. M.
**T. BROWN, ANNOUNCING
HOLLYWOOD
THEATRE**
35 Every Wednesday, Thursday, Friday and Saturday.
PULLMAN AVE. — A Step from Kodak Park.

**For a Merrier Christmas
Serve
FINE LIQUORS**

And It's A—
**A GREAT
GIFT!**
FOR YOUR FRIENDS

**LOW BERGHASH PRICES
MAKES XMAS SHOPPING EASY
"AMBER GOLD"**

100 PROOF
KENTUCKY
BOURBON
3 YEARS
OLD
STRAIGHT
WHISKEY

Bottled by **CALVERT** Distilling Co.
Compare \$3.09 Value **\$1.99** FULL QUART

A fine, mellow bourbon whiskey.
Rich and hearty in flavor and
bouquet.

Case 12 Quarts \$23.00

**"MARYLAND"
RYE WHISKEY**
'GOLD STANDARD'
90 PROOF
\$1.88
Full Quart

Case of 12 quarts, \$21.00
Enjoy a drink of rich and
mellow rye whiskey from
MARYLAND

**SENSATIONAL!
OFFER!!**
"CREAM
O' GRAIN"
Straight
Bourbon
Whiskey
—NOW—
46
MONTHS
OLD
AT THE SAME LOW PRICE!
Case 12 Quarts \$15.00 **\$1.59** Full Quart

**GORDON'S
MARTINI EXTRA COCKTAIL**
70 PROOF Compare Value **\$1.39** 4/5 Quart

The only distilled spirits used
in this cocktail is Gordon's Dis-
tilled London Dry Gin . . .
94.4 Proof Grain.

Just Landed A Carload of California
100% Pure
California Wine
Compare \$2.00 Value

CHOICE:
TOKAY — BURGUNDY
SAUTERNE — MUSCATEL
PORT — SHERRY — ANGELICA
CLARET — CHIANTI

4 Gallons for \$5.00
No Finer Wine at Less Than
\$2.00 Per Gallon.
Try It — Quality Guaranteed.

BERGHASH
MAIN 786 Next Door to Loew's Theatre MAIN 786
124 CLINTON AVE. SOUTH
FREE PARKING Opposite Our Store

London Inn 90 Proof **\$1.09** 4/5 Quart
Lowest Price In Rochester! Imported Scotch "Queen Victoria" 100c **\$2.25** 4/5 Quart
Imported Puerto Rican RUM Compare \$2.12 Value **\$1.59** 4/5 Quart

AMPLE FREE PARKING

*Santa Knows
we Have the*

Rochester Jobbing Handy

GIFT BUYER'S GUIDE



- | FOR MEN | FOR BOYS |
|--|---|
| <ul style="list-style-type: none"> ○ Campus Coats ○ Jackets ○ Sweaters ○ Shirts ○ Ties ○ Furnishings ○ Bathrobes ○ Raincoats ○ Riding Apparel ○ Rubbers ○ Shoes ○ Hunting Clothes ○ Pants ○ Overalls ○ Sheeplined Coats ○ Gloves ○ Ice Skates ○ Sweat Shirts ○ Underwear ○ Vests ○ Caps | <ul style="list-style-type: none"> ○ Campus Coats ○ Jackets ○ Sweaters ○ Shirts ○ Scout Apparel ○ Wash Suits ○ Ice Skates ○ Mittens ○ Ski Pants ○ Campus Coats ○ Jackets ○ Sweaters ○ Longies ○ Knickers ○ Suits ○ Shirts ○ Ties ○ Furnishings ○ Caps ○ Ear Muffs ○ Rain Coats ○ Sweat Shirts ○ Underwear ○ Novelties |
| FOR LADIES | FOR CHILDREN |
| <ul style="list-style-type: none"> ○ Campus Coats ○ Jackets ○ Sweaters ○ Shirts ○ Riding Apparel ○ Parkas ○ Ice Skates ○ Mittens ○ Ski Pants | <ul style="list-style-type: none"> ○ Wash Suits ○ Slippers ○ Sweaters ○ Snow Suits ○ Ski Pants ○ Mittens ○ Hats ○ Rubbers ○ Cowboy Indian Suits ○ Skis ○ Toboggans ○ Skates |

SHOE DEPT. SAVINGS!

Men's Light Weight 4-Buckle Dress
ARTICS \$2.29
Regular \$2.75 Value

MEN'S STEEL TOE SHOES, \$4.48

Men's WORK SHOES\$2.29
Men's HI-CUT SHOES3.98
Men's HUNTING BOOTS2.98
Men's DRESS SHOES2.98
Men's BOWLING SHOES2.48
Men's SHEEPSKIN SLIPPERS1.29

Men's Heavy Work
RUBBERS \$1.00
Reg. \$1.39 Value

ROCHESTER JOBBING HOUSE

BIGGEST SAVINGS

and the LARGEST STOCK of GIFT
SPORTSWEAR for All the Family

- ★ ROCHESTER'S LARGEST STOCK OF OUTDOOR APPAREL
- ★ ROCHESTER'S LARGEST DOWNTOWN BOYS' DEPT.
- ★ ROCHESTER'S LARGEST WORK CLOTHES DEPARTMENT

Every Item At Low Jobbing Prices!
Largest Selection In Every Size and Price Range!

A Real Gift!
COWBOY SUITS

89c

Reg. \$1.29 Value

Men's DRESS SHIRTS

\$1.00

Reg. \$1.59 Value

Men's SHEEPSKIN SLIPPERS

\$1.39

Reg. \$1.95 Value

Boys' New FLANNEL SHIRTS

59c

Reg. 79c Value

Men's Gen. Leather MOCCASINS

\$2.48

Reg. \$3.50 Value

Men's & Ladies' BOWLING SHOES

\$2.48

Reg. \$3.29 Value

Ladies' All Wool FLANNEL SKIRTS

\$1.69

Reg. \$2.29 Value

Men's All Wool MELTON JACKETS

\$2.98

Reg. \$4.50 Value

Men's Dress GLOVES

89c

Others to \$2.39

Heavy Beacon ROBES

\$2.98

Reg. \$3.98 Value

PARKA & GLOVE

SETS 89c

Variety of colors and sizes.

Men's Fleece Back SWEAT SHIRTS

59c

Reg. 89c

Boys' Plaid Flannel SHIRTS

85c

Made by Rig Yank. Reg. \$1.19

Boys' All Wool CAMPUS COATS

\$3.98

\$5.98 Value

Wearable extra-hard surface materials, in new plaids, 4 pockets, sporty back, full belt. All shades, in sizes 8 to 18.

Others to \$14.98

Ladies' 100% Wool

STUDS CARDIGAN SWEATERS

95c

Regular \$1.39 Value

Smartly styled new gift sweaters in 10 beautiful new colors. Sizes 34 to 40.

Boys' Combination Leather and Wool JACKETS

\$3.69

Reg. \$5.00 Value

Zipper front wool jackets with sleeves of genuine leather. Snug, fitted knit bottom. The ideal sports gift for the growing boy.

Regular \$5.00 Value

Ladies' All Wool CAMPUS COATS

\$4.98

Reg. \$6.98 Value

Beautifully colored plaids and plain colors. Completely lined, 4 pockets and full belt.

Sizes 34 to 40

Boys' Wool 2-KNICKER SUITS

\$5.98

Reg. \$7.98

Smart new styles and patterns . . . tailored for a perfect fit. Blue, Brown, Green, Figures.

Men's 100% Wool

JERSEY COAT SWEATERS

\$2.48

A perfect gift for the conservative man to wear around the house or under a coat.

Sizes 38 to 46.

Extra Large Sweaters sizes to 54

FAMOUS LUND TOBOGGANS

Length Price Cushions

4-ft. \$3.35 \$2.29

6-ft. 7.50 2.98

7-ft. 8.75 2.98

8-ft. 10.00 3.19

10-ft. 12.00 4.25

Length Pine Maple

5-ft. \$1.75 2.15

5½-ft. 2.15 2.15

6-ft. 2.65 4.75

6½-ft. 2.85 5.25

7-ft. 3.25 5.75

Length Pine Maple

5-ft. \$1.75 2.15

5½-ft. 2.15 2.15

6-ft. 2.65 4.75

6½-ft. 2.85 5.25

7-ft. 3.25 5.75

Length Pine Maple

5-ft. \$1.75 2.15

5½-ft. 2.15 2.15

6-ft. 2.65 4.75

6½-ft. 2.85 5.25

7-ft. 3.25 5.75

USE OUR
CONVENIENT
BUDGET CHARGE
ACCOUNTS

The Modern, Easy Coupon Way
To Buy All Your Christmas
Gifts NOW While You
Can Buy To Best
Advantage

CHILDREN'S ALL-WOOL 3-PIECE

SNOW SUITS

\$4.98

Sizes 3 to 14 With Hat

Double breasted completely lined jackets and completely lined ski pants with zipper ankle suspender and bib top on smaller sizes. Combinations of plaid and solid colors. Sizes 3 to 14.

OTHERS sizes to 20 \$12.98

MEN'S NEW SPORT SWEATERS

\$1.98

Regular \$2.98 Value

Choice of zipper styles, button or crew neck slip-ons. Combination cloth and knit. All knit slip-ons and conservatives.

OTHER sizes to 54 \$4.48

Regular \$6.98 Value

All-Wool Plaid

Mackinaw COATS

\$4.98

Reg. \$6.98 Value

Tough, hard wearing coat for several winters wear. Detachable belt and 4 pockets. Double breasted.

SIZES 38 to 46

Men's All Wool

PLAID JACKETS

\$4.98

Regular \$6.98 Value

Made by ROYAL, a name known all over the country for "Quality." Never before offered at such a low price. A jacket that will please every man!

Sizes 38 to 46. Others \$2.98 to \$6.50

EXTRA LARGE JACKETS—SIZES TO 54

MEN'S GENUINE

BUCKSKIN JACKETS

Nationally Advertised at \$5.00

\$3.29

100% waterproof. Zipper cigarette pocket. belted back; adjustable tabs; Sizes 38 to 50.

Men's Admiral Byrd

PONY JACKETS

\$10.98

Made with patented 2-way pockets, blowing belted back. Richly lined. Sizes 38 to 46. Regular \$12.98

Post Office League

Dossire carried the mail in the Postoffice League Monday afternoon at Franklin Hall and had \$90 for high total of the league. His first game of 240 was high single game for the circuit as well.

Circulars won two from Postage Due, despite Bill Radigan's 549 for the losers. Dossire's sharpshooting inspired the Specials to three wins over the Misants. Nixies won two from Primary and Joe DiMarco threw in a 506 to lead Mallings to three victories over Air Mail.

Be THRIFTY and NIFTY POLYSHINE Your Shoes All Colors A Rochester Made Product

I ask you Could Any Gift Be Nicer Than My Photo?



Oil Colored Photographs

3 \$3.95

Beautiful Photos

Sizes 8½-4 Prints to Choose from A Regular \$4.00 Value

Your Gift Problem is solved. It would only take the advice of this cute, little cherub. Your friends and relatives will delight at a gift that is so sweet and lovable as a photograph of your child or children.

The artistic skill of our Mr. Lechner assures you of a beautiful photo.

No Appointment Needed

STUDIO—MAIN FLOOR

Neisner's

5 to 11 Stores

200 Main St. East

it's news

these days when

PRICES

GO DOWN!

Good news, too, in these times when prices are mounting on almost everything else you buy.

But Mount Vernon 100 proof bonded rye prices are down—down to the level even of many lower proof blended whiskeys. Ask for Mount Vernon by name wherever fine liquors are sold.

NOW

\$2.39 \$1.50

FIFTH (25.6 oz.) (PINT 16 oz.)

WAS

\$2.89 \$1.84

100 PROOF

*IMPORTANT:

The same magnificent quality you've always known.

U. S. Bottled in Bond

Mount Vernon

STRAIGHT RYE WHISKEY

Copyright 1939 National Distillers Products Corp. N. Y.

ROCHESTER JOBBING HOUSE

159-161 JOSEPH AVE. Cor. Nassau St.

Open 'til 9 Every Evening Unrestricted Parking

STONE 2260

DAY, DEC. 7, 1939

Office League

carried the mail in the league Monday afternoon. Hall and had a total of the league, one of 240 was high for the circuit as

won two from Post-espionage Bill Radigan's the losers. Dossire's ing inspired the Spe- wins over the Mis- won two from d Joe DiMarco threw d Mailings to three or Air Mail.

Be THRIFTY and NIFTY POLYSKINE Your Shoes All Colors Made Product

Could Any Gift Be Nicer Than to?



colored... photographs

\$3.95

Beautiful Photos 4 Prints to Choose from Regular \$6.00 Value Problem is solved if take the advice of little cherub. You relatives will delight that is so sweet and a photograph of you children.

the skill of our Mr. ensures you of a beautiful pointment. Needed — MAIN FLOOR

isners to 1st Stores Main St. East

it's news days when PRICES DOWN!

ews, too, in these when prices are ing on almost else you buy. und Vernon 100 duced eye prices are down to the level many lower proof whiskeys. Ask for Vernon by name fine liquors are

NOW \$9.150 (oz.) (PINT 16 oz.) WAS \$1.84 Pint

TANT: magnet ity you've own.

U. S. Bottled in Bond

unt Vernon Brand Straight Rye Whiskey

U. S. Bottled in Bond

ount non

BRAND LIGHT RYE WHISKEY

1939, Products Corp., N. Y.

ROCHESTER'S WEEKLY SHOPPING GUIDE

Vol. III, No. 7

Home Bureau Members Busy With Holiday Trims And Decorations

By MARGARET WILLSEA

Recent snow flurries have provided additional zest to the enthusiasm of Rochester Home Bureau members, who have been trapping in and out of headquarters, 150 Plymouth Ave. N. for the past week getting last minute instructions on the making of Christmas decorations.

Gay swags of intertwined greenery circling the porch columns, and an arrangement of pine branches laden with cones upon the door, are the Garden Study Club's contribution toward the holiday spirit which prevails at headquarters.

Next Monday afternoon, this club will have its Christmas tea at headquarters. Here also will be a Christmas party for children, next Wednesday, given by members of the Seneca Unit.

Several other units are planning Christmas parties, at their neighborhood clubs, although many will still be engaged in the exciting business of making holiday greens. The Bureau has had many congratulations upon its recent display showing the various steps necessary for the construction of wreaths and balls of evergreens, in the corridors of the Rundle Library.

Among popular decorations shown by the group has been a twelve-inch log, about four inches in diameter. Holes have been drilled at intervals along the top, where lighted red tapers are placed. The arrangement, with a few sprays of evergreens tucked about it, makes a stunning centerpiece for a buffet table setting, a window ledge or the top of a bookcase.

By New Year's Eve, when the red tapers have long since burned low, fresh white ones may be used, with a few sprays of mistletoe placed about the log, most effectively.

St. Thomas Church To Install New Pastor

The Rev. Arthur R. Cowdery will become rector of St. Thomas Episcopal Church, Winton Rd. S. on December 30th, according to an announcement made this week by Rev. Bartel H. Reinheimer, Bishop of the Episcopal Diocese of Rochester. Rev. Cowdery comes to Rochester from St. Mark's Episcopal Church, Malone. He is a graduate of Cornell University and the General Theological Seminary, New York City. He served parishes in Baldwin Harbor, Long Island, and Gibbstown before going to Malone. Mrs. Cowdery is also a Cornell graduate. They have three children.

Jimmie Fidler In Hollywood

HOLLYWOOD — Hollywood's talent brigade might well be compared to a football team. We have our flashy, spectacular open field runners in stars like Bette Davis and Mickey Rooney; our dependable linemen in character actors like Jean Harlow, Tom Mitchell and Gale Sondergaard; and our invaluable blocking backs in performers like Melvyn Douglas and Robert Young.

To make the comparison complete, you... and you... and you are the cheering section — and, true to form, you save all your huzzahs for the ball carriers and overlook the players who make the touchdowns possible.

Our "linemen" and "blocking backs" deserve more applause. Consider, for instance, Melvyn Douglas.

Christmas Party Planned By War Veterans Group

Rochester Chapter No. 15, Disabled American Veterans of the World War, will hold its annual Christmas Party next Sunday starting at 2 P. M. in Eagles Hall, 22 N. Washington St. Commander Robert Benedict has invited all members and their families. Gifts, candy, oranges, popcorn, chocolate-chill, cake and ice cream will be provided for all children.

Commander Benedict, honorary chairman, has appointed Past Commander Paul Caprio as general chairman, with the following members serving on committees: Michael Tresey, Paul Bazaar, Louis Kment, Louis Bunnis, Dr. A. Bondi, Charles Stodbridge, Arthur Cromwell, Vic Ayette, Robert Benedict, Charles Barritt, Joseph Shehan, Raymond Fredrick, William Sparks.

I've given up trying to keep track of the pictures he has saved from mediocrity with his deft performance. He is the foil: the Garbos, Durbins, Colberts and Duneses always sparkle more brilliantly when he is in the cast. Bob Young usually takes secondary billing to some star... and will undoubtedly continue to do so for years to come, for the simple reason that Metro considers him too valuable as a "blocker" to use him otherwise. As for the character actors, analyze the next screen hit that plays at your theater and ask yourself how good it would have been without their contributions.

The spotlighted stars will always get the headlines. It's natural that they should, but — just one in a while — let's give their helpers a well-deserved hand.

Confidential to Mae: "Quit



SANTA CLAUS has taken over the stores. He's here with an inspired Christmas pack, and the stores are displaying its contents with equal inspiration. Even prosaic household gadgets are gaily be-ribboned, ractive Christmas wrappings belie the nature of the gift inside. Holly and stars bedeck counters and columns, soft Christmas music and the tinkle of bells blend with the tinkle of the cash register.

Yes, Santa has taken over the stores and the stores have taken over the SUN. This week's pages sparkle with gifts of every description. Something for the gentleman of the house as well as milady, plus a generous sprinkling of items to bring joy to the hearts of the younger set.

And as usual, you will find variety in price as well as choice and every item priced to give you the greatest value for your money. SUN advertisers are justly famous for values and Christmas time is no exception.

MUTTERINGS: Producers who scoff at Hedy Lamarr's remark that she could be happy without a career should see her with that new baby. Frantic urge: To put Fred Astaire, George Murphy and Ray Bolger on a hot plate and settle arguments about their comparative tapping ability once and for all. Wonder if anyone has thought to tag that George Raft-Norma Shearer romance "The Prizefighter and the Lady"? Growl. Why won't the sponsor of that radio show give Frances Langford time; a million dollars worth of talent is being half-wasted. With a perfect take nearing (Continued on Page 11)

worrying — all's swell on the West front." Any cameraman will tell you Claudette Colbert's one lady who doesn't believe in turning the other cheek.

An ironic incident yesterday on the "And It All Came True" set. Humphrey Bogart — as usual the gangster heavy — was smoking in bed and his landlady, Una O'Connor stormed in to read the riot act. Snatching the cigarette out of his mouth and flipping it aside, she warned him that she'd tolerate nothing like that because of the fire hazard. With a perfect take nearing (Continued on Page 11)

Business Women To Hold Holiday Fete

The Business & Professional Women's Club will have a candle light supper next Tuesday at the Sagamore Hotel at 6:30 o'clock. Rev. Raymond Elstier of the Central Presbyterian Church, will be the speaker. His topic will be "Where is the Prince of Peace Today?" There will be dinner music by Tom Grier, organist. Also slated for the program is a color movie, showing winter sports in the Adirondacks.

Miss Irene Connelly, chairman of the affair, has asked members to bring Christmas gifts for needy children, marking the package whether for a boy or girl. These will be placed on a tree and presented to one of the city's missions for poor children.

The Club will also provide gifts for about seventy girls in State Institutions, under probation to Judge Henry D. Shedd of the Children's Court. Miss Connelly's Committee will consist of the following Hostesses: Mrs. Esther Felock, Mrs. Mabel Huber, Mrs. Florence Oltman, Miss Mabel M. Caudie, Miss Marie Dutch, Miss Gertrude Kreckel, Miss Elizabeth Law, Miss Flora C. Haack, Miss Evelyn A. Urtel, Miss Alice E. Smith.

In the absence of President Medeline J. Snyder, Miss Florence M. Kreckel, First Vice President, will preside at the supper.

Dollar Bill Ready To Distribute Sun Dollars Tomorrow

Fun For All At The Fun-D Fest

Student Government Association of East High plans to raise money for the Memorial Scholarship Fund by sponsoring a "Fun-d Fest" next Saturday evening at the University Avenue Annex. The Fest, with its program of dancing, old and new, has been arranged to attract both grown-ups and students. A caller of old-fashioned dances will teach mixer dances and in contrast later, the band will conduct a jitterbug contest. Other features of the entertainment will be a variety floor show with a tarentella dance by the Italian Renaissance Club, a Tumbling Act and a chumby by the Spanish Club. Tickets for the affair may be secured from any student of the school.

CANDLE LIGHT SERVICE

Members of the Winton Congregational Church, Winton Rd. N., corner Farmington Rd., will observe their annual Christmas candle light service next Sunday at 7:30 p. m. The junior choir will sing Christmas carols, accompanied by pantomimes.

Dollar Bill, the popular representative of the Rochester Sun, whose task it is to distribute dollar bills to Sun readers, will have another busy week-end tomorrow and Saturday. He spends his time cruising in and about stores of Sun advertisers awarding dollar bills to those who know the slogan of the Sun, Rochester's weekly shopping guide. The slogan, as almost everyone seems to know, is "Every Thursday Is SUN-Day." These words, spoken in response to Dollar Bill's approach earn a dollar for the speaker. If the person questioned is carrying a copy of the Sun, or an ad clipped from the current issue, the award is doubled, making the award two dollars.

Dollar Bill operates every Friday and Saturday between the hours of 10 A.M. and noon and two o'clock until four in the afternoon.

If you shop in stores advertising in the Sun, it would be wise to tuck a copy of today's paper in your shopping bag right now. Then memorize the slogan of the Sun ("Every Thursday Is SUN-Day"). When Dollar Bill approaches you, you'll be ready for him and be two dollars ahead. Tomorrow may be the day. Don't be sorry you missed... be prepared!

History Maker!

This issue of the Rochester Sun should make advertising history. Rochester's largest retail institution is successfully bringing to light a new departure in the field of merchandising publicity. This astonishing experiment is made possible only through scientific cooperation of leaders in the field of printing research, and the mechanical facilities of the Sun.

Be sure to examine closely the Shibley, Lindsay and Curr Co.'s advertisement on page three of this issue. It's the greatest innovation since "movies" learned to talk!

Church Group Plans Party

Members of the Open Door Spiritualist Church will hold their annual Christmas party on Friday, December 22nd, beginning at 8 P. M. Santa Claus will be present to distribute toys and candy to the children. A program of entertainment has been planned which will present members of the group in songs, dances and specialties.

The only whiskey in the world that's



Clari-fined

TRADE MARK

We Believe You'll Say,
"It's the Only Whiskey For Me"
— Once You Taste It!

Today, your preference may be Three Feathers or some other fine whiskey. But we feel sure there'll be no question of your favorite, once you taste today's Three Feathers—the one and only whiskey that's Clari-fined.

By introducing this new step to whiskey-making, we believe we have reduced considerably the flavor-loss that so frequently follows blending. A modernization of the age-old practice of "fining" choice wines and brandies, Clari-fining safeguards and retains these masterly blended flavors right up to the moment you drink today's Three Feathers—the only whiskey in the world that's Clari-fined.

Whether or not Three Feathers has been your favorite whiskey to date, we feel confident you'll like it better today than any whiskey you've ever tasted!

Just Try Three Feathers Now!

THREE FEATHERS

THE WHISKEY WITH THE MONEY-BACK GUARANTEE!

(Oldtime Distillers, Inc., N. Y. C., will refund purchase price to purchaser if this isn't the finest whiskey he ever tasted... 90 Proof... 72% grain neutral spirits... made in U.S.A.)

NEVER BEFORE AT THIS LOW PRICE!

Reduced Just in Time for Christmas!



GREEN RIVER

Bottled in Bond
KENTUCKY STRAIGHT BOURBON WHISKEY

A startling pre-holiday price reduction on one of America's finest whiskeys. Your opportunity to give supreme quality at a bargain price.

NOW \$2.05 FIFTH

130 68¢ HALF PINT

These colorful wrappers make this great whiskey twice as acceptable for gifts.

Now Packed in Sparkling New Wrappers

Packed in one of these bright wrappers, a bottle of Green River Bottled in Bond instantly becomes the ideal gift... the ideal package to bring to the party... doubly welcome, doubly fitting. A great whiskey famous through the years — NOW SUBSTANTIALLY REDUCED, JUST IN TIME TO SAVE YOU MONEY ON YOUR PREFERRED XMAS LIST. Give it! Celebrate with it!

(Also available in beautiful "Happy Birthday," "Wedding" and "Bon Voyage" wrappers)

America's Smoothest Whiskey

Oldtime Distillers, Inc., N. Y. C.
100 Proof... Bottled in Bond under U. S. Govt. Supervision

AMPLE FREE PARKING

*Santa Knows
we Have the*

ROCHESTER JOBBING HOUSE

BIGGEST SAVINGS

and the LARGEST STOCK of GIFT SPORTSWEAR for All the Family

GIFTBUYER'S GUIDE

Check this list and take it with you when you shop... Buy now and we'll hold your purchase on our Lay-Away Plan!



- Lay Away Plan**
Make your selection now, while stock are largest and most complete. Pay only a small deposit and merchandise will be held until Christmas.
- FOR MEN**
- Campus Coats
 - Jackets
 - Sweaters
 - Shirts
 - Ties
 - Furnishings
 - Bathrobes
 - Raincoats
 - Riding Apparel
 - Rubbers
 - Shoes
 - Hunting Clothes
 - Pants
 - Overalls
 - Sheeplined Coats
 - Gloves
 - Ice Skates
 - Sweat Shirts
 - Underwear
 - Vests
 - Caps
- FOR BOYS**
- Campus Coats
 - Jackets
 - Sweaters
 - Shirts
 - Scout Apparel
 - Wash Suits
 - Ice Skates
 - Mittens
 - Ski Pants
 - Campus Coats
 - Jackets
 - Sweaters
 - Longies
 - Knickers
 - Suits
 - Shirts
 - Ties
 - Furnishings
 - Caps
 - Ear Muffs
 - Rain Coats
 - Sweat Shirts
 - Underwear
 - Novelties
- FOR LADIES**
- Campus Coats
 - Jackets
 - Sweaters
 - Skirts
 - Riding Apparel
 - Parkas
 - Ice Skates
 - Mittens
 - Ski Pants
- FOR CHILDREN**
- Wash Suits
 - Slippers
 - Sweaters
 - Snow Suits
 - Ski Pants
 - Mittens
 - Hats
 - Rubbers
 - Cowboy Indian Suits
 - Skis
 - Toboggans
 - Skates

SHOE DEPT. SAVINGS!

Men's Light Weight 4-Buckle Dress

ARTICS

\$2.29

Regular \$2.75 Value

MEN'S STEEL TOE SHOES, \$4.48

Men's WORK SHOES \$2.29
Men's HI-CUT SHOES 3.98
Men's HUNTING BOOTS 2.98
Men's DRESS SHOES 2.98
Men's BOWLING SHOES 2.48
Men's SHEEPSKIN SLIPPERS 1.29

Men's Heavy Work

RUBBERS

\$1.00

Reg. \$1.39 Value

A Real Gift!

COWBOY SUITS

89c

Reg. \$1.29 Value

Men's DRESS SHIRTS

\$1.00

Reg. \$1.59 Value
Non-will collar... Guaranteed for a year or 50 washings.

Men's SHEEPSKIN SLIPPERS

\$1.39

Reg. \$1.95 Value
Warm sheepskin lining. Easy to slip on or off.

Boys' New FLANNEL SHIRTS

59c

Reg. 79c Value
Bright, new plaids and checks. A shirt every boy will be proud to wear.

Men's Gen. Leather MOCCASINS

\$2.48

Reg. \$3.50 Value
A light, easy to slip-on moccasin for sport or home wear.

Men's & Ladies' BOWLING SHOES

\$2.48

Reg. \$3.29 Value
Fine soft leather shoes to insure a better game.

Ladies' All Wool FLANNEL SKIRTS

\$1.69

Reg. \$2.29 Value
Smart plaids and monotonies to "mix or match" with your jacket.

Men's All Wool MELTON JACKETS

\$2.98

Reg. \$4.50 Value
32 ounce hard wearing melton made with talon zipper.

* ROCHESTER'S LARGEST STOCK OF OUTDOOR APPAREL
* ROCHESTER'S LARGEST DOWNTOWN BOYS' DEPT.
* ROCHESTER'S LARGEST WORK CLOTHES DEPARTMENT

Every Item At Low Jobbing Prices!
Largest Selection In Every Size and Price Range!

Men's Dress

GLOVES

89c

Others to \$2.39

Soft leather, either lined or unlined. In both black and brown, every desired size. Regular \$1.29 value.

Heavy

Beacon ROBES

\$2.98

Beautiful heavy bath robes in a variety of checked patterns with decorative braided edge. Reg. \$3.98 Value

Others to \$6.98



Boys' All Wool

CAMPUS COATS

\$3.98

\$5.98 Value
Wearable extra-hard surface materials, in new plaids, 4-Pockets, sports back, full belt. All shades, in sizes 8 to 18.

Others to \$14.98

Boys' Combination

Leather and Wool JACKETS

\$3.69

Zipper front wool jackets with sleeves of genuine leather. Snug fitted knit bottom. The ideal sports gift for the growing boy. Regular \$5.00 Value

Boys' Wool

2-KNIKER SUITS

\$5.98

Reg. \$7.58
Smart new styles and patterns... tailored for a perfect fit. Blue, Brown, Green, Figures.

Men's 100% Wool

JERSEY COAT SWEATERS

\$2.48

A perfect gift for the conservative man to wear around the house or under a coat. Extra Large Sweaters Sizes to 54

Men's 100% Wool

SKI PANTS

\$1.39

Reg. \$2.29
Completely lined. Zipper legs. Suspender and bib. Sizes 3 to 8.



PARKA & GLOVE

SETS of colors and sizes. **89c**

Men's Fleece Back SWEAT SHIRTS

59c

Reg. 89c

Boys' Plaid

FLANNEL SHIRTS

85c

Made by Big Yank. Reg. \$1.39

Boys' All Wool

CAMPUS COATS

\$3.98

\$5.98 Value
Wearable extra-hard surface materials, in new plaids, 4-Pockets, sports back, full belt. All shades, in sizes 8 to 18.

Others to \$14.98

Boys' Combination

Leather and Wool JACKETS

\$3.69

Zipper front wool jackets with sleeves of genuine leather. Snug fitted knit bottom. The ideal sports gift for the growing boy. Regular \$5.00 Value

Boys' Wool

2-KNIKER SUITS

\$5.98

Reg. \$7.58
Smart new styles and patterns... tailored for a perfect fit. Blue, Brown, Green, Figures.

Men's 100% Wool

JERSEY COAT SWEATERS

\$2.48

A perfect gift for the conservative man to wear around the house or under a coat. Extra Large Sweaters Sizes to 54

Men's 100% Wool

SKI PANTS

\$1.39

Reg. \$2.29
Completely lined. Zipper legs. Suspender and bib. Sizes 3 to 8.



Boys' and Girls' Tubular ICE SKATES

\$2.99

Reg. \$5.00 Value
Sizes 11 to 13

Men's Genuine HORSEHIDE JACKETS

\$7.98

Reg. \$10.00 Value
Heavy wool plaid lining. Leather collar and cuffs. Adjustable belt.

Ladies' 100% Wool

STUDS CARDIGAN SWEATERS

95c

Regular \$1.39 Value
Smartly styled new gift sweaters in 10 beautiful new colors. Sizes 34 to 40.

Ladies' All Wool

CAMPUS COATS

\$4.98

Reg. \$6.98 Value
Beautifully colored plaids and plain colors. Completely lined, 4 pockets and full belt. Sizes 12 to 36.

Ladies' All Wool

CAMPUS COATS

\$4.98

Reg. \$6.98 Value
Beautifully colored plaids and plain colors. Completely lined, 4 pockets and full belt. Sizes 12 to 36.

Boys' Wool

2-KNIKER SUITS

\$5.98

Reg. \$7.58
Smart new styles and patterns... tailored for a perfect fit. Blue, Brown, Green, Figures.

Men's 100% Wool

JERSEY COAT SWEATERS

\$2.48

A perfect gift for the conservative man to wear around the house or under a coat. Extra Large Sweaters Sizes to 54

Men's 100% Wool

SKI PANTS

\$1.39

Reg. \$2.29
Completely lined. Zipper legs. Suspender and bib. Sizes 3 to 8.

Men's 100% Wool

SKI PANTS

\$1.39

Reg. \$2.29
Completely lined. Zipper legs. Suspender and bib. Sizes 3 to 8.

USE OUR
CONVENIENT BUDGET CHARGE ACCOUNTS

The Modern, Easy Coupon Way To Buy All Your Christmas Gifts NOW While You Can Buy To Best Advantage



CHILDREN'S ALL-WOOL 3-PIECE

SNOW SUITS

\$4.98

Sizes 3 to 14 With Hat

Double breasted completely lined jackets and completely lined ski pants with zipper ankle (suspender and bib top on smaller sizes). Combinations of plaid and solid colors. Sizes 3 to 14.

OTHERS sizes to 20 \$12.98

MEN'S NEW

SPORT SWEATERS

\$1.98

Regular \$2.98 Value
Choice of zipper styles, button or crew neck slip-ons. Combination cloth and knit, all knit slip-ons and conservatives.

OTHER sizes to 54 \$4.48

Regular \$6.98 Value

All-Wool Plaid

Mackinaw COATS

\$4.98

Tough, hard wearing coat for several winters wear. Detachable belt and 4 pockets. Double breasted.

Men's All Wool

PLAID JACKETS

\$4.98

Regular \$6.98 Value
Made by ROYAL, a name known all over the country for "Quality." Never before offered at such a low price. A jacket that will please every man! Sizes 38 to 46.

EXTRA LARGE JACKETS—SIZES TO 54

MEN'S GENUINE

BUCKSKIN JACKETS

Nationally Advertised at \$5.00

\$3.29

100% waterproof. Zipper cigarette pocket; belted back; adjustable tabs; Sizes 38 to 50.

Men's Admiral Byrd

PONY JACKETS

Made with patented 2-way pockets, bl-swing belted back. Richly lined. Sizes 38 to 46.

\$10.98

Regular \$12.98

Post Office League

Dossire carried the mail in the Postoffice League Monday afternoon at Franklin Hall and had 590 for high total of the league. His first game of 240 was high single game for the circuit as well.

Circulars won two from Postage Due, despite Bill Radigan's 549 for the losers. Dossire's sharpshooting inspired the Specials to three wins over the Misants. Nixies won two from Primary and Joe DiMarco threw in a 566 to lead Mallings to three victories over Air Mail.

Be THRIFTY and NIFTY POLYSHINE Your Shoes All Colors A Rochester Made Product

I ask you... Could Any Gift Be Nicer Than My Photo?



Oil Colored... Photographs

3 \$3.95

Beautiful Photos

Sizes 2 1/2 - 4 - Prints to Choose from A Regular \$4.50 Value

Your Gift Problem is solved if you'll only take the advice of this cute, little clerk. Your friends and relatives will delight at a gift that is so sweet and lovable as a photograph of your child or children.

The artistic skill of our Mr. Leichter assures you of a beautiful photo.

No Appointment Needed

STUDIO - MAIN FLOOR

Neisner's

5 to 10 Stores

200 Main St. East

it's news these days when

PRICES GO DOWN!

Good news, too, in these times when prices are mounting on almost everything else you buy.

But Mount Vernon 100 proof bonded rye prices are down - down to the level even of many lower proof blended whiskeys. Ask for Mount Vernon by name wherever fine liquors are sold.

NOW

\$2.39 \$1.50

FIFTH (25.6 oz.) (PINT 16 oz.)

WAS \$2.89 FIFTH \$1.84 PINT

*IMPORTANT! The same magnificent quality you've always known.

100 PROOF

Mount Vernon

Straight Rye Whiskey

Made in America

Blended and Bottled by Mount Vernon Distillers, Inc., New York

Mount Vernon

BRAND

STRAIGHT RYE WHISKEY

Copyright 1939

National Distillers Products Corp., N. Y.

Men's and Ladies' Plain Garments **69c**
Beautifully Cleaned and Pressed
EMPIRE CLEANING & DYEING WORKS
GLENWOOD 1102
622 HOLLINBEEK ST.
FREE CALL AND DELIVERY

WRONG PARCEL? SORRY

Just Call STONE 905
Mistakes sometimes will happen during the holiday rush. If you get a parcel that does not belong to you, please let us know so that we may deliver it to the proper party—don't let the owner be disappointed.
CITY DELIVERY
195 SCIO ST. STONE 905

Metzger's
It's A Pleasure To Use
Metzger's "LIBERALIZED" PAY PLAN
You'll find it so easy to use our "Liberal Plan"—no interest, no red tape, no coupon books to buy. We'll arrange terms to fit your income—the easiest in town!
Finely Tailored All Worsteds Men's 2-Pants **SUITS \$29.50** And you don't pay any more for the privilege of a Metzger Charge Account.
Metzger's STYLE SHOPS 34 MAIN ST. E.

WINDOW SHOPPING In New York
By JANE ROVER

NEW YORK—From trade-barricaded Germany comes the news that German women are now limited to six pairs of stockings a year. That is really something to think about, when you consider that the urban American woman buys, on an average, one new pair every week, or 52 pairs a year!

Maybe, though, we're going to have to limit ourselves a little this coming year, too, because, from what I hear, stockings are going up. I was talking, just the other day, to the production manager of one of the biggest hosiery firms in the country. This man, who oversees the manufacturing of 35,000 dozen pair of stockings a day, says that the price rise of raw silk has the whole stocking industry in a dither. Last year at this time raw silk cost \$1.85 a pound; now it's up to \$3.50. The Japanese, it appears, need more money for the Chinese campaign, so they're pegging their raw silk price at a higher level.

The price increase has just begun to show in the retail stocking market, our informant explained, but he thinks that by next May your stockings may be up twenty-five cents a pair. (Or, in the brands that sell for a fixed price, the quality will have to be reduced by a proportionate amount.) The thing to do, he advised, is stock up now.

Paul, He Sews For Dancers

For odd businesses, there's nowhere like New York. I've just learned, from a dress designer friend who supplies some of the theatrical stars, about a gentleman here whose business is the making and selling of the skimpy little garment which is a "strip-tease" dancer's only attire at the finish of her act. The dancers call them "g-strings." This man has a monopoly on the field, and strip-tease artists send him orders from all over the country. No one knows his last name, but throughout the back-stage burlesque dressing rooms of the land he is known as Paul the G-string Man.

Paul, who now has his little factory and shop on West 44th Street, used to be a stocking salesman, and he did most of his business with dancers and chorus girls backstage. Dancers

whose business it was to show as much of their bodies as they could without getting hauled into court, often complained to Paul that they could buy nothing really attractive to hang from their hips. Most girls had to make their costumes themselves and the results weren't always satisfactory.

Paul, who knew there were some 500 strip-teasers kicking about, got an idea—he gave up stockings, attended night school to learn to sew, and then began making these abbreviated costumes.

Since then his regular customers have included Gypsy Rose Lee, Rosita Royce, the "Dove Dance" girl, Ann Corio and Margie Hart of Broadway fame, and Sen Lee, the new-found "Oriental Oomph" gal. Paul's costumes sell from \$5 to \$25, and they're covered with rhinestones, braid, tinsel, and all sort of decorations that glitter a lot without taking up too much room.

About a year ago, a girl covered with furs drove up to Paul's shop in a big chauffeured car and ordered a strip-tease belt, specifying that it should be about twice as large as these usually come. "I asked her why she wanted it so big," Paul relates, "and she explained it was because she was doing an interpretive dance at the White House."

Bonwit Windows Show "Cafe Rico"

Bonwit Teller, I notice, has gone strictly Puerto Rican in its new window displays. Against a background of Palm leaves, sacks of real coffee beans, and Puerto Rican woven work are scenes of wonderful cruise clothes in Bonwit's newest color—Cafe Rico—a shade that's supposed to remind you of the excellent coffee, and fun, available in the Caribbean island resort.

Lauer's Gifts For The Home
Stain Proof... Heat Proof
PORCELAIN and CHROME Breakfast Set \$26⁷⁵

The gleaming porcelain table top is so easy for Mother to clean! A quick wipe with a damp cloth and it sparkles. The chrome table and the chrome chairs are extra strong. They'll last a lifetime. The seats are upholstered in washable leatherette. Choice of black, white, red, green or maple.


Boudoir Chair
Gay Floral Covers
\$6⁵⁰
When you see the lovely colors when you try this chair for comfort, you'll know that here Lauer's are offering a real value... An ideal Christmas gift.


Poster Bed
Complete With SPRING and MATTRESS
\$19⁷⁵
A gift that is different! It will bring long lasting satisfaction. See this complete bed, spring and mattress on sale at Lauer's.


Studio Couch
with BACK and ARMS
\$39⁹⁵
It serves as a sofa, a single bed, a double bed, or two separate single beds. Regular price is \$49.95. You save \$10!

Hundreds of fine **PRACTICAL GIFTS** AT LAUER'S

Lauer's
50 STATE ST.

Store Open **FRIDAY** and **SATURDAY** EVENING

Do your Christmas shopping ^{EASY} early!


1. Get yourself a sheet of plain, ordinary paper...


2. Write on it the name of every worthy man on your gift list...


3. Make one trip to your nearest liquor store and simply say, "Four Roses for all!"

Give what you'd like to get!


Four Roses
Famous as America's gift whiskey

EARLY OR LATE, here's an easy way to do your Christmas shopping... Just give Four Roses to every man on your list!

For Four Roses is a special, a very special, whiskey. And everybody knows it. That's why a gift of Four Roses always gets such a grand reception.

And if your friends are the kind who deserve Four Roses, you unquestionably deserve Four Roses, too. So, when you "give what you'd like to get," be sure you get what you like to give: a few bottles of Four Roses for yourself!


Try the famous Four Roses recipe for Christmas Egg-Nog—it is printed right on the Christmas package. It makes the grandest Egg-Nog you ever tasted! Try it—you'll say you never tasted an Egg-Nog so downright luscious!

\$1⁸⁰ | \$2⁸⁵
A PINT | A FIFTH

Every drop in whiskey at least 4 years old. A blend of straight whiskeys—70 proof. The straight whiskeys in Four Roses are four years or more old. Frankfort Distilleries, Inc., Louisville & Baltimore.

HICKSON'S Bring You
STROMBERG CARLSON'S
45th Anniversary Offer

Buy a **Stromberg-Carlson**
Labyrinth Radio **\$99⁹⁵**

AND YOU GET GIFT OF
Stromberg-Carlson \$29.95 Portable
or
Stromberg-Carlson Record Player
WITH OLD RADIO IN EXCHANGE

THIS OFFER GOOD ONLY DURING STROMBERG-CARLSON'S
30-Day 45th ANNIVERSARY CELEBRATION!

YOU ALSO GET PORTABLE OR RECORD PLAYER IN EXCHANGE FOR YOUR OLD SET ON OTHER STROMBERG-CARLSON LABYRINTH RADIOS, \$125 TO \$175

Other Stromberg Carlsons from **\$32⁵⁰**

There Is Nothing Finer Than a Stromberg-Carlson!

HICKSON'S
Cor. Main and Franklin St., opp. East Ave. Stone 93

As Low As **\$1**
A WEEK Delivers

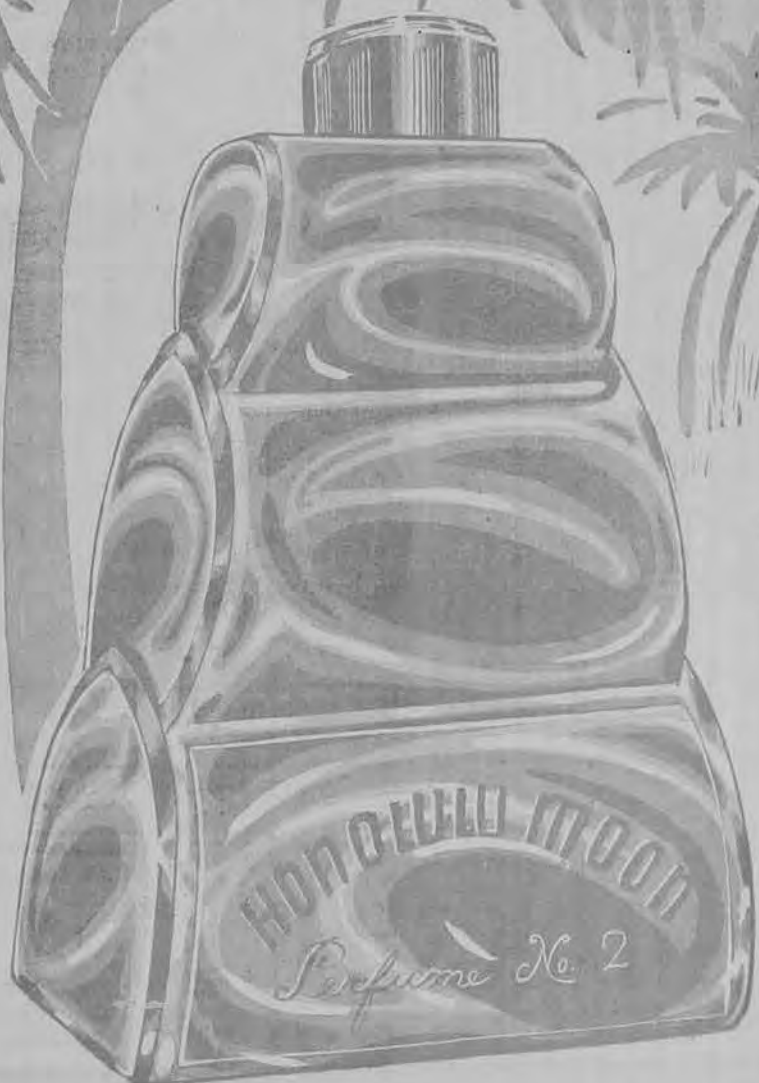
Sibley, Lindsay & Curr Co.

Another Sensational FIRST For Rochester's Largest and Finest Toiletries Department!

Right On This Page of Paper
We Bring to You the ACTUAL
SCENT of the Romantic New



Honolulu Moon



Sketched
3 1/2 Times
Actual
Size

CHRISTMAS PERFUME

A New, After-Dark Thrill,
Exciting in a Strange Way!
The Full Four-dram Size

\$1

Trust Sibley's to do the next best thing to holding a bottle of "Honolulu Moon" right in front of you! The illustrations on this page are scented with the odor of this lovely new perfume, so that as you sit in your comfortable chair and read, you may smell as well as learn about this fragrance.

Exotic, tropical, the perfume of the Hawaiian Moonflower, which blooms in the night. Legend has it that "Sweethearts who breathe its charm together remain forever in love." What a lovely Christmas thought!

Same dollar quality in a special one-dram size is also
on sale here at

29c 4 for \$1

TOILETRIES, MAIN FLOOR

Telephone Stone 6500 . . . Or Order By Mail

MAIL ORDER BLANK

Sibley, Lindsay & Curr Co., 228-250 Main St. E. Rochester, N. Y.

Please send me "Honolulu Moon" perfume, as follows:

DRAM SIZE at 29c, 4 for \$1. (How many?)

4-DRAM SIZE, at \$1 each. (How many?)

Name

Charge ☐ Cash ☐ C.O.D. ☐ Street

City

Orchestra And Chorus Join For Eastman Community Concert

The Civic Orchestra and 400 chorus voices will join forces next Sunday evening to present the annual Community Concert in the Eastman Theatre.

Guy Fraser Harrison will direct the massive program, aided

by the directors of the various choirs. The singing groups to be heard will be the Civic Chorus, directed by Mr. Harrison; the Church of Reformation Choir, directed by Norman Peterson; the Catholic Women's Choral

Club, directed by Marie Keber Burbank; Christ Episcopal Church Choir, directed by Donald S. Barrows, and the Inter-High Choir, directed by Marlowe G. Smith.

Special decorative effects for the occasion will include a holi-

day set designed by Clarence Hall and a variegated lighting effect designed by the Eastman stage management. Adding to the colorful picture will be the procession through the aisles of the vested boys' choirs, who will then contribute to the charming picture on the stage.

The Rochester Sun

Published every Thursday by the Rochester Sun Corp., 5 St. Paul St., Rochester, N. Y. O. C. Gerling, Pres.; J. D. Kelly, Vice-Pres.; Wm. A. Pratt, Sec.; Wm. G. Bromley, Treas.

G. Curtis Gerling, Publisher Eugene Davis, Adv. Director
Orville H. Allen, Editor Edward Randall, National Adv. Mgr.
NATIONAL REPRESENTATIVES,
James A. Convey Co.

New York Office Chicago Office
444 Madison Ave.
39 South State St.

MAKE YOUR NEXT TON WILLIAM PENN

Anthracite — at
No Other Coal At Any
Price Will Give More
Satisfaction Or More
Heat Comfort.

Reg. U. S. Pat. Off.

PEA - \$8.75
BUCK - \$7.85
RICE - \$6.75

ARAB COKE... \$10.05

For Immediate Delivery, Call: Main 306

FIRE-KING

70 EXCHANGE ST.

SCHLEIF BAKE SHOP

17 CLINTON AVE. SO. NEXT TO OENBACH'S A STEP OFF MAIN

FRIDAY ONLY!

LEMON CHIFFON PIE 27c
A tasty dessert.

PECAN BUTTERSCOTCH BUNS 24c
A treat with any meal.

Cookie Jar \$1.19
Colorful. Filled with 2 lbs. Ice Box Cookies. A Grand Gift

SATURDAY ONLY!

BLACK & WHITE LAYER CAKES 29c
One white, one chocolate layer with chocolate fudge. Baked frosting. Reg. 39c.

PECAN COFFEE RINGS 24c
Rich, coffee cake, generously topped with pecans.

Downtown Headquarters for Xmas Cookies, Anise Drop, Pfefferkuchen, Springler, Honey Cake, Lebkuchen, Fancy Kises.

FOR FULL DRY CLEANING VALUE

For Your Money —

TRY **STERLING** AT --- **79c**

STERLING Is Good For Your Clothes

WOMEN'S DRESSES
Plain, one-piece—Whites, Formals and Velvets More

MEN'S SUITS

Sterling Cleaners
Economy Division of
STAUB & SON

Call & Delivery Phone Monroe 2700

PLANT—951 Main St. East, Opp. the Armory
BRANCH STORES—82 East Ave. and 1822 East Ave.

Gifts from Rudolph's

GIVE GLADNESS TO EVERYONE

THIS IS YOUR GUIDE TO A WONDERFUL CHRISTMAS

ONLY 3 MINUTES for CHRISTMAS CREDIT

Certified Perfect

The classic mounting enhances the beauty of the nine flashing diamonds. **\$125**
2.50 Down 2.50 Weekly

Beautiful creation of solid yellow gold set with 15 gorgeous diamonds. **\$37.50**
1.00 Down 1.00 Weekly

Girl's solid gold birthstone ring in heart design. **\$6.95**
50c Down 50c Weekly

15 Jewel Yellow Gold American Made **FULTON** WATCHES **\$13.85**
Smartly fashioned. Ever dependable. A good time to get one of each at this price **50c DOWN 50c WEEKLY**
You Save 8.90—Regularly 22.75

Certified Perfect

This quality center diamond, with two well matched side diamonds in a beautiful mounting makes a splendid value. **\$49.50**
1.00 DOWN 1.00 WEEKLY

MAN'S LOCKET RING **\$14.95**
50c Down, 50c Weekly
Classic massive design that men prefer. Old English initial set on onyx. Large space to set in your favorite picture when top is lifted.

DOLLY MADISON BULOVA
21-jewel. Smart new shape. Famous for accuracy. Yellow gold filled case. **\$39.75**
1.00 Down 1.00 Weekly

WALTHAM PEABODY
17-jewel. Outstanding in style and value. Smart, streamline design. **\$29.75**
1.00 Down 1.00 Weekly

20-DIAMOND BULOVA
Dainty case set with 20 sparkling diamonds. Beautiful and accurate. **\$75.00**
2.00 Down 2.00 Weekly

BULOVA CLIPPER
17-jewel. Smart and masculine in design. Curved to fit the wrist. **\$29.75**
1.00 Down 1.00 Weekly

GRUEN CHARM
The lovely modern case is set off by 2 brilliant diamonds. Fine accuracy. **\$42.50**
1.50 Down 1.50 Weekly

Dependable EMERSON
5-Tube AC-DC Superheterodyne. "Miracle Tone Chamber." Modernly styled walnut bakelite cabinet. Standard broadcasts. **\$9.95**
50c DOWN 50c WEEKLY

Brand New L C SMITH CORONA ZEPHYR **\$29.75**
1.00 Down 1.00 Weekly
Low in price, light in weight, amazingly compact—this new streamlined typewriter makes a prize gift for anyone. Complete with case.

2-Diamond Watch 1-Diamond Locket 3-Diamond Engagement Ring 3-Diamond Wedding Band 4-IN-ONE SET \$39.95
1.00 DOWN 1.00 WEEKLY
Yellow gold settings... masterful engraving and details! She will be thrilled to receive it.

3-diamond solid gold cross and chain. Beautiful design. \$7.95
50c Down 50c Weekly

Yellow gold finish cameo set bracelet of exquisite design. \$3.95
25c Down 25c Weekly

Solid yellow gold, set with large, sparkling diamond. \$19.95
1.00 Down 1.00 Weekly

New Schick "Captain" Shaver, for easier, closer shaving. \$12.50
50c Down 50c Weekly

Genuine leather zipper kit with 3 brushes, comb and nail file. \$4.95
25c Down 25c Weekly

Eastman Kodak Junior, easy to operate—takes color pictures. \$7.75
50c Down 50c Weekly

Handsomely engraved knife and chain. Yellow gold filled. \$3.95
25c Down 25c Weekly

Ragert's Carving Set, complete with handy poultry shears. \$3.49
25c Down 25c Weekly

Ranion combination lighter and cigarette case. Modern design. \$7.95
50c Down 50c Weekly

RUDOLPH'S

E. Main St., at South Ave.

Open Evenings Until Christmas

GIFTS FROM RUDOLPH'S ARE GIFTS AT THEIR BEST

DEC. 14, 1939

ROCHESTER SUN, THURSDAY, DEC. 14, 1939

THE DRIFT IS TO THRIFT—CONSULT THE SUN FOR VALUE NEWS

LINCOLN'S

MAIN ST. E. Cor. ST. PAUL

59^c

IS A LOW PRICE
to PAY for the FAMOUS

"Audrey"

FULL FASHIONED

Silk
CHIFFONS
and
SERVICE

You can give her three or four
pair at this price! Grand hos-
iery with all the beauty and
wearability of expensive stock-
ings. Sheer, crystal-clear chif-
fons and heavier walking-
weight service, full fashioned,
of course. Lovely shades to
select from in all sizes 8½ to
10½.



Put *"Audrey"*

SILK HOSE

under every tree this Christmas
You might as well give the *"BEST"*

"Audrey"

SUPERIOR
FULL FASHIONED
RINGLESS

Silk CHIFFONS

69^c

Chiffons—but WHAT chiffons! Ringless, shadowless, crystal-clear! And
utility chiffons so finely made, so luxuriously leg-flattering as to belie
their long wearing qualities. Exquisite hose that mould and flatter in
her own personal shade. Sizes 8½ to 10½.

Audrey 3 thread and 4 thread sheer

Ringless CREPES

Famous For Beauty And Wear

79^c

The hose she buys herself, so why not check every woman on your
Christmas list for several pairs of Audrey. Grand stockings that give
twice the beauty and wear. Dainty 3-threads for evening 4-thread
for business and everyday wear. Sizes 8 to 10½ in her favorite shade.

Holiday COTTONS she'll love

"FRUIT of the LOOMS"
"PEPPERELLS" and
"PORTRAIT FROCK"

HOUSE COATS and DRESSES

Broadcloth,
poplins, 80
square per-
cales

\$1

Sizes 14 to 52

Wasp-waist, zipper-
ed frocks with wide
flaring skirts, but-
ton-downers, pleated
and with crisp
white collars. Long
flowing house coats
in florals, dots and
checks.



Better than ever

A Marvelous Group
80 Sq. PERCALES.
VALENCIAS and
FRUIT of the LOOM

Coverall or BIB APRONS

- 80 square percales
- Fruit of the Looms
- Valencia prints

Gay and colorful with ruffled
bottoms, 7 panel and swing
styles. Some trimmed with
contrasting colored binding.
All prints colorfast, of course

25^c

MAIN ST. E. Cor. ST. PAUL

Choose from the biggest assortment in town!

RAYON and WOOLS

BANNER WRAPS

LISLES

Plaids, stripes, checks and clox in sizes
10 to 12.

All silk threads woven in so there are no
loose ends.

Reinforced heels and soles for ex-
tra wear new fancy patterns.

MEN'S SOCKS

25^c pair

Doubly acceptable be-
cause the reinforced sole
and toe give double wear.
Hundreds of patterns men
like including blazer
stripes, brilliant checks
and plaids, conservative
clox and heather mix-
tures.



Men's 100% WOOL HALF HOSE

39^c pr.

Grand for sports and
out-door wear for
they're 100% all wool.

Brilliant, clear blazer stripes, colorfast, of course. Scores
of different combinations to select from in these fine
knit, warm all wool hose. Sizes 10 to 12.

BEST

Let the **LINCOLN STORES** make
your Christmas a **THRIFTY ONE**



Boudoir Pillows
Kapok filled flower-
petal pillows in pas-
tel colors. **59c**



Shaving Bowls
Royale Lavender
wood shaving bowl
and shaving cream. **25c**



Velvet Closet Sets
Three different
combinations cov-
ered in pastel vel-
vet. **50c**



3 pc. Dresser Sets
Colonials, florals,
Tarnish proof fin-
ishes. **\$1**



Overnile Cases
Comb, file, razor,
blade, tooth brush,
dental cream, shav-
ing cream. **\$1**



Lady Lillian Sets
Polish, remover,
cuticle remover,
orange sticks, nail
white, cotton. **25c**



5 pc. Dresser Sets
Comb, brush, mirror,
glass tray and jar, clo-
thes centers. **29c**



Men's Brush Sets
Black or brown, 2 piece
military sets smartly
boxed. **25c**



5 pc. Bath Sets
Bath crystals, talo,
dusting powder,
toilet water, per-
fume. **50c**



Juvenile Books
Mother Goose series,
paint books and
juvenile stories. **25c**



3 pc. Shaving Sets
Wood shaving bowl,
shaving soap, talcum
and after-shaving lotion. **50c**



9 pc. Travel Sets
Comb, brush, razor case,
tooth brush case, utility
bottle, file, tweezers,
shoe horn. **\$1**

HANDKERCHIEFS for EVERYONE...the acceptable gift



**MEN'S IMPORTED LINEN
INITIALED WHITES**
Box
of 3 **50c**

Large size, fine white linen handker-
chiefs with deep hemstitched hems.
Beautifully initialed.



**LINENS-LACES-LAWNS
WOMEN'S HANKIES**
Box
of 3 **25c**

Lawns hankies embroidered in colorful
floral and petit point designs or white
lace edged.



**HAND MADE CHINESE
LINEN HANKIES**
Beautiful Oriental ex-
quisite with embroid-
eries and hand drawn
work. Entirely hand-
made and rolled hems. **20c**

ea.

**HOBNAIL—POTTERY—NAUTICALS
DRESDEN—INDIRECT MAPLES in
PINUP or TABLE LAMPS**



\$1

Complete with match-
ing parchment shade.
Crystal base boudoir
lamps, hobnail plaques,
maple lamps and white
pottery table lamps
with plain or decorated
shades.



**Electric Travel
IRONS**
\$1.98

Real fast steam ironing in
boxed, 4 foot cord set.



**2-Slice Chrome
TOASTERS**
\$1.98

Current shade off when toast
is done — 4 slice size.



**6 Cup COFFEE
PERCOLATORS**
\$1.19

8 cup, 8 1/2
measures 10 1/2
measures 12 1/2
measures 14 1/2
measures 16 1/2
measures 18 1/2
measures 20 1/2
measures 22 1/2
measures 24 1/2
measures 26 1/2
measures 28 1/2
measures 30 1/2
measures 32 1/2
measures 34 1/2
measures 36 1/2
measures 38 1/2
measures 40 1/2
measures 42 1/2
measures 44 1/2
measures 46 1/2
measures 48 1/2
measures 50 1/2
measures 52 1/2
measures 54 1/2
measures 56 1/2
measures 58 1/2
measures 60 1/2
measures 62 1/2
measures 64 1/2
measures 66 1/2
measures 68 1/2
measures 70 1/2
measures 72 1/2
measures 74 1/2
measures 76 1/2
measures 78 1/2
measures 80 1/2
measures 82 1/2
measures 84 1/2
measures 86 1/2
measures 88 1/2
measures 90 1/2
measures 92 1/2
measures 94 1/2
measures 96 1/2
measures 98 1/2
measures 100 1/2



**2-Slice Chrome
TOASTERS**
\$1.98

Current shade off when toast
is done — 4 slice size.



**Glass Vac.
Coffee MAKER**
2.98

8 cup, 8 1/2
measures 10 1/2
measures 12 1/2
measures 14 1/2
measures 16 1/2
measures 18 1/2
measures 20 1/2
measures 22 1/2
measures 24 1/2
measures 26 1/2
measures 28 1/2
measures 30 1/2
measures 32 1/2
measures 34 1/2
measures 36 1/2
measures 38 1/2
measures 40 1/2
measures 42 1/2
measures 44 1/2
measures 46 1/2
measures 48 1/2
measures 50 1/2
measures 52 1/2
measures 54 1/2
measures 56 1/2
measures 58 1/2
measures 60 1/2
measures 62 1/2
measures 64 1/2
measures 66 1/2
measures 68 1/2
measures 70 1/2
measures 72 1/2
measures 74 1/2
measures 76 1/2
measures 78 1/2
measures 80 1/2
measures 82 1/2
measures 84 1/2
measures 86 1/2
measures 88 1/2
measures 90 1/2
measures 92 1/2
measures 94 1/2
measures 96 1/2
measures 98 1/2
measures 100 1/2



**5 Piece Embroidered Linen
Bridge Sets and Hand
Embroidered Pillow Case Set**

Lovely white Chinese linens
hand embroidered or appli-
qued in contrasting colors of
orchid, green, blue, peach.
Gift boxed for Christmas. **\$1**

Set

Large size **CANNON
TURKISH TOWELS** **25c**

Checks or colored borders



**Colorful Two-Tone
CHENILLE
BATH SETS**

Heavy, large size chenille
bath mat and matching lid
cover in blue, green, helle,
black and white, gold, dusty
rose. **\$1**

Set

Extra large size **CANNON
PASTEL TOWELS** **39c**

Checks or colored borders



**TOWEL
GIFT
PACK**

(2) 22x44 Turkish Towels
(2) Matching Face Cloths
Big, extra size, heavy towels
with matching face cloths.
Your choice of maize, blue,
green, orchid. Beautifully
gift wrapped. **\$1**

Set

Extra large size **CANNON
PASTEL TOWELS** **39c**

Checks or colored borders

**ANNUAL CHRISTMAS
SALE of GIFT UNDIES**
ELABORATELY LACE TRIMMED
or TAILORED MIXED SATIN
**SLIPS-GOWNS
and PAJAMAS**
IMPORTED LACES a rare luxury
Truly luxury undies are
these gleaming rayon and
satin exquisitely trimmed
with lovely lace or tailored,
if you prefer. Gowns
and pajamas in sizes 16
and 17. Tea rose slips in
sizes 34 to 44. **\$1**

**Children's ALL-WOOL
SWEATERS**
All sizes 3 to 16
\$1
Soft wool car-
digans and
slip-ons dainty
with pastel
embroideries.
For teenage
youngsters
and children.

INFANT'S GIFTS
Your Choice
59c
2 to 6 Plaid
BATH ROBES
Field and
walk-don-
robes with
cord tie and
trim.
1 to 3 Embroidered
CREEPERS
Delicately
embroidered
head, made
as a 2 or 3 in
white, blue,
beach.
Embroidered
DRESSES
Embroidered
white Madras
dresses, 8 mo.
to 2 years. **59c**

**Rayon and CREPE chrome soled embroidered
SLIPPERS**
for women at
69c
A grand new idea in wear with
robes and lounging things. Empire
lines with pastel quilted lining and
flower-embroidered vamp. Sizes 4
to 8.
(an outstanding \$1 value anywhere)

**MEN'S and BOYS' SUEDE
MOCCASINS**
Cushion-heel and sole moc-
casins. With deep brown
suede and nickel eyelets.
rawhide laces. Boys' sizes 1
to 8... men's sizes 7 to 10. **50c**

**WOMEN'S
NOVELTY
SLIPPERS**
Sheepskins, felt, silk,
satin, kids, D'Orosys,
Everetts and novelties.
Leather soles with low or
Cuban heels. Sizes 4 to 8. **\$1**

**MEN'S SIMULATED KID
EVERETTS**
Soft, flexible genuine leather
soles, brown simulated leather
uppers and rubber heels.
They'll wear as well as a pair
of shoes. Sizes 8 to 11. **\$1**

**CHILDREN'S LEATHERETTE
HYLO SLIPPERS**
Warm leatherette hillo slip-
pers with contrasting plaid
velvet cuffs and matching
rosette. Sizes 3 to 8 in red
and blue. **39c**

**PLEATED SKIRT OR WAIST
SPECIAL PURCHASE GIRL'S
DRESSES**
New and
shaming
59c

**SPECIAL SALES 1 to 14
FROCKS**
Some are with
Washable shantung
cloths, woven plaid
slip-top frocks, new
backs, pleated shan-
tuais. Neat white
dainty lace inserts. **\$1**

**"Babyface" sweethearts
SATSLIPS**
Gleaming
with lace
beading. Bu-
ders and
toms. White
rose. **59c**
4 to 16

**Girls' 6 to 16 Colonial
HOUSECOATS**
With Puffed Sleeves,
Flared 3 Tier Skirt
Gay Colonial
Floral
Prints **\$1**
Fast color, floral printed
percales, quilted styles with
wide flared skirts or the real
Colonial 3-tier skirts. Sizes
6 to 16.

**Rattles or Dolls - Elep
Chins - Plush Bun-
Musl Rattles - Kitt
INFANTS' TO
Celluloid
with
and legs
plush
that
bark
for infants
also box
10c to 50c**

WEEKERS ARE GUM ADVERTISEMENTS

NEW SKIRT OR WAIST
PURCHASE GIRL'S
DRESSES

59¢



SPECIAL SAILORS' 1 to 14

FRACKS

Some are wool
\$1

Washable shantung
clothes, woven plaid
sleeve-top frocks and
backs, pleated skirt
waists. Neat white
delicate lace inserts.

Babyface" sweethearts

SATISLIPS

59¢
4 to 16

Girl's sweetheart

SATISLIPS and
PANSETS \$1
all used

MATCHING TEEN or PLUSH

HAT and GLOVE SETS

Navy, White Navy

\$1

Little tot's warm vel-
vet and hat set with
warm, wool.

16 Colonial

RECOATS

Stuffed Sleeves,
3 Tier Skirt

\$1

Printed
styles with
or the real
luxe. Sizes



Rattles and Dolls - Elephants
Chin - Plush Bunnies
Musical Rattles - Kitties

INFANTS' TOYS

10¢ to 59¢

Celluloid
with
and
plush
that
beric
for
elephant

WOMEN'S SUEDE
CAPE or PIGSKIN
DRESS
GLOVES
\$1.29

Soft leathers with hand sewn effects and
tailored silhouettes. Sizes 5 1/2 to 7 1/2 in brown
and black.

LEATHER BACK
SIMULATED
SUEDE and
6 BUTTON
GLOVES
69¢

Black, brown
and wine
Leather backs and
fabric palms

Here's a personal GIFT VALUE
Dobby woven white SATIN
GIFT SCARFS
69¢

Including
3 initials
put on while
you wait.

Beautiful, double satin scarfs and ascots
in white and pastels. A personalized
gift with her own initials.

For the out door girl - THE NEW
Parka HOODS
INCLUDING ZEPHYR WOOLS
79¢

Gay colorful parkas grand
for sports and cold winter
weather. Bright stripes and
solid colors edged with soft
brushed wool. Tie snugly
under the chin.

(Other Knitted Hoods 39¢ to \$1.25)

Women's 15%
SILK and WOOL
Warmly Knitted
"TOASTIES"
29¢

Flat knit, 15% wool
and silk in fitted
styles. Small, medi-
um and large sizes
in tea rose. All
 seams overlocked.

25% Wool
"TOASTIES"
39¢

Misses Warmly Knitted
MITTENS
39¢

100% wool mit-
tens in brilliant
stripes and Nor-
wegian designs.
Brown, navy,
white, green, red,
wine and royal
in size 4 to 8.

Boys' Horsehide
lined MITTENS
49¢

A New Slip Free If It Rips
Women's Flannel GOWNS
and PAJAMAS
\$1 each

Warm, cozy flannel gowns and pajamas in
the tailored regulation styles or flannele
modern with shirring, colored trims and
plaid buttons. Sizes 15, 16 and 17 in tea
rose, aqua, orchid and chateau.

SNUG
HUG one seam
SLIPS
59¢

They're
Guaranteed

Just one diagonal seam... they are
smoothly without a ripple. Beau-
tifully tailored slips in tea rose.
Sizes 32 to 44.

LINCOLN'S
Great big 2 foot fully dressed
CRYING -- SLEEPING -- BIG
BABY DOLLS
\$1.98

The big sensation
of 1939
PANDA BEARS
of WHITE
PLUSH and \$1
BLACK
VELVET

17 inches HIGH

Big, lovable, cuddly dolls clothed in a
pink flannel coat, matching maribou
trimmed bonnet, embroidered organdy
dress, slip, rubber pants, shoes and socks.
She sleeps and talks.

Soft white, plump plush bears with
black velvet overalls and soft floppy
black plush ears. A lovable toy for
little boys and girls.

Extra large - 6 feet by 7 feet
PURE WOOL FILLED
Luxurious Celanese
COMFORTERS
\$5.98

Beautiful Crown Tested tal-
feta comforters plumply filled
with all wool and edged with
a matching trim.

Wine and egg-
shell
Brown and
gold

Rose and
green
Blue and rose

Royal and
wine
Peach and
green

Orchid and
green
Royal and
cedar

AMERICAN WOOLEN CO. \$6.98
ALL WOOL BLANKETS
All First Quality... \$4.98

Thick, deep, all wool blankets
edged with a lustrous satin
binding. Choose in green, peach,
royal, winter rose and cedar.

Selected China COTTON SATIN BOUND
GIFT BLANKETS
\$2.98

Soft, thick, pure white China
cotton blankets with colored
borders in rose, green, royal,
wine, navy and yellow.

Velvety thick multi colored
CHENILLE
SPREADS
\$4.98

Bought Months
Before Prices
Advanced

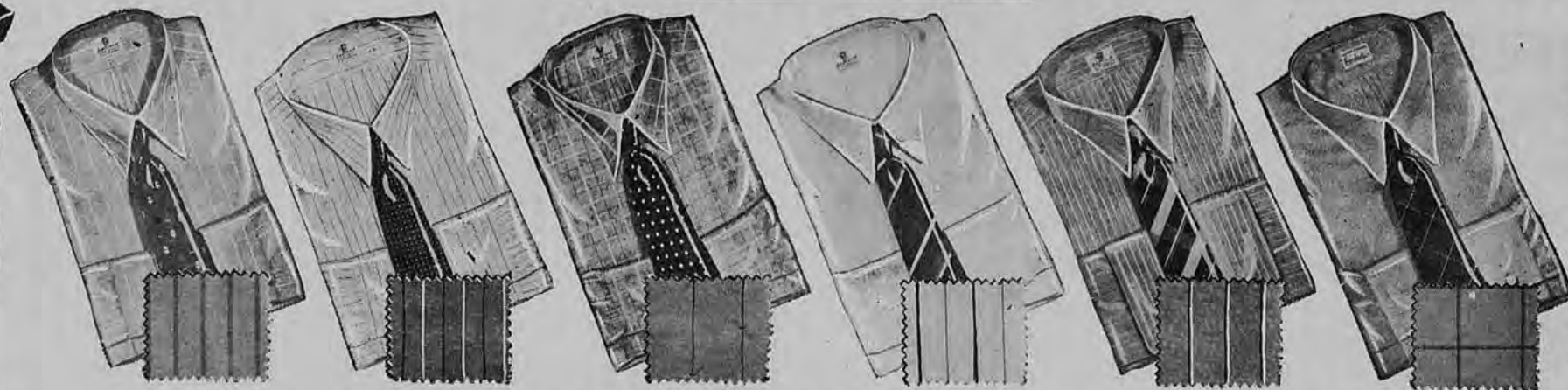
So velvety thick with row after row of
rich puffy chenille that you can't see where
the chenille begins and ends. Exquisite
floral designs on lattice centers.

Dusty Rose
Rose
Med. Blue
Royal

Wine
Orchid
Aqua
Peach
Brown

East
Gold
White
Green

LINCOLN'S



Guaranteed to wear until CHRISTMAS 1940 or a NEW SHIRT FREE

Featuring **KING PHILLIP** white broadcloth
and **80 square Sanforized MEN'S**

- All Sanforized
- Non-wilt collars
- Sizes 14 to 17
- Stripes, checks, figures
- All colorfast
- Pleated sleeves
- Sleeves 33 to 35
- "King Phillip" whites

SHIRTS \$1

Shirts even the most discriminating men will like! Fabrics that look, feel and ARE more expensive. Thousands of new patterns in stripes, checks, all-over figures and white broadcloths. Important details such as pleated sleeves, tailored collars, full cut sizes and SANFORIZED materials.

We know **LINCOLN'S TAILORED SHIRTS**

are better than three nationally advertised \$2.50 to \$3

- Extra full shoulders
- Extra full sleeves
- Action backs



SHIRTS

(*U. S. Testing Co. Proved It)

TESTED

FOR SHRINKAGE which meant 40 minutes of actual washing, then drying and pressing . . . Lincoln's lead all others.

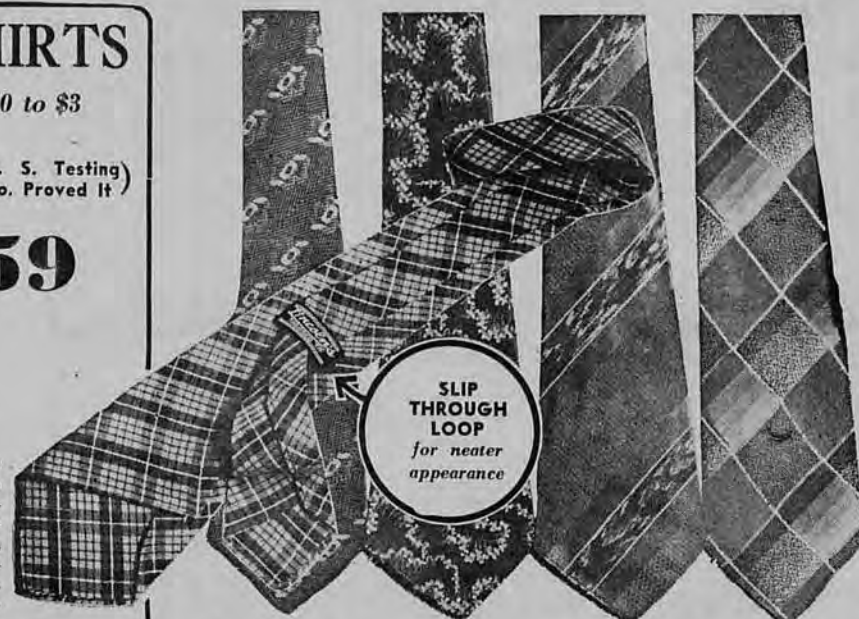
FOR BREAKING which showed Lincoln's tailored shirts withstood a greater strain.

FOR WASHABILITY which showed Lincoln's tailored shirts have better color-fastness.

FOR THREAD COUNT which showed better to the square inch.

\$1.59

Give him Lincoln's Tailored Shirts . . . the finest money can buy! Lustrous white broadcloths and end-on-end madras . . . patterns that are WOVEN, not printed and with all the features of custom tailored shirts. Sizes 14 to 17 in all sleeve lengths.



SLIP THROUGH LOOP for neater appearance

Lincoln's
HAND TAILORED RESILIENT MEN'S

- Matching all wool lining
- Slip thru loop label
- Over 100 superior patterns
- Greater resiliency for longer wear

TIES 50c

Better Than Ever . . . Imported Leather
FULLY LINED GLOVES



Individually
table cut which
means full size

\$2

FOR MEN AND WOMEN

Imported English capekins and soft supple suede gloves fully lined with warm selected fur. And, they're all hand cut to insure you of a smooth uniform fit without binding. Black, brown and tan in sizes for men and women.

BOYS' ALL WOOL Hockey Caps 50c

Boys' Part Wool
1/2 Zipper
SWEATERS \$1.00

Part wool zipper sweaters in plain colors and 2-tones or navy, brown and maroon. Sizes 28 to 36.

BOYS' LINED CORDUROY KNICKERS \$1.19

Heavy, winter weight corduroy knicker pants reinforced at points of wear. In brown and grey in sizes 6 to 16.



BOYS' PLAID SHIRTS 79c

Heavy, mannish twill flannels in block plaids of red, blue and brown. The new sport, 2-button collar style. Sizes 8 to 18.

They'll wear till XMAS 1940

Boys' DRESS
SHIRTS 59c

Mannish tailored with stand-up collars in fancy patterns and white. Freshbrunk, sanforized fabrics. Sizes 8 to 14 1/2.



Boys' hooded lined 100%
Wool MACKINAWS \$5.95

Warm, heavy, 100% wool plaid mackinaws with slanted hoods plaid linings and leather reinforced pockets. Inside lacing on belts so he can't loose it.

Blue, red, brown, green. Sizes 8 to 18



BOYS' JERSEY KNIT SUITS with basque tops \$1.15

Warm jersey suits with dark pants and colorful basque tops, button on tops. Brown and blue in sizes 8 to 10.

A marvelous group of
BOYS' TIES 19c

Tailored ties for boys. Plenty of plaids, stripes and novelty patterns to choose from.



CHURCH WOMEN SPONSOR FOOD SALE

Women of the Winton Congregational Church are sponsoring a cooked food sale on Saturday, at the church, beginning at 1 o'clock. Proceeds will be placed in the church mortgage fund. The committee in charge includes Mrs. Harry Nelson, Mrs. Harry McMurphy, Mrs. Fred Putzig and Mrs. Harvey Cooper.

If You Enjoy
The Finer Things of Life

Give a Diamond

A FINER Christmas GIFT

You Never Saw Such Style and Quality In A Low Priced RING!



BIRTHSTONE
RINGS
With 2 Genuine
DIAMONDS

Set in a charming yellow gold mounting.

\$7.50

Very Special Usually \$12.50

... Other BIRTHSTONE RINGS from \$3.95 Up

Use Edwards 90-Day Charge Account...

1/3 Due Jan 10; 1/3 Due Feb. 10; 1/3 Due March 10

Edwards

Street Floor



Repeat
SALE
for
Friday and
Saturday!

Outstanding Scoop!
**HAND MADE
WOOL GLOVES**

Made to
Sell for
\$1 Pair

49c

Nothing but SENSATIONAL can express the value, the smartness. All wool! Hand made! Hand embroidered! And wonder of wonders, only 49c! In gay contrasting colors and designs. All sizes.

White Brown Green
Red Navy Orange

Edwards

Street Floor

TOWERING
MANSIONS
Designed and Dedicated
to Heighten the Joy of
Living
**LINCOLN
HOTEL**

Life like a king when
you visit New York. Stay
at Manhattan's Mightiest
Hotel Lincoln, superb in
every detail of location,
luxury and hospitality.

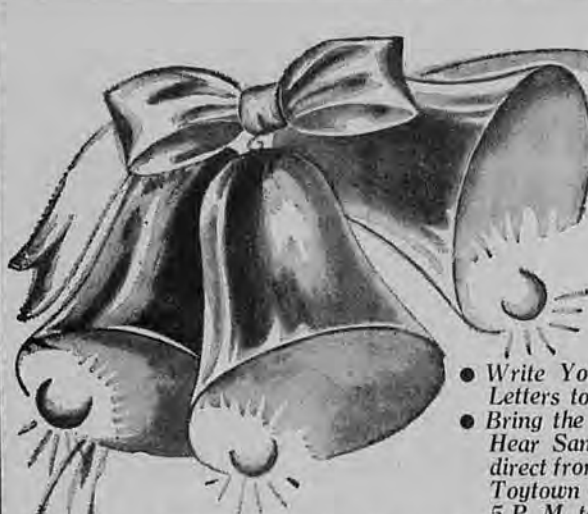
NEW YORK CITY
44th to 45th STS. AT EIGHTH AVE.



1400
ROOMS
Each With Bath
Shower And
Cabinet Radio

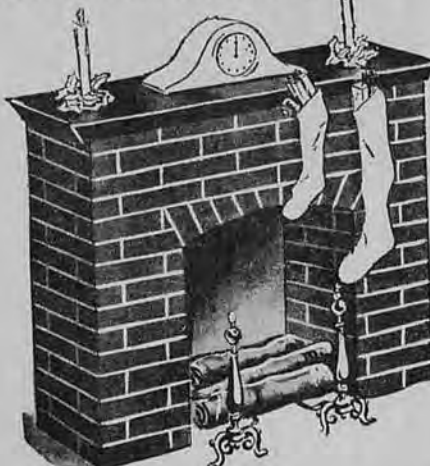
HOME OF
THE FAMOUS
BLUE ROOM
Outstanding
Music And
Entertainment

Ownership Management
MARIA KRAMER
President
John L. Morgan, Gen. Mgr.
HOTEL EDISON
Same Management



• Write Your
Letters to Santa
• Bring the Children to
Hear Santa Broadcast
direct from EDWARDS
Toytown Over WSAY
5 P. M. to 5:15 P. M.

• Ride the Zephyr Express to Santa's Land
• See the FREE Movies DAILY



A Perfect Set-Up for Santa!
**Fiber Board Fireplace
Electric Birch Logs
AND IRONS 2.98**

Complete for
The simulated red brick colonial
fireplace comes in 3 easy-to-as-
semble parts, is 43" high, 47"
wide, 10" deep. Electric logs blaze
realistically. Mantle holds 160
pounds of presents!

EDWARDS—Sixth Floor

Open 'til **9 P. M.**
**FRIDAY and
SATURDAY**



ROCHESTER'S LARGEST
POPULAR PRICED STORE
Edwards
No Charge
For Gift Box With
Purchase of 50c or More

Choose from the Largest Selection in Town!
Delicious HARD CANDIES

10,000 pounds will be sold before Christmas (an under-
statement, of course). Pure, delicious candies in an as-
sortment so great that every sweet-tooth in Western
New York is bound to be tempted.

3-lb. Jar HARD CANDIES
You can find a myriad of household uses for
the handsome jar... and the candy will stay
fresh long after the holidays! **79c**

**3 Lb. Jar
Hard Candy 69c**
• Paradise Tart Fruit Filler
• Vienna Soft Filled
• Old Fashioned Clear
and Filled

**Reg. 39c Bulk
Hard Candy 29c**
• Nobility Fancy Mixture
• Black Walnut and Caramel
• Cream Mint Filled Straws
• Assorted Chocolate Straws
• Champagne Wafers
• Paradise Tart Fruits

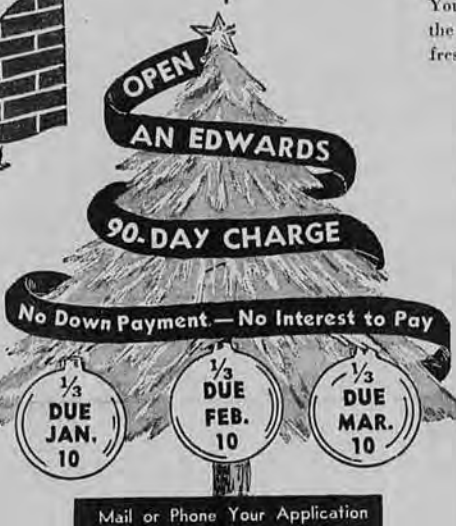
**Fancy Boxed
Hard Candy 49c**
3 lbs.
(5 lbs 79c)
• Paradise Tart Fruit
Filled
• Old Fashioned, All Clear
Hard Candy
• 60 Filled—40% Hard

**Reg. 29c
Fancy
Hard Candy 19c**
• Old Fashioned
All-Hard Mixture
• Danhill 60% Filled,
40% Hard Mixture

"Symphony Sweets" BULK SPECIALTIES

Double Dipped Chocolates, over 25 centers 39c lb.
Reg. 39c "Red Seal" Peppermint and Wintergreen Patties 29c lb.
Reg. 29c Italian Cream 19c lb.
Hershey Full Wrapped Chocolate Kisses 29c lb.
Salted Fresh Mixed Nuts (NO PEANUTS) 49c lb.

EDWARDS—Street Floor



No Down Payment—No Interest to Pay

1/3
DUE
JAN.
10

1/3
DUE
FEB.
10

1/3
DUE
MAR.
10

Mail or Phone Your Application

Give Him a Chair for the Rest of His Life!
Occasional CHAIRS

Choose From
5 Popular
Styles.

\$12

Skilled craftsmen built these for LASTING COMFORT!
Finest materials have been used throughout. The exposed
frame is of solid hard wood... Deep seat and high back...
Hand-rubbed finished. (Sketches Left)



FREE Delivery
Within 200 Miles
of Rochester

BOUDOIR CHAIRS
In Gay Colorful Chintz Patterns

Unlike most boudoir chairs at 6.98,
you can really relax in its luxurious
depths. Comfortable back and arms,
buoyant spring filled seat. Indeed,
a lot of gift value for some lucky
person on your list.

6.98

EDWARDS—Fifth Floor



**NO DOWN
PAYMENT**
Balance
\$1 Weekly

6.98



A MAGIC CHRISTMAS VALUE



Pay as you use!!
EASY MONTHLY TERMS including small carrying charge

THE NEW MAGIC* Margin ROYAL PORTABLE

With MAGIC Margin, most sensational of typewriter improvements.
• Locked Segment SHIFTER FREEDOM
• Royal's Exclusive Shock Absorbers
• Touch Control* Automatic Paper Lock
• Standard Keyboard* All controls
• Full 9" line takes paper 9-7-8" wide
• Carrying Case included

SEE YOUR ROYAL PORTABLE DEALER

Highest Possible Allowance

Trade in Your Old Typewriter on a

FREE PARKING
For Customers, Terms, Drive

NEW ROYAL PORTABLE The TYPEWRITER STORE

Complete Stock — Oldest Distributor
77 North Clinton — 3 Doors North of Palace, STONE 853
Open Every Evening Until Christmas
Helen Ryan, 240 Elmwood Ave.

IN ROCHESTER

Your Local Distributor

See The New MAGIC MARGIN ROYAL PORTABLE \$100 A WEEK

OPEN EVERY EVENING UNTIL CHRISTMAS

CITY TYPEWRITER

160 S. CLINTON NEXT TO R. R. STONE 3424

Taste it—Price it—

YOU'LL SAY IT'S A TRIPLE VALUE!

THE TOP WHISKEY BUY FOR THE MONEY

Now three years old—an extra good whiskey made extra fine by an extra year in the wood.

A quality whiskey since 1880 and made the quality way—richer, smoother, mellower.

And today this old favorite among Kentucky straight bourbon whiskeys still sells for around a dollar a pint.

90 PROOF

Crab Orchard BRAND KENTUCKY STRAIGHT BOURBON WHISKEY

ON SALE AT YOUR FAVORITE BAR OR PACKAGE STORE

Copyright 1939, National Distillers Products Corporation, New York

Holiday Sweets Fun To Make

Home made candies add a certain touch to holiday festivities that is hard to get in any other way. Not only is there the fun of making the candies but there is also the pleasure of serving something different.

Careful measurements, cooking to the correct temperature and handling the recipes just as given will bring good results.

CHOCOLATE FUDGE

4 c granulated sugar
1 1/2 c milk
1/2 c cocoa
1/4 c salt
2 T light corn syrup
2 T butter
1 T vanilla

Put sugar, milk, cocoa, salt and syrup into a kettle. Place over burner and stir until sugar is dissolved. Continue cooking with as little stirring as possible until the soft ball stage is reached (235 degrees F). Add butter and pour into a buttered tin. Cook to lukewarm, add vanilla and beat until creamy. Smooth in the tin.

HOLIDAY DELIGHT

3 c granulated sugar
1 c light corn syrup
1/2 c thin cream
1/2 c vanilla
1 c walnuts
1/2 c candied cherries
1/2 c candied pineapple

Mix sugar, corn syrup and cream in a sauce pan. Bring to boiling point, stirring constantly until sugar is dissolved. Cook to a very soft ball (236 degrees F). Add the vanilla and beat well until mixture thickens a little and changes color. Cut the nuts and fruit in large pieces, add to mixture, and spread out in a bread pan. Cover and place in refrigerator to chill. Cut in slices and then in pieces.

Make some of these lollipops especially for the children:

LOLLIPOPS

2 c sugar
2 1/2 c light corn syrup
1 c water
Flavoring (spearmint, anise, coloring)

Mix sugar, corn syrup and water in a small deep sauce pan and cook, stirring until sugar is dissolved. Cook until syrup becomes very brittle when tested in cold water (310 degrees F). Add flavoring (a drop or two if oil is used or 1/4 t, if essence is used) and coloring, stirring as little as possible. Arrange skewers on lightly buttered cookie and pour syrup over point of skewer to make a lollipop 3 inches in diameter. Decorate with gum drops, mints, cherries, etc. Remove from sheet as soon as firm and wrap in squares of cellophane.

Republican Club Christmas Party Set For Tuesday

Union League Republican Club will hold its annual Christmas party next Tuesday evening at 8 o'clock at the Gregory St. Clubhouse.

Members may invite their friends, according to President Charles E. Doerr.

Irrving G. Drew, supervisor, is honorary chairman with James W. Babcock as general chairman, assisted by Carl W. Diehl, E. G. Millman, Martin J. Barry, Harry Bareham Jr., Charles J. Valsey, Max C. Welsch.

Distribution of gifts from Christmas tree will follow presentation of a floor show, after which refreshments will be served.

Drama To Feature Social Program At No. 34 PTA Meeting

Parent-Teacher's Association of Lexington School No. 34 will hold their regular monthly meeting in the school auditorium tonight at 8 o'clock. A social recreation program under the leadership of Norman Ulp, will be presented. A dramatic presentation "The Red Lamp," by the adult education program group under the direction of Mrs. Santino Leoni will be the highlight of the evening's entertainment. Musical numbers before and between acts will be heard.

Magazine Announces \$25,000 Prize Contest In January Issue

"Bad Wife," a \$1,000 prize novel in the January issue of True Story Magazine, is the tale of a wife whose selfishness almost wrecked her happy marriage. Her awakening and resolution to make her life over constitute a gripping and instructive tale.

Stranger than fiction is "Why I Went to War," an enthralling story of the experiences of an American birdman in the Spanish air force. Also in the January issue is the announcement of another True Story contest, beginning on January 2nd and continuing for four months with \$25,000 in prizes.

CLEARANCE STORE WIDE SALE

Open Friday and Saturday Evenings

Women's Smart STYLE SHOES \$2.95

Formerly to \$6 Dress, Street & Sport Styles

Men's SHOES \$3.95

ENTIRE STOCK BURKE'S SPLENDID QUALITY SHOES

Regularly to \$6 Brown and Black Calfskin

UNEQUALLED SAVINGS

Although the Sizes Are Broken, YOUR SIZE Is Included in Many Styles! All Sales Final!

Rochester SHOE Outlet

Formerly Burke Shoe Store
15 CLINTON AVE. NORTH
Directly Opposite Sibley's

ATLANTIC SUPPLY HOUSE

NUTS IN SHELL

• In Larger Quantities
• Finer Quality
• Greater Assortments
• Guaranteed Fresh

MIXED NUTS

MIXED FROM NUTS ON DISPLAY lb. 21c

WALNUTS

FANCY MAYETTES lb. 25c
LARGE THIN SHELL lb. 23c
EUREKA'S OREGON MEDIUM BUDDER lb. 21c

PECANS

THE FINEST EXTRA LARGE lb. 40c
SCHLEYS lb. 35c
BLENDED SEEDLINGS lb. 21c
TEXAS lb. 15c

BRAZILS

EXTRA LARGE lb. 17c
JUMBO SUNGLO lb. 19c

FILBERTS

JUMBO lb. 27c

ALMONDS

SOFT SHELL lb. 21c
REAL PAPER SHELL lb. 29c

Atlantic Supply HOUSE

79 St. Paul St. — MAIN 4173

Free parking on 30c purchases. Free city delivery on \$2.00 purchases. A charge of 10c on smaller amounts. Phone in your order.

DID YOU KNOW SUPERIOR WILL

Re-Upholster and Re-Style ANY

Here's Why

THE GREAT SUPERIOR FACTORY

Every suite is carefully brought by our own trucks to our factory in Syracuse, N. Y., where only trained factory craftsmen remove every bit of your present construction, right down to the base frame and completely rebuild your suite step by step. This great factory rebuilds your suite and your price does not cost and your price does not cost and your price does not cost.

HERE'S WHAT WE DO:

- New Spring Units (Steel Clipped)
- New Felt Filling Added (Not Straw)
- New Coverings Hand Sewed
- New Cushions Made (Not Old Ones)
- New Extra Heavy Webbing
- All Suites Sterilized

Interior decorator will call day or evening with samples.

Every Suite Returned Better Than New

GUARANTEED IN WRITING FOR 5 YEARS

Interior Decorator Will Call Day or Evening With Samples

Superior BEDDING CORP.

CUSTOM-BUILT UPHOLSTERING

Order Your SUITE NOW!

No Money Down
1 Yr. To Pay No Interest

Choice of Regular \$60 Covers

All central New York is talking about "Superior" factory method of "Re-Upholstering." Call our Rochester office now and arrange for your suite to be made "Better Than New" for Christmas.

662 MONROE AVENUE
Rochester, N. Y.
PHONE, MONROE 8971
Also Buffalo, Syracuse, Utica

Candy and Clothes Donated For Needy Children's Party

Executive committee members of the Young People's Association of the 18th Ward were cheered today by the offer of the Zutes Candy Co. in donating 125 boxes of candy for the east side needy children's party.

This association, in conjunction with the Business Men's Cheer committee will sponsor the seventh annual needy children's party on December 23rd at the St. Francis Church Hall, the use of which has been donated by Rev. Patrick Moffet.



DON MATARO

Don J. Mattaro, general chairman of the sponsoring organizations, has announced that in addition to the gift of Charles Zutes, arrangements have been made with Ellison Kosoff, president of Genesee Knitting Mills, for the procurement of 500 hockey caps and mittens which will be distributed at the party.

Invitations for the affair are now being issued to needy families, names of which have been turned over to the committee by school principals, pastors and social workers in the east side area. In addition to toys and candy, food baskets and clothing will be distributed to the most worthy cases.

At the party itself it is planned to present a floor show of 20 acts under the direction of Gladys Bliss, local dance teacher. Miss Bliss is working with B. A. Speedy, committee chairman in signing up these acts.

An appeal is now being issued by Mattaro and his committee for the donation of clothing, foodstuffs, toys and cash. According to him this is the only party where children are eligible to attend, regardless of creed or other affiliations.

It is urged that those wishing to make donations call Main 475 or mail a card to 314 Wilder Bldg. and arrangements will be made to pick up your gifts. A call to the Sun office will be promptly relayed to the committee members who are united in this worthy movement to spread Christmas cheer in otherwise cheerless homes.

Nursery Group To Entertain Zontians At Holiday Party

Fifteen children from the Friendship Nursery will be guests of honor at a Christmas luncheon meeting of the Rochester Zonta Club at the Rochester Club next Tuesday noon. The tots, ranging in age from two to six years will entertain with songs describing the objectives of the nursery in prevention of accidents and character building. They will also be the recipients of toys and food for the entire nursery, gifts of Zontians.

Miss Harriet Jones, who is in charge of the group will speak on the work being done by that organization. Miss Adeline Bush will preside at the meeting with Miss Mercedes Brayer in charge of arrangements, assisted by Mrs. Margaret Leach.

Movie Quiz Winners

Listed below are the names of the Movie Quiz last week. If your name is listed here call at the Rochester Sun Office, 429 Burke Bldg., before Monday noon for your guest tickets to Loew's Theatre. No tickets given out Saturday afternoon.

Mrs. K. E. Belkitch, 312 Hazelwood Ter.
Mrs. N. W. Morse, 78 North Union St.
Jean Glasgow, 24 Kapple Place Pk.
Lowell Williams, 306 Havenwood Ave.
Lucile Palmer, 275 Park Avenue.
Jane Taylor, 363 Melville St.
H. S. Volkman, 297 Chamberlain St.
Marie Wagner, 779 Plymouth Ave.
Mrs. Harold Weiser, 375 Lake Ave.
Mrs. Johnson, 81 Otis St.
Mildred Watt, 623 Flower City Pk.
Fulda Pellet, 682 Broadway.
Shirley Hall, 122 Ardmore St.
Florence Kitzner, 105 Malloy St.

BUY YOUR GLASSES

Here On Easy Payment Plan No Extra Charge

C. A. KOHLER
Prescription Optician
664 TEMPLE BLDG. — 5th FLOOR

HAIR PERMANENTLY REMOVED BY ELECTROLYSIS

Also Warts — Moles
Demonstrating Treatment No Charge

STONE 5580 FOR APPOINTMENTS

A treatment or two may mean much to you.

Frances Friedman
Opposite Hotel Seneca
409 Present Bldg.

Quality assured

Finest Materials in the World's Markets Carefully Blended and Properly Aged



TO BE SURE ORDER

Simon Pure BEER ALE

BERGER-KLEIFGEN CO., Inc.
Distributor.
10 Public Market Phone Culver 330
Rochester, N. Y.

PRICES NOW DOWN!

YOU CAN BUY THIS "FOURMOST" BOTTLED RYE WHISKEY TODAY AT THESE NEW LOW PRICES

\$2.23 FIFTH (25.5 cts.)
WAS \$2.59 FIFTH
\$1.40 PINT (11 cts.)
WAS \$1.63 PINT

OLD OVERHOLT

U. S. BOTTLED IN BOND STRAIGHT RYE WHISKEY

IMPORTANT: The same magnificent quality you've always known

Old Overholt 100 proof bonded rye now sells at prices down to this level even of many lower proof blended whiskeys. Ask for it by name wherever fine liquors are sold.

OLD OVERHOLT

U. S. BOTTLED IN BOND STRAIGHT RYE WHISKEY

Copyright 1939, National Distillers Products Corp., N. Y. C.

GOOD CASH FOR CHRISTMAS

Available To COME HERE

Low Cost

PERSONAL LOAN

GENUINE TRUST

THE BA

For The N. Y. ROC

Greatest Value! Lowest Price!

\$9 To \$99

\$1 DO \$1 WH

At Your Favorite

McCur Kenos
Hickson's El
Columbia Sch
E. W. Edwar
Rudolph
Talking Mach
Hoffman's
Unit Part
Braun's
Ring Fu
Alhart R
Phillips M
Wildman's
Al J
Michell
Gordon H
Graner
Fieger Ele
Ray's
Silverberg
Hensler
Komin

DID HE?

NO

OLD OVERHOLT

U. S. BOTTLED IN BOND STRAIGHT RYE WHISKEY

Copyright 1939, National Distillers Products Corp., N. Y. C.

MARTIN

ORIGINAL V.V.O. SPECIAL SELECTED OLD SCOTCH WHISKY

Blended Scotch Whisky

Y, DEC. 14, 1935
YOUR GLASSES
Easy Plan
Charge
WHLER
Optician ST ONE 417
BLDG. — 6TH FLOOR
PERMANENTLY
FIXED BY
POLYSLIP
NE 5580 FOR
POINTMENTS
es Friedman
ite Hotel Seneca
Present Bldg.

GOOD NEWS FOR EMPLOYED WOMEN AND MEN!

CASH FOR CHRISTMAS

Available To You!

COME HERE

Low Cost

PERSONAL LOAN

Why run up a lot of bills? Pay cash for your purchases and save. No collateral, no co-maker required when you come here for a loan.

Member of F. D. I. C.

GENESEE VALLEY TRUST COMPANY

Exchange and Broad

THE BANK OF PERSONAL SERVICE

MOVIE GUIDE

All Pictures listed start Thursday except as noted:

ROCKY HORROR — "Remember," Robert Taylor, Greer Garson; "Dancing Co-Ed," Artie Shaw, Lana Turner.

PALACE — "We Are Not Alone," Paul Muni, Jane Bryan; "Barbaric," Alice Faye, Warner Baxter.

CENTURY — "The Cisco Kid and the Lady," Cesar Romero, Marijke Weaver; "The Night of Night," Pat O'Brien, Roland Young.

REGENCY — "Daytime Wife," Tyrone Power, Linda Darnell; "28,000 Men a Year," Randolph Scott.

TEMPLE — "City of Darkness," Sidney Toler, Lynn Bari; "Heroes in Blue," Dick Purcell, Bernadine Hayes.

CAVOTOL — "Hollywood Cavalcade," Alice Faye, Don Ameche; "Explosion," Agostino Borgato, Brenda Marshall.

LITTLE — "I Met Him in Paris," Claudette Colbert, Melvyn Douglas; "Special Short Subjects."

RIVIERA-DIXIE — "Mud in the Big House," Charles Nickerson, Barton MacLane; "Pack Up Your Troubles," Jane Withers, Rita Hayworth.

STARDUST — "Golden Boy," Rex Harrison, William Hopper; "Bad Luck," Robert Barrat, Noah Beery Jr.

CAMEO — "Fifth Avenue Girl," Ginger Rogers, James Ellison; "Range War," Wm. Boyd, Russell Hayden.

GRAND — "Star Maker," Bing Crosby, Louise Campbell; "Stop, Look and Love," Jean Rogers, Bobi Keeler.

LAKE — "Here Am I Stranger," Richard Greene, Brenda Joyce; "They All Come Out," Rita Johnston, Tom Neal.

MADISON-MONROE — "Blackmail," Edward G. Robinson, Ruth Hussey; "Limer Stamped," Geo. O'Brien, Margery Reynolds.

WEST END — "Fifth Avenue Girl," Ginger Rogers, James Ellison; "Range War," Wm. Boyd, Russell Hayden.

ADRA COOPER

Adra Cooper and her sensational snakes, featured with "The New Yorkers," new burlesque revue opening Friday at the Embassy.

FIDLER—

(Continued from Page 1)

completion, the director suddenly shouted "Cut!" Use had thrown the tag with faulty aim—and the bed clothes were afire!

MEMORIES: When Jean Harlow was so captivated by the antics of a full-grown bear in the San Diego zoo that she tried to buy it for a pet... When Lee Tracy, yachting with friends, scornfully offered to eat any fish they could catch via out-of-season trolling—and gallantly made good on a hunk of shark when Rudolph Valentino got so excited at his first American football game that he began yelling advice to the players—in Italian...

CUFF NOTES: Wally Beery is propagandizing MGM execs—he wants them to let his Carol Ann co-star with him in a pic like "The Champ"... John Carroll is co-author of that just-published song, "When I Look at You, I Want to Sing"... Doc Stork has dated the Jules Epstein's (He's the "Four Wives" scenario) for August... Once and for all, Mady Carroll wants it made plain that she has NOT withdrawn her divorce suit against her English army officer spouse... Great apprehension at Paramount the other day when Muriel Angelus, working in "The Way of All Flesh," drank 6 bromos for retakes, and had to be rushed to a doctor...

Jeanette MacDonald has bought out the Hollywood Playhouse for Saturday's performance of "Hansel and Gretel"—underprivileged kids will be her guests with all proceeds going to charity... Blue-pencil those rumors that the Arthur Lakes are expecting—"Dagwood" was Xmas shopping for his niece... Bing Crosby has talked Paramount

WATCHES

CLEANED
REGULATED
ADJUSTED

Immediate Service. Free Examination. The Watch Doctor. 2 North Street. Opposite Sibley's.

AL \$1

For Those Who Know!

The N.

Motorola ROOM RADIOS

Greatest Value! Lowest Price!

\$9.95

To \$99.95

\$1 DOWN \$1 WEEK

Motorola has had a nationally known reputation for the best in Auto Radios for many years. They are fast building the same reputation with their small Home Radios and Consoles. The Five tube Table Model at \$9.95 will give coast to coast reception. The six tube Table Model gives European reception with local volume. See and try these radios before you buy.

At Your Favorite Dealer

McCurdy's
Seneca Stores
Hickson's Electric Co.
Columbia School of Music
E. W. Edwards & Son
Rudolph Schmidt
Talking Machine Company
Hoffman's Music
Unit Paris Corp.
Braun's Radio
Ring Fuel Co.
Alhart Electric
Phillips Music Store
Wildman's Jewelers
Al Jung
Michell Radio
Gordon Hammom
Granger Radio
Fieger Electric Co.
Ray's Radio
Silverberg's Jewelry
Hensler Jewelry
Kominz Tire Co.

It's Whelan's FOR Gifts

William's Men's Sets 89c

Early American Old Spice Toilet Water \$1.00

Pinaud's Two-Piece Sets Vegetal and Eau de Quinine 97c

Yardley, Bowl and Hair Tonic Combination \$1.00

Mary Scott Rowland BEAUTY SET

Lipstick and Face Powder

Harmonized make-up ensemble—regular 35c box of Face Powder plus a regular 1.00 indelible matching lipstick.

1.35 Value

XMAS WRAPPED Both for 1.00

UNITED-WHELAN Double Edge BLADES 100 for 1.00

WRIST WATCH

Chrome-plated case. Stainless steel, curved-shape back. With pig-skin strap.

1.98

Feelin' Her Oats

H-O QUICK OATS

1/3 MORE SERVINGS

RICH IN VITAMIN B.

DEEP VALLEY \$9.35

HARD COAL ... \$9.35 TON

STOVE SIZE ... \$9.60

PEA SIZE ... \$7.75

Prices Cash. Delivered. Shoveled Off.

LEHIGH

FUEL SERVICE

202 Stambaugh Bldg.—Exchange at Edison

HOLLOW HILL ANTHRACITE \$9.95

PEA ... \$8.50

Coke ... \$9.80

Just Call MAIN 4525

Motorola ROOM RADIOS

\$9.95

To \$99.95

\$1 DOWN \$1 WEEK

Motorola has had a nationally known reputation for the best in Auto Radios for many years. They are fast building the same reputation with their small Home Radios and Consoles. The Five tube Table Model at \$9.95 will give coast to coast reception. The six tube Table Model gives European reception with local volume. See and try these radios before you buy.

At Your Favorite Dealer

McCurdy's
Seneca Stores
Hickson's Electric Co.
Columbia School of Music
E. W. Edwards & Son
Rudolph Schmidt
Talking Machine Company
Hoffman's Music
Unit Paris Corp.
Braun's Radio
Ring Fuel Co.
Alhart Electric
Phillips Music Store
Wildman's Jewelers
Al Jung
Michell Radio
Gordon Hammom
Granger Radio
Fieger Electric Co.
Ray's Radio
Silverberg's Jewelry
Hensler Jewelry
Kominz Tire Co.

Teel FOR TEETH

LIQUID DENTIFRICE

(Made by Procter & Gamble)

A marvelous New Discovery—Not Paste—Not Powder—Contains No Alkali—No Abrasives.

New safe way to brighten teeth and freshen the mouth.

50c SIZE 39c

25c SIZE 23c

Johnson & Johnson BABY POWDER

Guard your baby's skin with Johnson's Baby Powder, the kind made of finest imported talc. No irritant.

50c Size 39c

25c Size 19c

Johnson & Johnson BAND-AIDS

Adhesive bandages in assorted sizes. Ready to apply. Have a supply handy at all times.

Berated or Mercurochromed

16's 10c • 36's 19c

SHOP THESE VALUES!

Woodbury Soap Reg. 10c Size **5c**

Dr. Lyons Tooth Powder 25c Size **13c**

Rubbing Alcohol Full Pint 19c Value **5c**

Barbasol Shaving Cream 50c Size **26c**

Aspirin—Bottle 100 Tablets **9c**

Ponds Facial Tissues 500's **19c**

Rinso Flakes 10c Size **2 for 13c**

Hospital Cotton Pound Roll **14c**

Super Suds 10c Size **2 for 13c**

Tyra Facial Tissues 200's **6c**

Glycerin Suppositories Reg. 25c **13c**

Tooth Brushes 25c Value **9c**

DRUG STORES

WHELAN DRUG CO., INC.

Just a few minutes shopping at Whelan's will give you scores of Gift Ideas... and, remember, Whelan's Opens Early and Closes Late!

140 CLINTON AVE. 50.
"Shop at the Friendly Store"

CORNER COURT MAIN 9020

Yello-Bowl Pipe \$1.00

Nu-Pearl Jackknife, Special 25c

Pen and Pencil Set, Guaranteed 79c

Early American Old Spice Shaving Mug \$1.00

CANDY SPECIALS

ANSONIA CHOCOLATES

ASSORTED CHOCOLATES Pound 39c

CHOCOLATE COVERED NUTS Pound 39c

FRUIT AND NUTS Pound 39c

5 lbs. Assorted Chocolates \$1.00

Men's and Ladies' CIGARETTE LIGHTERS 69c to 1.00

TOBACCO POUCHES 49c and up

DID HE SAY SCOTCH?

NO HE SAID MARTIN'S SCOTCH

Everywhere you go IT'S MARTIN'S V.V.O.

Richer • Mellow • Smoother

Scotch Whisky

OLD SCOTCH WHISKY. BOTTLED IN SCOTLAND. Imported by H. J. ROBINSON & CO., INC., N.Y.

Teel FOR TEETH

LIQUID DENTIFRICE

(Made by Procter & Gamble)

A marvelous New Discovery—Not Paste—Not Powder—Contains No Alkali—No Abrasives.

New safe way to brighten teeth and freshen the mouth.

50c SIZE 39c

25c SIZE 23c

Johnson & Johnson BABY POWDER

Guard your baby's skin with Johnson's Baby Powder, the kind made of finest imported talc. No irritant.

50c Size 39c

25c Size 19c

Johnson & Johnson BAND-AIDS

Adhesive bandages in assorted sizes. Ready to apply. Have a supply handy at all times.

Berated or Mercurochromed

16's 10c • 36's 19c

LARVEX 16 Oz. 79c

World Famous CLASSICS

43 Volumes

Beautifully bound books. The most renowned authors.

27c

A VOLUME ANY 4 VOLUMES ... 1.00

KANDO CAMERA

With Case

Candid-type camera. Meniscus lens. Accelerated shutter speed. Takes 16 pictures on Kodak 127 or Agfa A8 film.

1.47

MAVIS TALCUM 75c Size 59c

ABDG CAPSULES

Box of 25 37c • Box of 100 98c

ESPOTABS

25c 19c

Size

TEN-TEN CIGARS

Kings and Queens Sizes

Box of 25 ... 1.90

Box of 50 ... 3.75

KOTEX

3 Sizes: JUNIOR REGULAR • SUPER

BOX OF 5 ... 10c

BOX OF 12 ... 20c

BOX OF 30 ... 48c

Sanitary Accessories

THE NEW KOTEX TAMPON (FIBS) 12's 23c

KOTEX Wonderform Belt 23c

KURB Anodyne Tablets 12's 23c

KLEENEX 200's 13c, 21's 25c • 500's 28c

Zonite ANTISEPTIC

The antiseptic that is so safe and sure that it is recommended for first-aid, dandruff, gargle, athlete's foot, etc. Wherever you wish to kill germs safely—use Zonite.

THREE SIZES

6 oz. ... 47c • 14 oz. ... 79c

2 1/2 oz. ... 23c



Gamler's Staff of 15 Ready to Assist You in Xmas Shopping

Courteous and competent, this staff can prove a big help to you in your Christmas. Stop in and meet them. — Left to right: Mr. Rosenthal, Dr. Ralph E. Sweeting, Optometrist; Mr. Fineberg, Miss Guttenberg, Mr. Ottarson, Miss Ritz, Mr. Gamler, Miss Nasca, Miss Johns, Miss Moran. (Not pictured: Miss Badami and Mr. Ostrander.)

GAMLER'S BUSY CORNER STORE

IN THIS BUSY STORE AT MAIN AND NORTH WATER STREETS YOU WILL FIND A MULTITUDE OF CHRISTMAS GIFTS... SOMETHING FOR EVERY MEMBER OF THE FAMILY. COME IN, CHOOSE, ALL NEXT YEAR IS THE GAMLER WAY TO PAY! NO INTEREST OR CARRYING CHARGES WITH GAMLER'S EASY TERMS.

At GAMLER'S YOU CAN BUY NOW AND PAY NEXT YEAR!



FREE SCOTTY DOG

WITH EACH
\$9.95 Item
In This Ad



Where Specified
16x22
REAL FUR
AND HE BARKS

HAMILTON
The Name That Makes The Price Important

"BAGLEY" \$40.00
17 jewels, 14K natural gold filled, 19K applied gold numeral dial.

"NANCY" \$50.00
17 jewels, 14K natural gold filled, 19K applied gold numeral dial.

Choice of Gift Watches

Ladies' or Gents' Hallmark, 7-jewel, yellow gold wrist watches. Guaranteed.

\$9.95

50c Down, 50c Week

FREE SCOTTY DOG



EMERSON

Small! Powerful!

\$9.95

and up

50c Down, 50c Week

Shown is just one of the many models of Emerson radios that we carry.

50c Down — 50c Week



Diamond Cross
Gold filled, with fiery diamond.

\$2.25

25c Down, 25c Week

FREE SCOTTY DOG



Diamond Locket
Gold filled with a long chain.

\$3.95

25c Down, 25c Week

FREE SCOTTY DOG



BULOVA

Handsome new Bulova "Banker" for men. On easy terms. 15 jewels.

\$24.75

50c Down, 50c Week

FREE SCOTTY DOG



BULOVA

Lovely new "Priscilla" 17 jewels. For ladies.

\$29.75

50c Down, 50c Week

FREE SCOTTY DOG



BULOVA

Handsome new-style Bulova wrist watch for men. 21 jewels.

\$42.50

\$1.00 Down, \$1.00 A Week

FREE SCOTTY DOG



ELGIN

Handsome new shape in yellow gold, a guaranteed time-keeper. 7 jewels.

\$24.75

50c Down, 50c Week

FREE SCOTTY DOG



ELGIN

17 jewels, yellow gold, newest design. Many styles to choose from.

\$37.50

50c Down, 50c Week

FREE SCOTTY DOG



ELGIN

17 jewels, yellow gold — Many styles to choose from.

\$37.50

50c Down, 50c Week

FREE SCOTTY DOG

REMEMBER, NO INTEREST or CARRYING CHARGES

 \$9.75 Handsome solid gold birthstone ring for men. All colors. 50c Down, 50c Week SCOTTY DOG FREE	 \$6.95 Bridal set, exquisite design. Set with 7 diamonds in each ring in 14K. 50c Down, 50c Week SCOTTY DOG FREE	 \$1.75 Eyes a combination, lighter and cigarette case. All in one. 50c Down, 50c Week SCOTTY DOG FREE	 \$10.95 Handsome emblem ring for men. 50c Down, 50c Week SCOTTY DOG FREE	 \$9.95 Lovely birthstone ring for ladies. 50c Down, 50c Week SCOTTY DOG FREE	 \$29.75 Bridal set. See it and you'll buy it! 14K yellow gold. 50c Down, 50c Week SCOTTY DOG FREE	 \$14.95 Embellished with a diamond on each side in a beautiful solid gold mounting. 50c Down, 50c Week SCOTTY DOG FREE
 \$19.75 1 - diamond ensemble that makes a rich, aristocratic bridal set. 14K yellow gold. 50c Down, 50c Week SCOTTY DOG FREE	 \$2.95 3-piece military set. 50c Down, 50c Week	 \$2.95 Billfold, key case set. 50c Down, 50c Week	 \$12.50 Modernistic, percolator set. Manning and Bowman. 50c Down, 50c Week SCOTTY DOG FREE	 \$32.50 Famous Community Tudor silverplate. — Service for 8. 50c Down, 50c Week SCOTTY DOG FREE	 \$1.95 SPECIAL Roman lighters. Reg. \$2.95. 50c Down, 50c Week SCOTTY DOG FREE	 \$9.95 2-diamond birthstone ring for ladies. 50c Down, 50c Week SCOTTY DOG FREE

8-Piece CHROMIUM Cocktail Set
\$4.95

A beautiful set for your own use or to give as a gift!

25c DOWN — 25c WEEK

Genuine General Electric

ELECTRIC IRON

Streamlined and Sturdy For Easy Ironing and Long Wear

\$4.95

25c DOWN — 25c WEEK

REGISTERED WITH U.S. GOVERNMENT

U S

SOCIAL SECURITY NO. 123-456-7890

NAME JOHN RICHARD DOE

SOCIAL SECURITY PLATES

Get one of these permanent bronze plates — we'll stamp your name and Social Security Number on it. Complete in leatherette case.

10c

MILLIONS OWE THEIR EYESIGHT TO FORIGHT WHY NOT YOU?

Come in and have our registered optometrist, Dr. Ralph E. Sweeting, examine your eyes. Baugh & Lomb and Shur-On Lenses and Frames. Easy Credit.

GLASSES ON CREDIT

NATIONALLY ADVERTISED MERCHANDISE

Cameras: Falcon, Univex, Eastman

Electric Razors: Schick, Remington, Sunbeam

Pen & Pencil Sets: Schaeffers, Parker

Low as 25c Down-25c A Week

Diamonds: Blue, White, Silverware

Watches: Hamilton, Elgin, Hallmark, Westfield, Bulova

Clocks: Wm. Rogers, Community Plate

Lighters: Benson, Evans

Big Ben Alarms

Belt Buckles

Hickock

6 DIAMOND BRIDAL PAIR

50c DOWN \$14.75

50c WEEK

3 brilliant diamonds in each ring, set in magnificently carved 14K gold setting. A beautiful bridal pair, at a wonderfully low price!

FREE SCOTTY DOG

NEW SCHICK "CAPTAIN"

50c Down, 50c Week

\$12.50

Also Remingtons, Shavermasters

FREE SCOTTY DOG

Men's Cameo Ring

Double-head Cameo Ring. 10K solid gold. Sharply cut.

50c DOWN \$9.95

50c A WEEK

FREE SCOTTY DOG

10-PIECE IVORY Dresser Set

\$9.95

50c DOWN 50c WEEK

10 matching pieces in a set that is as new, as modern as you've ever seen, at this special low price.

LISTEN IN EVERY SUNDAY 12:45 TO 1:00 P. M. STATION WSAY

For Gamler's Musical Program Also Listen In Daily For Correct Time 9-12 — 4:45

GAMLER'S

104 E. MAIN ST., Cor. N. WATER-Credit Jewelers & Opticians-Radios

XMAS STORE HOURS

For Convenience of Our Customers—Our Store Will Remain Open Every Night 'til 9.

Every Night 'Til Xmas

MARKS & ABRAMSON

Jewelry Store of Recognized Dependability FOR 30 YEARS

DIAMONDS
In a glorious selection AND every diamond purchased here is absolutely guaranteed as to weight, color and perfection. Rest assured that the diamond we sell you can be given — and accepted — proudly!

DIAMONDS from \$15 to \$1,000

WATCHES
A magnificent showing! Styles for women, men and children. A watch to tell the hours long after Christmas has passed is truly a worthwhile gift!

All the Famous Makes

Gifts Wrapped In Fancy Paper and Ribbon, upon request and Delivered Free of Charge.

Store Open Evenings Until Christmas

DIVIDED PAYMENT PLAN
Makes it easy to pay for your Christmas gifts. There is no extra charge and payments are arranged to suit your individual budget.

MARKS & ABRAMSON
JEWELERS
10 STATE STREET

OPTICIANS
AROUND THE CORNER FROM MAIN

Buy with **CONFIDENCE** - Know **SATISFACTION**

FREEBURN **\$9.60**
Dependable **HARD COAL** TON
• Pea \$8.25 • Buck \$7.60 EGG
• Rice \$6.50 STOVE
All Prices Cash, Delivered, Shoveled Off! NUT

PHONE: MAIN 306

FIRE-KING
70 EXCHANGE ST.

Up To Their Necks In Work



Santa Claus has 1600 helpers at the Post Office. Photo shows Harold McGowan and Earl Norton literally up to their necks in work at the Main Post Office.

Bill Shaul To Show Bowling Wares In City

Local bowlers who are anxious to improve their game and those who would like to see bowling at its best will have their opportunity next week when Bill Shaul, nationally known exhibition star, will display his wares in a number of halls under the sponsorship of M. A. Luscher and Ebonite.

Shaul, a Syracusean, sports a better than 199 average in 16 years of ABC competition and has compiled a 206 average in leagues and exhibition matches during the same period. He is recognized as one of the best teachers of the game in the country and his services will be available to Rochesterians during his stay here.

Marv Luscher has released the following schedule of appearances for Shaul during the first three days of next week:

MONDAY: FRANKLIN HALL, 4 P. M. RUTZ HALL, 7 P. M. CABONNEAU, 9 P. M. TUESDAY: KNIGHTS OF COLUMBUS ALLEYS, 8 P. M. REYNOLDS HALL, 9 P. M. WEDNESDAY: GENESEE HALL, 4 P. M. RIDGE HALL, 7 P. M.

Postal Crew Doubled For Xmas Rush

It may be the Christmas season to the rest of the world, but to the postal boys in grey it's mostly a pain in the foot (both feet, for that matter). This is the time of year when the Post Office really takes a licking. Usual volume of mail handled in Rochester is 200,000 pieces a day. But from now until Xmas authorities are anticipating handling 1,400,000 letters and packages daily. That was the average total last year and from all indications this year's mailings will run in excess of that figure, according to Charles J. Fleckenstein, asst. postmaster.

A crew of 900 extra workers will augment the regular force of 700 beginning Sunday. Extras have been drafted from the ranks of war veterans, civil service lists and the office's own list of extras.

"We'll have everything out of this office by Saturday afternoon, December 23rd," said Fleckenstein. "A special afternoon delivery will be made that day in all sections of the city. Of course the big rush will come the last few days for, in spite of all our warnings to mail early, most people wait until the last minute to do their Christmas mailing."

In spite of the scrap in Europe mail is still received and forwarded to most European points. However, postal authorities will not guarantee delivery. No mail is being accepted for delivery in Germany, Danzig, Poland or Czechoslovakia, but the rest of the world, including Russia will get theirs, provided the ship on which it is carried doesn't run into one of the much touted German mines. Then Davey Jones will get the whole business.

Is your name listed between the ads in today's Sun? There's a dollar for you at the Sun office if it is. Look now.

For Holiday Treats

serve a real old fashioned whisky recipe put up by a family that's been distilling over 50 years!



THE WILKEN FAMILY
Blended Whisky

PINT \$1.14 (16 oz.)
QUART \$2.20 (32 oz.)

At your favorite Bar and Package Store

56.8 Proof, 75% Grain Neutral Spirits. Copyright 1939, The Wilken Family Dist. Attadung, Schenley P. O., Pa.

Ward's Special FRIDAY and CLOSEOUT SATURDAY

KELVINATOR REFRIGERATORS

USED 7 FOOT TWIN CYLINDER MODEL **\$75.00**
Regularly \$149.50

1938 DELUXE MODEL KELVINATOR Reg. \$187.50 **\$127**

100 Radios to Choose From

New Streamlined **SKY CHIEF** Excellent tone Dynamic speaker. **\$7.95**

4-Tube **AIR KINGS** \$6.95 Walnut cabinet.

6-Tube **ZENITH** \$12.95

Regularly \$12.95 Xmas Special **\$9.95**

New 5 tube Fada radios that lead in style, performance and price! Beautiful ivory or walnut cabinets.

DOLL CARRIAGES **\$1.98**

Sturdily constructed fibre body and top. Metal reinforcements. Rubber tires. Others to \$10.95

Buy On Convenient **BUDGET TERMS** As Little As \$1.00 A Week

PHONE MAIN 7900

Ward's

15 Exchange St.
1/2 HOUR FREE Parking Opposite
With Purchase of \$1 or Over

SAVE UP TO \$60

on a brand new **PHILCO Conservador** IN original packing case!

Brings You Amazing **SHELF-LINED INNER DOOR**

Saves you time, effort, money! New — different — a sensation! The food you use most often right at your finger tips! 26% more quickly usable space — double the front shelf space. Shields main compartment from warm air — slashes electric bills. Most convenient, most economical refrigerator ever made. Come in ... get yours while you can save up to \$60.

MODEL K-6

Christmas Special!
Full 6.5 Cubic Foot Model KX-6
NOW ONLY **\$129.50**
TERMS AS LOW AS \$1.00 PER WEEK

FITCH APPLIANCE CO.
477 JOSEPH AVE.
STONE 5972 OPEN EVENINGS

Big Price Reduction
makes famous **dry whiskey**
real Christmas buy!

Paul Jones was \$1.67 a pint
NOW ONLY \$1.39 A PINT
WAS \$3.24 A QUART
NOW ONLY \$2.69 A QUART!

Handsome Christmas Package ... Designed for Giving



THE PAUL JONES WARRANTY
Paul Jones has long been one of America's best known "expensive whiskeys" — sold for years at a much higher price. We warrant that today — at its new low price — Paul Jones is the same, identical whiskey in every respect ... still DRY (not sweet) ... still ALL whiskey, whiskey every drop.

GIVE Paul Jones
AT ITS NEW LOW PRICE
IT'S DRY
A Gentleman's Whiskey Since 1865

A blend of straight whiskeys — 90 proof — Frankfort Distilleries, Inc., Louisville & Baltimore

'Dick Whittington And His Cat' Scheduled For Saturday Showing

A record turnout of youngsters is expected to greet Clare Tree Major's Children's Theatre presentation of "Dick Whittington And His Cat" scheduled for 3 o'clock, Saturday afternoon, at the Eastman Theatre.

This play, which is sponsored by the Educational Committee of



DICK WHITTINGTON

The Civic Music Association has enjoyed a wide reputation in this country for many years. It is based on the English story of a poor boy who rose to the post of Mayor of London Town. His travels and adventures through poverty and riches provide the type of entertainment American youngsters like. The Whittington story was included in

COUPON

This Coupon Is Worth
10c

Towards Price of Admission to

"DICK WHITTINGTON AND HIS CAT"

by

Clare Tree Major's
Children's Theatre Company
EASTMAN THEATRE
Saturday, Dec. 16th
3 O'Clock

Seats: 25c, 35c, 50c, 75c

Present this coupon at theater box office when purchasing ticket. Good for 10c reduction on any priced seat in the theater this day only!

Sea Scout Patrol Joins Lake Baptist Church Troop 53

Scout Troop 53 of Lake Ave. Baptist Church officially installed Sea Scout Troop 53 as a new patrol in the group, at the Bridge of Honor which was held immediately after the Court of Honor in the church last Friday evening.

Scoutmaster John Handy was the master of ceremonies of the Court at which Eagle Scout Henry East was awarded the Gold Palm, while Dick McElwain and Frank Conner received the Life awards. Merle Hedrick, Nelson Heyer, Wayne Olcott, Philip Platt, Sherwood Rupert, and James Van Velsdonk received Star honors. Jack Lampman was invested into the Troop as a Tenderfoot Scout.

Other advancements were: First Class, six; and Second Class, four. Seventy-two Merit Badges were received by the Scouts.

The Bridge of Honor was conducted by Skipper Ellsworth Stein with First Mate Henry East giving out awards.

ASSIST BLIND SALE

Daughters of Scotia will assist in the holiday Blind Kraft Shop sale at the Sagamore Hotel Bldg. tomorrow. Articles made by the handicapped and suitable for Christmas gifts will be offered for sale.

AT SMALL'S RADIO HEADQUARTERS This Beautiful 1940

6 TUBE ZENITH



12.95

IN A LOVELY PLASTIC CABINET

- 6 Tubes
- Illuminated Dial
- No Aerial or Ground
- Beautiful Walnut Case
- AC or DC Current
- Superheterodyne Circuit

AND YOU PAY ONLY
25c DOWN WEEK

OPEN EVERY EVENING

Small's

28 MAIN STREET EAST

JEWELERS RADIO OPTICIANS

SCHENLEY'S

the light-bodied whiskey with full-bodied flavor



THE GIFT THAT
"RINGS THE BELL"
4 TIMES!

1. RIGHT because it's light-bodied!
2. RIGHT in Full-bodied Flavor!
3. RIGHT in Strength—full 90 proof!
4. RIGHT in Price!

Schenley's Black Label \$3.50
65% grain neutral spirits
Schenley's Red Label \$3.00
72% grain neutral spirits

Bottled and Blended by Schenley Distillers Corporation, N. Y. C.



12 SUGGESTIONS for a PRACTICAL PERSON

A year to pay No Extra Charges

OPEN EVENINGS

1 DOWN WILL PURCHASE ANY GIFT UP TO \$50



Vanity Fair
10 Piece
Choice of several color combinations. In rayon-lined case.
\$6.95

* at SMALL'S



Westinghouse Pop-up Toaster
Fully guaranteed — makes perfect toast every time!
\$9.95

* at SMALL'S



Modern Waffle Iron
A new model, streamlined styling! Fully guaranteed! Practical and smart!
\$3.44

* at SMALL'S



"Silex" Coffee Maker
Inexpensive, smart, practical! Makes eight cups of delicious coffee!
\$2.95

* at SMALL'S



Onyx Base Table Lamp
Genuine onyx base with rayon silk shade. Bronze finish urn, with gold color trim.
\$5.95

* at SMALL'S



Waffle Iron and Sandwich Grille
With a set of waffle grids that attach in a jiffy! Fully guaranteed!
\$6.95

* at SMALL'S



Corona "Zephyr"
By one of the world's greatest portable makers! Weighs less than 9 pounds! Comes complete with handsome carrying case!
\$29.75

* at SMALL'S



Cocktail Set
Beautiful chrome shaker with handsome tray and six cocktail cups.
\$4.95

* at SMALL'S



"Univex 8 mm. Movie Camera"
With viewfinder.
With 15.6 lens . . . makes real movies at less than snapshot cost!
\$9.95

* at SMALL'S



SUNBEAM MIXMASTER
For whipping, beating, extracting juice, etc. No guessing—speed indicator tells you the speed to use. Complete with beater, strainer, juice extractor and bowl.
\$23.75

* at SMALL'S



SUNBEAM IRONMASTER
Has the "Steamship" heat-regulating "dial" . . . lets you heat—heat in 30 seconds after being connected.
\$8.95

* at SMALL'S



SUNBEAM SHAVEMASTER
NEW AC MOD. — with exclusive "Sunbeam" head that shaves closer and faster — new magazine type motor — operates on AC current only.
\$15.00

* at SMALL'S

BUY WITH SAFETY AND GOOD WILL AT

Small's

28 EAST MAIN
Open Every Evening Until Xmas

\$1 DOWN WILL PURCHASE ANY GIFT UP TO \$50

1001 GIFTS OF QUALITY ON SMALLS FRIENDLY TERMS!

A YEAR TO PAY
Start Payments in January

DEC. 14, 1939

ROCHESTER SUN, THURSDAY, DEC. 14, 1939

LET SUN VALUES BRIGHTEN YOUR WINTER SHOPPING DAYS

PAGE FIFTEEN

The DIMAGGIO boys are all in the majors; they're all from San Francisco; they're all center fielders. But only one of them is named Joe.

Buck hunters hunt for bucks in the Sun and find them too. Look for your name between the ads. The Sun will give you a dollar if it's there.

PENNSYLVANIA HARD
EGG STOVE
NUT
COAL \$10.45
PEA COAL \$8.85 TON
A TRIAL WILL CONVINCE YOU
G. C. BRUTSCHE
535 Lyell Ave.
GLEN 3454

R. G. & E.
COKE \$10.05

CLOSING OUT
OUR ENTIRE LINE OF
DOLL CARRIAGES
WAGONS
98c UP

Rocking Horses... 1.39 up
Rocking Chairs... 1.39 up
Musical Rockers... 3.69 up
Musical Cradles... 3.50 up
Veloipedes... 1.98 up

AUTOS
Large Selection
\$4.98 up

SCOOTERS
98c up

VELOCIPEDES
Ball Bearing Throughout
\$6.98 up

DOLL COACHES—REG. \$2.50, now \$1.98
DOLL CARRIAGES... 98c up
English Doll Coaches, Reg. \$14.98 now \$10.49
DOLL COACHES, Reg. \$12.98... \$9.49

PILLINGS
512 JOSEPH
BABY CARRIAGE CO.
Look for Electric Sign
OPEN 'TIL 10 P. M.
DAILY AND SUNDAYS

TRIANGLE LEAGUE

Elmer Tuschong batted out 786 in Franklin Hall's Triangle circuit Monday night for the highest total ever registered in the Hall. Elmer was consistently hitting the head-pin for the three big games of 258-266 and 242. Norm Minch had high single game of the evening, 276. There was no lack of high scores in this B circuit as Charlie Struble connected for 682, Norm Minch 678, Mary Fox 653, Pudge Welch 604 and Stan Martin an even 600.

WEGMAN HALL

375 E. MAIN ST.
Dancing and Entertainment
Every Wednesday, 8:15 P.M.
BINGO IS FREE!

CHRISTMAS SPECIAL!
for WOMEN
49c
Quilted satin slippers in a variety of exciting colors. They'll make excellent gifts for the women on your list. See them tomorrow!

FRI. & SAT. ONLY

BOWLING
WITH
ED
RANDALL

It's the Women Again
Maybe it's the increasing feminine acceptance of bowling and maybe it's just an inevitable trend, but color has invaded the sport of bowling, and how!
Bowling balls are now available in marble effects in such color combinations as red and black, black and yellow, black and ivory and green and ivory. It is now possible to match ball to shirt and the new color combinations facilitate picking the ball off the rack. Peacock blue is the color preferred by women bowlers.
The favorite shirt seems to be a bi-swing model with contrasting panels, made of satin, rayon or Irish poplin, cut with plenty of extra space to guarantee perfect freedom on the swing. Slacks are of gabardine or whipcord with belt attached and the new rubber band arrangement inside the waistline to keep the shirt in, the trousers up. The satin four-in-hand tie is most popular hereabouts. Frequently the club insignia is stamped on the tie. Even the bowling shoe has come into its own, with laces of red, white and brown optional.
Maybe the next thing we can expect will be ten pins colored like pool balls. If they ever do this, they might just as well color the ten-pin black and print a big "8" on it, because it may be the ten-pin to most bowlers, but it's the 8-ball to me and I'm always behind it.

SUPPORT BOWLERS WEEK
Bowlers Week starts today in the RKO theaters of Rochester. Every sanctioned league bowler should participate in this painless method of "bumping" the City Tournament prize list and if you haven't yet bought your ticket, we urge you to do so at once. They are available at Lintz' Cigar Store, Bond Clothing

Store all day Saturday, your league secretary or from Dr. Baldwin Martin, Main 8484.

YEP --
Just one of the MANY
GOON CRAZY OVER
The One and Only Original
CHICKEN ON THE ROUGH
Served Only at
PUNK ROWE'S
1160 JAY STREET
Served at All Hours
BRING THE WHOLE
FAMILY JUST FOR FUN
GEN. 2301

Santa Claus Brown...
Invites his many Friends and Patrons to his
Christmas Surprise Party.
Thursday, Friday and Saturday.
HOLLYWOOD THEATRE
35 Pullman Ave. A step from Kodak Park.

FREE RADIO INSPECTION
Maybe it's just a tube needed! Low cost repairs on any Home or Auto radio. Written Guarantees.
GRANGER'S 82 SPRING ST. Call Main 3122

Empire Textile Weaving Co.
IRENE HENEBURY
Weavers & Menders
Tear, Mend, Holes
Burns renovated and made invisible in garments, sweaters and linens.
405 Burke Bldg. 5 St. Paul St. Est. 1909 STONE 3192

Dance Every Saturday Evening
Plymouth Spiritualist Church
to the music of Jimmy Van
BINGO
Free
8:15 O'Clock Adm. 25c
22 Games
Baked Ham Dinner, Sat., Dec. 16
Plymouth Ave. at Troup Sts.

CHILI Recreation Hall
Dancing and Entertainment
BINGO
IS FREE
Mon., Thurs., Fri. 8:15 P. M.
Wed. 1:30 P. M.
509 Chili Ave.

SUNDAY & MONDAY NIGHT PARTIES
—at—
UNION LEAGUE HALL
Admission 25c
Gregory at South Ave. — 8 P. M.

ABC RUG CLEANERS PARTIES
Every Tues. and Sat. Night
2011 E. MAIN ST.
ADMISSION 25c
E. Main St. Car to Door

SUNDAY NIGHT PARTIES
at
Beth Shalom
34 Field St. 25c

Goodyear's is Gift Headquarters for
RAINCOATS and SPORTSWEAR
Ladies' Shetland, Tweed, Plaid & Check

REVERSIBLES
\$8.95 & \$12.95
Fitted, Wrap Around, Raglan sleeve and Box Models, with detachable hoods. Misses' sizes 10 to 20, and women's sizes to 44.
Others to \$19.75
GABARDINE RAINCOATS
For women, Sizes 14 to 20. Ten and brown **4.95 and 6.95**
Transparent Raincoats & Capes
For misses, women and children **1.99 to 4.99**
Rubberized Raincoats & Capes
For girls, including rubberized reversibles. Sizes 4 to 16 **1.49 to 3.99**

Men's and Young Men's
REVERSIBLES
\$10.95 & \$14.95
Handsome all-wool tweeds which reverse to fine gabardine. Both sides cravenetted. All sizes.
Others to \$22.75
MEN'S GABARDINE RAINCOATS
Ten and coco **8.95 and 14.95**
ZEPHYR RAINCOATS
Transparent silk that weighs less than 2-oz. Blue, Green and Black **\$5**
BOYS' RUBBER RAINCOATS
Black, traffic police style with helmet and trench coats. Sizes 4 to 16 **1.99 and 2.99**

Open Friday and Saturday Until 9 P. M.
Charge Your Purchase Budget Terms Conveniently Arranged
Goodyear's
75-77 E. MAIN
Every Thursday Is Sun - Day

The Gift That Keeps on Giving
\$40
ALLOWANCE FOR YOUR OLD WASHER
Toward a New 1940
ABC WASHER
\$1 Delivers At Once No Finance Companies to Pay
Complete with AUTOMATIC DRAIN-PUMP

Sheepskin SLIPPERS
49c
Rec. \$1.25
For Men, Women, Children
High Grade, 100% Sheepskin slippers with flexible sole. This is a truly unusual Xmas special.

HOFFMAN MUSIC SHOPS
468 N. GOODMAN ST.
366 JOSEPH AVENUE
630 MONROE AVENUE
ALL 3 STORES OPEN EVENINGS

KINNEY'S
74 MAIN E
Near Front

GOLDEN WEDDING PRICES ARE DOWN

ABSOLUTELY SAME QUALITY
Every Drop is 4 Years Old or Older—a Delicious Blend of Straight Whiskies—the same Superb Quality that made Golden Wedding Famous. Try it Today.

WAS \$1.59 A PINT
NOW \$1.39 A PINT
Fifth \$2.19 Quart \$2.69
GOLDEN WEDDING WARRANTY
We warrant: (1) That Golden Wedding, at its new low price, is exactly the same, luxurious whiskey that sold at the higher price. (2) That every drop is all whiskey, at least 4 years old. (3) That our great reserves of aged choice whiskies are adequate to assure you of uniform high quality for years to come.
Copyright 1939, J. S. Finch & Co., Inc., Schenley, Pa.
"HAS HAD NO PEERS FOR 50 YEARS"

UNION'S CHRISTMAS GIFT TO BOYS & GIRLS
FREE BICYCLES
With Purchase of FREE-R SHELF
GIBSON REFRIGERATOR
GIBSON REFRIGERATOR
\$99.50 5-Year Guarantee
One Dollar Delivers THREE YEARS TO PAY Good Housekeeping Approved
OPEN SUNDAY'S 'TIL 3
UNION
STONE 5008
286 EAST AVE. Cor. UNION ST.
Open Evenings Till 10
E. Rochester Store 114 West Commercial
Fairport Store 20 South Main St.

Want Ads

BED AND BEDDINGS

REDS and springs \$1.00 each; reds: \$2.00 up; china closets \$3.00 up; bookcases \$2.00 up; odd rockers \$3.00 up; 2 & 3 pc. living room suite \$5.00 up; walnut 4 poster beds \$4.50 up; breakfast sets, porcelain or chrome, about 10¢ less than you can buy elsewhere. H. P. Fahner 34 No. Plymouth Ave. Carter Main 8206

WANTED TO BUY

WILL pay cash for parlor stoves, coal ranges, combination & bungalow type stoves, also dressers, beds, springs, tables, chests of drawers, rugs & complete households of furniture to be used for city and county relief. Phone Mr. Carter Main 8206

MOVING

MOVING 2 rooms \$1.00 — 4 rooms \$7.00 — 6 rooms \$12.00. Large packed vans. Experienced movers. Ask for Mr. Carter Main 8206

STOVES FOR SALE

1. BURNER gas stove \$5.00; oil burner (gray enamel combination) \$22.50; 1-interline gray enamel combination \$25.00; 1-carbon gray enamel combination \$33.00; 1 New Bernolite all steel stove (cream and green) \$30.00; 1 New Bernolite all steel stove (gray enamel) \$25.00; heaters as low as \$3.00; coal stoves as low as \$4.00; table top white enamel gas stove like new \$25.00. We buy old stoves. H. P. Fahner 134 No. Plymouth Ave. Open evenings

RADIOS

CONSOLES table models and everything in Radio Radio 25% discount off list prices. H. P. Fahner 134 No. Plymouth Ave. Open evenings

FURNITURE

CLOSING out new dining room suit for \$50.00, made to sell for \$45.00. H. P. Fahner 134 No. Plymouth Ave. Open evenings

CLOSING out new walnut dining room suit to sell for \$60.00 made to sell for \$50.00. H. P. Fahner 134 No. Plymouth Ave. Open evenings

CLOSING out new Duncan Plye walnut dining room suit made to sell for \$125. H. P. Fahner 134 No. Plymouth Ave. Open evenings

POULTRY

CHICKEN 1 lb. 16¢; dressed 22¢. Ryan, Stop 24, Ridge Road, West Walworth.

EMPLOYMENT

1940 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home. For next examination. Experience usually unnecessary. Common education usually sufficient. Full particulars and list positions FREE. Write today. Franklin Institute, Dept. A15, Rochester, N. Y.

LIQUOR LICENSE

NOTICE IS HEREBY GIVEN that license No. 618-16918 has been issued to the undersigned to sell liquor at retail at a restaurant under the Alcoholic Beverage Control Law at 191 Court St., Rochester, Monroe County, New York for consumption on premises. Roger S. Wall, 101 Curtis Street, Rochester, N. Y.

Mr. and Mrs. Thomas L. Foulke of Sunset Blvd., Pittsford, entertained at dinner and bridge on Friday at the Century Club.

Mrs. Frederick L. Higgins formerly of Trevor Court Road, has taken an apartment on Colby Street which she is now occupying.

It's NEWS
these days when
PRICES GO DOWN!

Good news, too, in these times when prices are mounting on almost everything else you buy. But Mount Vernon 100 proof bonded rye prices are down! — down to the level even of many lower proof blended whiskeys.

NOW \$2.39 \$1.50
FIFTH (25.5 oz.) (PINT 16 oz.)
WAS \$2.89 FIFTH \$1.84 PINT

IMPORTANT:
The same magnificent quality you've always known.

U.S. BOTTLED IN BOND 100 PROOF

Mount Vernon
BRAND
STRAIGHT RYE WHISKEY
Copyright 1939,
National Distillers Products Corp., N.Y.C.

Mr. and Mrs. Fred N. Anibal of Hollywood Ave. will entertain at dinner and bridge on Saturday in their home.

Mr. and Mrs. Howard F. Keller of Kent Park entertained at a cocktail party Saturday afternoon in their home.

Mrs. Ralph D. Bickford of South Goodman Street entertained her duplicate bridge club for luncheon today in her home.

LOW RENT SPECIAL FIRST AGAIN MAJESTIC IS WITH THIS CHRISTMAS RADIO SPECIAL

RCA VICTOR RECORD PLAYER



YOURS \$100 FOR ONLY THAT'S ALL YOU PAY WHEN YOU BUY THIS

- Genuine \$9.95 Value
- Plays 10" and 12" Records
- Feather-Touch Crystal Pick-Up
- Constant Speed Motor

RCA VICTOR RADIO \$69.95



\$1 Down
\$1 Weekly
IMMEDIATE DELIVERY

A brilliant, tremendously popular 7-tube console, with improved Push-Button Tuning on 8 stations, plus domestic and foreign reception, including Police, Aviation and Amateur calls; 12-inch Electro-Dynamic Speaker; "Plug-in" connections for both Victrola and Television Attachment; New 3-Band, Clear-vision, Illuminated Dial; Built-in loop Antenna—no external antenna or ground wires needed.

OPEN EVERY EVENING

MAJESTIC Furn. Co.
204 COURT ST.

Mind your P's and Q's
[Price and Quality]

and always call for

NATIONAL'S EAGLE
"The King of Blends"

If you want a perfect, mild, gentle whiskey, try National's EAGLE. And compare its price, its body, its aroma and its taste with any blend at any price.



YOUR GUIDE TO GOOD WHISKEY

National Distillers Products Corporation, New York—90 Proof. 40% straight whiskey, 60% grain neutral spirits.

COME TO MAJESTIC WHERE YOUR MONEY IS SPENT FOR FINE FURNITURE

— NOT FOR THE UPKEEP OF FANCY FIXTURES —



14-Pc. Complete
BEDROOM CUTFIT \$79
Pay \$3.50 Down
18 Months To Pay Balance

18 MONTHS TO PAY

18 MONTHS TO PAY

CLOSE OUT! CHESTS CHESTS

Our Entire Stock of Famous Make

We will not carry over a single chest next year. They all go now, at sacrifice prices. Don't hesitate. Now, right in time for Christmas, save up to one-half at Majestic.

- OUR ENTIRE STOCK INCLUDED:
- LANE
 - WEST BRANCH
 - BLUE BIRD

REG. \$16.95 WALNUT
CEDAR CHEST
Other Chests From \$7.95 to \$50 **\$10.95**



Pay Only
50¢ DOWN

Here's proof of Majestic Savings. 165 chests to choose from — all sizes — all finishes — All styles — all makes.

CHRISTMAS LAMP SALE

Floor Lamps **\$6.45**
Beautiful creations from leading manufacturers. A wide selection. Choose early.

Table Lamps **\$5.45**
Trim, dainty and distinctive design here in profusion. See them!

Table Lamps **\$2.95**
All styles are represented. As low as \$1.00.

OPEN EVERY EVENING 'TIL 9 P. M.
MAJESTIC FURNITURE CO.
204 COURT STREET

COMPLETE LIVING ROOM
Save \$20 On This Ensemble **\$89**
\$3.50 DOWN DELIVERS

You can restyle your room with a rich looking group that gives you everything you need. Little would it cost to dream the price to be so low. Check the pieces we include.

INCLUDED: The splendid Living Room Suite pictured. 3 Fine Tables, 3 Matching Lamps, Occasional Chair, Metal Smoker. Choice of covers.

Rochester's Largest
Meat Retailers

For Friday and Saturday
FRESH, MILD-FLAVORED

LAMB

Tender, Young Boneless Rolled

LEGS or ROAST

21^c
lb.

Tender, Lean, Small, Fresh
FRESH PICNICS lb. 11^c
RIB END PORK LOINS lb. 13^c



Grocery Prices Guaranteed To Be As Low
—Or Lower Than Any In The City

Surplus Commodities
Now Available With
Blue Stamps

PORK PRODUCTS

Including Pork Loin, Fresh
Picnic, Smoked Ham,
Smoked Picnic, Salt Pork,
Boiled Ham — and all other
pork products.

RICE, ORANGES
GRAPEFRUIT
ROMINY GRITS
BUTTER, EGGS, APPLES
ONIONS, RAISINS
FLOUR
DRIED PRUNES
CORN MEAL LARD

TASTY, KRAFT MACARONI

DINNERS 3 For 25^c

TAB-T-MIX FRUIT
COCKTAIL can 10^c

NO. 2 1/2, N. Y. STATE PACK
TOMATOES can 9^c

SIX DELICIOUS FLAVORS
JELLO 2 For 9^c

NO. 2 1/2 SIZE CAN, WHITE LILY
PEACHES 2 cans 25^c

Tasty Flaky
BUTTER

ROLLS
23^c
lb.

Large, Juicy, Sweet
FLORIDA
Oranges
2 d. 29^c

Strictly Fresh, Medium
GRADE "A"
EGGS
29^c
do.

NO. 2 1/2 SIZE JERSEY BRAND
PORK & BEANS 3 cans 25^c

NO. 2 SIZE CAN, PHILLIP'S DELICIOUS
DICED CARROTS 5^c

1/4 POUND, HERSHEY'S, BAKING
CHOCOLATE 10^c

CORTEZ, QUALITY, LIGHT-MEAT
TUNA FLAKES can 10^c

28-OZ. BOTTLES CLUB SODA OR
GINGER ALE 4 bottles 25^c

FANCY QUALITY, IMPORTED GEISHA
CRAB MEAT can 21^c

NUTS New Soft Shell Pecans
Diamond No. 1 Walnuts
Fancy New Mixed Nuts lb. 19^c

24 1/2 POUND SACK HECKER'S
FLOUR 89^c

HERE'S YOUR
GUARANTEE!

HIGHEST GRADE BUTTER

U. S. CERTIFICATE OF QUALITY IN EVERY PACKAGE

It's 93 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 (top cow) cream. Unquestionably America's finest butter for table and cooking.



NOW!

FROM THE TUB
34^c

BY THE ROLL, 350

Wegmans
HOME OWNED FOOD MARKETS
USE OUR FREE PARKING
SERVICE FOR CUSTOMERS

LIVADAS Christmas SALE! WINES and LIQUORS

Get ready for the Good Time Season... Get in your stock of wines and liquors right now! This big Livadas Sale offers reductions that will save you real money on your holiday wants! Come to Livadas for Christmas supplies of wine and liquor

LARGEST STOCKS... CHOICEST BRANDS... LOWEST PRICES

CORAZON
IMPORTED
WEST INDIES
PUERTO RICAN

RUM

\$1.49

Compare \$2.25 Value!

Limited Quantities Purchased for Holiday Occasion. Special for This Sale

Without fear of contradiction we believe this is the Greatest Value that has been our privilege to offer you.

7 1/2 Yrs. Old

STRAIGHT
MONTICELLO RYE
WHISKEY

\$2.79

A superlative value in a truly fine whiskey. "eldom do you ever hear of such a bargain... even at Livadas" — for it is true we cannot make a special purchase like this every week. Get yours while the stock lasts.

Full Qt. Compare! \$3.95 Value!



IMPORTED FRENCH
OR ITALIAN
VERMOUTH

Large 30-oz. Bottle

89^c

COMPARE! \$1.35 VALUE!



Our Very Best Seller

LIVBRO
GIN

\$1.45

Compare! \$1.95 Value!

ONE OF THE GREATEST VALUES EVER!

CITY CLUB

STRAIGHT
BOURBON WHISKEY

2 1/2 Yrs. Old

90 PROOF

Distilled in Pennsylvania

\$1.39

COMPARE! \$1.95 VALUE!

Our Famous Whiskey

LIVBRO
RYE

90 Proof
51% — 4 Yr. Old

\$2.10

Compare \$2.65 Value! The straight whiskey in this product is 4-yr. old 51% straight whiskey, 48% neutral spirits, distilled from grain, distilled, blended, and bottled in the largest distillers in the world. A very spectacular purchase low price... another example of Livadas Bros. policy, selling at the lowest possible price, consistent with this high quality.

Full Qt. Compare! \$4.00



Imported 1928 Vintage
POL CLEMENT
CHAMPAGNE

\$2.09

Compare! \$3.29 Value!

One of Scotland's
Finest

KING GEORGE IV
BLENDED
SCOTCH WHISKEY

100 Per Cent
Scotch Whiskies
Distilled Blended
and Bottled in
Scotland

\$2.49

Compare! \$3.20 Value! 5th

Quantity Limited
Who Ever Heard
of So Low a Price!

Bottled in Bond
Under U. S. Gov't. Supervision

OLD STAGG

4 Years 100 PROOF

Old Straight Kentucky
BOURBON

WHISKEY

\$1.99

Compare! \$3.00 Value!



A SENSATIONAL BUY

Bottled-In-Bond Under
U. S. Gov. Supervision

4 YEARS 100 PROOF

Meadville
RYE

Distilled by Baltimore Pure
Rye Distilling Co.

\$2.39

Compare! \$3.39 Value!



We have a complete stock
of
Nationally-Known Brands
... Many of them in
Beautiful Gift Packages!

INCLUDING:

- SEAGRAM'S
- CALVERT'S
- SCHENLEY'S
- HIRAM WALKER
- MOUNT VERNON
- OLD OVERHOLT
- FOUR ROSES
- PAUL JONES
- JULIUS KESSLER
- HEUBLEIN'S (Mixed Cocktails)
- MARTIN'S VVO
- BALLANTINES

And Other Well-Known Scotches

THEY'RE EXTRA CHOICE—THEY'RE GREAT VALUE!

Balboa WINES

BOTTLED AT THE WINERY IN SUNNY CALIFORNIA

We buy and sell more wine — thus we can give you the greatest wine values because of our huge purchasing power. We are able to offer you these seasonally low prices REGULARLY! Try these Balboa Wines... just see if you ever tasted so fine a wine at so low a price!

SWEET		Full Gallon
Muscatel, Sherry, Tokay, Port		
3 Full Quarts	\$1.25	Full Gallon
		99 ^c
Alcohol 50% by Volume		

CORONET

Rock & Rye

LEMON and HOREHOUND

70 Proof

A Schenley Product

COMPARE! \$2.25 VALUE!

SPECIAL!

PEBBLEBROOK

DRY GIN

35 PROOF

99^c

Compare! Regular \$1.38 Value

LIVADAS BROS.
183 MONROE AVE.

PHONE
STONE 5549

N. Y. S. LICENSE L-4229

A Name You Can Trust

FREE
DELIVERY

OPEN EVERY NIGHT 'TIL MIDNIGHT

OUR GIFTS TO YOU!

FREE!



Only 1 (One) To
A Customer!

CUCKOO CLOCK

Novelty "BLUE BIRD" Pendulette Clock

Made of Synthetic Wood—Handsomely decorated in natural colors.
Carved Effect—The Blue Bird swings to and fro while clock operates.
With Pendulum and Ornamented Chains and Weights.

With Each
JEWELRY
PURCHASE
of \$9.95 or over

\$25⁰⁰

IN MERCHANDISE GIVEN

WITH THE PURCHASE OF
ANY 1940 RADIO, \$69.95 OR OVER

BE ONE OF OUR NEW ACCOUNTS



CROSS LOCKET

Beautifully hand-en-
graved Cross Locket
in yellow gold with
background of rich
mother of pearl.

\$4.95

2 NICKELS A DAY



Latest
1940 Models
ELGIN

\$19⁰⁰ UP

2 NICKELS
A DAY



COMBINATION
BRIDAL SET
\$27⁵⁰

Beautifully hand-wrought
combination set with perfect-
ly matched diamonds.

OPEN

FREE CUCKOO

EVERY

GENT'S WATCH

UNTIL

\$9.95 UP



10
P. M.

**FREE CUCKOO
CLOCK**



GENT'S CAMEO
\$9.95 UP

Cuckoo Clock Free



10-Piece
DRESSER SET
\$8.95

Cuckoo Clock Free

2 NICKELS
A DAY

Our New Jewelry Department

OPEN SUNDAYS

From 10:00 A. M. To 4:00 P. M.

For Your Inspection — Until Christmas

BUILT IN ANTENNA MODELS
BRAND NEW 1940 MODELS
EUROPEAN Broadcasts Direct



YOUR CHOICE

of merchandise from any of our com-
plete departments, including our new

JEWELRY DEPT.



REMEMBER YOUR \$25 GIFT IS FREE

With The Purchase Of Any Radio At \$69.95 or More

NO DOWN PAYMENT—PAY NEXT YEAR

OPEN EVERY EVENING UNTIL 10 O'CLOCK

SENECA STORES

149 MONROE AVENUE

CREDIT
JEWELERS
OPEN EVENINGS TILL 10 O'CLOCK

WAREHOUSE SALE

TIRES BRAND NEW
YOUR CHOICE
Of 6 Popular Makes Of

TIRES

GENERALS, GOODYEARS
Firestones, Mohawks,
Goodrich and U. S.

40% to 60% OFF
LIST PRICE

MOTOR OIL 44c
Big 2-Gal. Can

4.00x16	3.95	5.25x17	5.10	6.00x16	5.50
4.50x16	3.95	5.25x18	5.15	6.00x17	5.50
4.50x17	3.95	5.25x19	5.40	6.25x16	5.80
4.75x19	3.95	5.50x18	5.70	6.50x16	7.35
5.00x19	4.15	5.50x19	5.90	7.00x16	9.90

EXTRA SPECIAL!
Goodyear All
Weather Tread
6.00x16 \$9.95
Ex.
List \$12.50 Sale Price

SCHANTZ STORAGE BLDG.
253 ST. PAUL ST.,
Open Evenings To 8 P. M. — Phone Main 2569

Mary Finzer Leads Women Bowlers With 576 Total

The Buonomo Friday Ladies' League was studied with plenty of good totals last week. Mary Finzer led the list with 576 and a big 229 game. Rose Hilbert had 562, Marge Johnson 560, Anna O'Hara 559, Treat 548, Anna Hogan 548, E. Ruf 536, Hilda Steinhilber 530, C. Drees 528, Green 520, Vanderwort 516, Gray 515, Dot Martin 512 and Coleman 510.

Pure Quills won three from Eisenberg, Rivers Furniture won all three from Reed's Matrix. Roast Beef Tavern won two from Gotham Transportation, Pencock Fruit won two from Buonomo Five and Lowell Restaurant won three from Royal Crown Cola. Public Market won two from Kelletts, C & M Forwarding three from Reed's Beauty Parlor, Houck Bros. three from Point Pleasant Hotel, Chateau two from Towne Tavern and Eggleston Grill three from Perry Florist.

Joe Hoefner Registers 742 For League Lead

The Monday night Buonomo League was again highlighted with sparkling totals, both individual and team marks being well above average. Three 700 totals were registered, with Joe Hoefner again leading the pack with 742. Joe had 218, 266 and 258. Next in line was Hank Maeder with 258, 215 and 246 for a 719 count. "Gunner" Burke was the third sharpshooter with 715, made up of games of 245, 256 and 214. Judge Motors went to town with a great, big 3268. The automobile boys shot 1096, 1041 and then got down to business with a really good game of 1131.

Al Falst paced the Turners with 683, Herb Scheuch had 679, Ford 673, Al DeVonis 668, "Butch" Hoefner 665, Walker 662, Tony Buonomo 661, Stevens 659, Joe Lusardy 656, Frank Ohlau 655, Fred Cullen 652, Ken Anderson 650, "Cap" Carroll 649, Leon Smarsh 646, Dr. Rapp 640, Leon Kenning 636, Court 633, Arnold Johnson 630, Bob Streib 630, Pink 629, Frank Uiter 628, Lou Malra 628, Colletta 624, Droyer 623, Morshemer 623, Frank Haegel 623, Finn 622, Fitzpatrick 619, Luke 619, Fordham 617, Connie Lise 610, Fahnenbach 609, Jim Ricchio 609, Elmer Eckert 605 and Oscar Grove 601.

C. C. West Coal won two from Norm's Restaurant, Stillman Tobacco two from Troot, C. & M. Forwarding three from Union Hotel and Miller's Beverages two from Malcoms. Buonomos took two from Beechnut, Ruby Plum-

Bible Study Group In New Series

Thursday night Bible study group of the Gospel Center, 58 Solo St. will begin a series of studies tonight on what is claimed to be one of the most misunderstood subjects of the Bible. Title of the series is "The Holy Spirit." John S. Allen will be in charge with special music furnished by Alexander Van Eastman School "cellist." It is announced that the public is invited to attend this series which begins at 7:45 P. M.

Tony De Carlo To Face "Tiger" Russell At Elks Fight Club

It will be Rochester Night at the Elks' Club fight, carnival next Monday when Tony De Carlo, 154-pound local lad trades punches with Larry "Tiger" Russell, also from Rochester. De Carlo, City and Western N. Y. champ, is well-known to local ring worms having shown in the Clinton Ave. battle pit many times. Russell has won four bouts in this ring since returning from a CCC camp. He has earned the nod over Attilio Belucci, Jim Kelly, Eddie Collins and Jim Farrell.

Matchmakers Johnnie Burba has signed a team from Cleveland for next week's card and

WASHING MACHINES



\$19.95

\$2.00 DOWN
\$1.00 WEEKLY

RECONDITIONED
EASY \$6.00
APEX, with
Spinner \$15.00
KENMORE \$17.00
APEX SPINNER Floor
sample with
pump \$39.50
MAYTAG \$9.95
1900 \$29.95
EASY, Good
Condition .. \$12.00
EASY \$5.00

AMERICAN AUTO SUPPLY CO.
292 EAST AVE.
OPEN EVERY NIGHT
UNTIL 10 O'CLOCK

After that remarkable 3rd YEAR
of aging — Windsor comes into
its own as the
"PRINCE OF GOOD
BOURBONS"

Even whiskey experts
are amazed at the match-
less quality of this great
3 year old bourbon!

**NOW
3 YEARS OLD!**

USE
FOR WINDSOR
BY NAME AT
PACKAGE STORES
AND YOUR
FAVORITE BAR

This whiskey is 3 years old

© 1939, National Distillers Prod. Corp., N. Y.

**SEMET
SOLVAY COKE**

CALL
GEN. 586

For That Better Coke
Always Kept Under Cover

\$10.05

Cash
Shoveled
Off

PAYNE & DUNHAM

Dorothy Morris, 163 Shepard St.

23
Wines

...to suit every
occasion and
every individual
taste

**Widmer's
Hillside
Wine**

WIDMER'S WINE CELLARS, INC., HARTFORD, CT.

Where To Go Dining-Dancing-Entertainment

IN ROCHESTER—
EVERY THURSDAY
IS SUN—DAY

**TIM KELLY'S
OYSTER BAR**
Special: Full Course
Turkey Sunday Dinner
75c
814 E. Clinton Ave. Mon. 9:30

**BILL LAWSON'S
GRILL**
See the largest Baseball Gallery in
the World. Read in Local Groups
DANCING EVERY NIGHT
ALL LEGAL BEVERAGES
74 South Ave. Main 8008

APEX GRILL
SPECIAL
TURKEY, CHICKEN or
DUCK DINNER 50c
All Home-Cooked Foods
Choice Beverages
3001 E. Main Culv. 5975

**IRISH-AMERICAN
DANCE**
SAT. NITE, DEC. 16
19th Ward Clubhouse, 251 Bayview St.
CO-CHAIRMAN:
Neville O'Connor, Christie Penrose
Music by Irish Ramblers

DODGE GRILL
1479 Lyell Ave.
NEW — Sweet Swingers
Floor Show Every
Friday, Saturday and Sunday Nights
featuring
Rudy, Bavarian Baritone,
Formerly of Pittsburgh Inn
Fish Fry or
Chicken Pies ... 25c
Pearl M. Dodge, Prop. Glen. 7281

COAL

BUY NOW — PAY NEXT YEAR

Hetzler's A-1 Brand
EGG \$10.45
STOVE \$10.45
NUT \$9.35

Pea \$8.75
Buck \$7.85

ABSO-PURE
NUT \$9.35
EGG \$9.35

Stove \$9.60
Pea \$8.25

HETZLER Glen. 446
Bros. Est. 65 Yrs. 801 Driving Park Ave.

6 MONTHS TO PAY
Ask About Our Budget
Plan—3 Payments or More.
No Down Payment Required.

**EVERYBODY'S
SAYING IT**

Apollo Lager Beer

**"IS ALWAYS RIGHT
AND RIGHT FOR YOU"**

ON DRAUGHT-IN BOTTLES AND CANS

American Brewing Co. of Rochester, N. Y. Inc.

Give Wine or
Liquor - Yes

BUT
BE
SURE TO

Give Quality

Ask About Our Special
Business Service. It's De-
signed For Busy People.

Our Famous Chateau Lyell

Calif. Wines
RICH, FULL BODIED, SOUND WINES,
PORT, SHERRY, MUSCATEL AND \$1.69
TOKAY 1/2 GAL. 95c Gal.

Italian Swiss Colony Brand
DISTINCTIVE CHARACTER, INCOM-
PARABLE QUALITY PORT, SHERRY \$1.85
MUSCATEL, MARSALA, 1/2 GAL. \$1.05 Gal.

We stock and recommend Gold Seal — Taylors — Maxfields
Widmers — New York State Wines

**LYELL AVE. LIQUOR
STORE**

Tom Taylor
193 LYELL AVE.

Fred Jackson
Near
Saratoga
GLEN, 317

**21 FOR
TIRE SALE**

Prices Include Your Old Tires

END OF YEAR SPECIAL LOW PRICE SALE ON

GOODYEAR ALL
WEATHER
TREAD

FIRESTONES, GENERAL SILENT GRIP, UNITED STATES,
MOHAWK CHIEF, GOODYEAR G-100, GOODRICH TIRES
All Guaranteed To Be Brand New 1939 Tires At Special Low Prices

FINEST FIRST CLASS GUARANTEED STANDARD Quality TIRES
BRAND NEW. Wrapped in original paper

TAKE 12 WEEKS PAY \$1 EACH WEEK

6.50-16 Two for	\$14.90	4.50-20 Two for	\$7.90	4.50-21 Two for	\$8.70	4.75-18 Two for	\$8.90
5.00-19 Two for	\$9.90	5.00-20 Two for	\$9.93	5.25-17 Two for	\$10.90	5.50-19 Two for	\$10.90
5.25-18 Two for	\$10.85	6.00-16 Two for	\$11.95	6.00-18 Two for	\$13.90	6.00-17 Two for	\$11.90
30-5 8 Ply Truck Two for	\$24.90	32-6 8 Ply Truck Two for	\$29.90	32-6 10 Ply Truck Two for	\$38.70	7.00-16 Two for	\$17.95

MOTOR OIL
Big 2 Gal.
Sealed Can
LIMIT
1-to-a
Customer
44c

BATTERIES
Fits All Cars
11 Plate \$1.75 Ex.
V-8 Ford \$2.75 Ex.
10c a Week

ALCOHOL
188 Proof
Denatured
Per Gallon
25c

AMERICAN AUTO SUPPLY CO. 292
EAST AVE.
Open Every Night To 10 P. M. Also All Day Sunday Tire Dept. Only

DEC. 14, 1939

ROCHESTER SUN, THURSDAY, DEC. 14, 1939

EVERY THURSDAY IS SUN-DAY

PAGE TWENTY-ONE

HINES
19.95

00 DOWN
0 WEEKLY
CONDITIONED
\$6.00
with
\$15.00
ORE \$17.00
SPINNER Floor
le with
\$39.50
AG \$9.95
\$29.95
Good
dition \$12.00
Y CO.
\$5.00
EVERY NIGHT
TIL 10 O'CLOCK

'S
eer

HT
YOU"
CANS
Y. Inc.

vine
any
bel-
ong
ity!
the
and
top
help
ping
gay
if
ute
rap
until

es
1.69
Gal.
Grand
1.85
Gal.
Maxfields

OR
N. 317

Call "KIN"
For
Brilliant, Quality,
Odorless
DRY CLEANING
Also
FINE TAILORING
Plant and Store
84 Monroe Ave. **STONE 90**
cor. Broadway

Genesee League
"Red" Sprague had 607 Mon-
day night to lead the Genesee
League. Gallagher had high
game of 235.
**INDIVIDUAL
TURKEY AND
CHICKEN PIES**
Miss Baker 55 Prince St.
We Deliver Monroe 7448

SALE TROPIC-AIRE
AUTO HEATERS—FREE DEFROSTERS
\$15.95 Value—NOW \$7.50
KEMP EQUIPMENT CO. — 331 W. MAIN

22nd Anniversary
JEWELRY SALE
One of Rochester's oldest and most reliable jewelry
stores offers a wonderful opportunity to save.
20% to 50% OFF
On Rings, Silverware, All Kinds of Jewelry, Electrical
Appliances, Dresser Sets, Radios, Etc. (A few restricted
lines included in this sale).
Our stock is new and offers
one of the finest selections in
Rochester to choose from. All
merchandise marked with
original price tags.
**Open Evenings
Until Christmas**
SCANLAN & LANE
229-230 BURKE BLDG.—ENTRANCE 5 ST. PAUL ST.
Just Up One Flight

WOLIN'S New Location Specials
for **CHRISTMAS** Now at
83 EAST MAIN
GIFT GLOVES
Many Lined and
Un-Lined Styles **\$1.00**
up

SWEATERS
All-Wool
Cost and
Slip-ons **\$1.95**
up
JACKETS \$3.95
All-Wool
SHIRTS
Reg. \$1.95 Quality
\$1.29
up

NECKWEAR
Fine quality silks, repps, madras
and other smart silks.
SLIPPERS \$1.85
Solid leather, all colors.
2 for \$1
55c
HATS
WOLIN'S 83 MAIN ST. E.
Main and Plymouth
Moved from

**WIN GUEST TICKETS
TO LOEW'S THEATRE**
Simply take the titles of the two features starting
at Loew's, Friday, December 22 "Judge Hardy &
Son" and "Henry Goes Arizona" and see how
many words you can form using only the letters
appearing in the titles.
First 25 longest and correct lists to reach the
Contest Editor, Rochester Sun, 420 Burke Bldg.,
will receive for their senders a pair of Guest
Tickets to Loew's.

JUDGE HARDY and SON
WITH
LEWIS STONE
MICKEY ROONEY
ANN RUTHER FORD — FAY HOLDEN
CECILIA PARKER
PLUS
'Henry Goes to Arizona'
WITH
FRANK MORGAN
VIRGINIA WEIDLER — GUY KIBBEE
STARTS THURSDAY
DEC. 22nd
MAIL YOUR ANSWERS NOW
to
Contest Editor, Rochester Sun
420 Burke Bldg. 5 St. Paul St.

Chris Roberts Wins Ten Dollars In Final Sun Football Contest

Winner of the final Sun Sele-
tors Football Contest, paying a
double award, has enriched
Christopher Roberts, 86 Watkins
Ter., by ten dollars. A check for
that amount has gone forward
from the Sun office to Roberts
for his ability in picking 12 win-
ners out of a possible 15.
Several other contestants, in-
cluding Sam Weisenberg, 108
Eiffel Pl., and Guy Nixon, 46
Benton St., also chose the win-
ners correctly in 12 contests, but
their entries arrived after Rob-
erts' and therefore were not
eligible for prize money.
Many contestants had 11 win-
ners and more than a score,
turned in predictions that
showed ten correctly chosen
teams. The Columbia-Colgate
tie and the Iowa-Northwestern
tie threw all contestants off, in-
cluding the official Sun selec-
tors.
This contest brings to a close
the Sun series which began back
at the beginning of the current
football season. The Rochester
Sun thanks all participants and
its only regret is that all con-
testants could not win. The
football editor will now retire to
the side-lines after checking
over a total of 11,812 entries
since the series began. Watch
for future Sun contests to test
your skill and ability at predict-
ing winners of athletic contests.

Glenson League
Leonard Schur reeled off 645
and 223 to lead Buonomo Hall's
Glenson League in the individual
standings. Runner-up was Ted
Strohmeier with 602.
Internals won two from Zerola.
Racks won two from Skews. For-
mates three from Worms. Spurs
two from Herring-Bones. Bevels
two from Spirals and Hypoids
three from Helicals.

Genesee Ladies League
Lucille Turino scaled the
heights of bowling glory in the
Genesee Ladies' League Monday
night with 612. Lucille threw in
game of 176-219-217. Marion
Free
**BINGO
STRAND
THEATRE**
62 ST. PAUL STREET
**\$6.00
GIVEN AWAY
(NO EXTRAS)
FRI. NITE 8-30
Movies & Entertainment
ADMISSION!
ALL SEATS RESERVED
GET THEM EARLY! 99c**

**SMOOTH
AS
SILK**
KESSLER'S
Private Blend
BLENDED WHISKEY
RICED RIGHT
That third year of aging
gives Town Tavern a
matchless flavor that
makes new friends and
keeps them! You'll agree
it "tastes simply won-
derful."
This whiskey is 3 years old
NATIONAL DISTILLERS PRODUCTS CORPORATION, NEW YORK, N. Y. — 90 PROOF

Bank League

Fulton Robinson had 575 and
209 for high single and three-
game mark in the East Side Sav-
ings Bank League at Genesee
Hall. Leo Henner had 548.
TIRES
Diamond
AS LOW AS
43c
A WEEK
**New Accounts
OPENED IN 5 MINUTES**
**UNIT
PARTS Corp.**
1185-1223 MAIN ST. E.
CULVER 250

D & C League
Erv Oren paced the Democrat
& Chronicle League at Genesee
Hall last Monday. Erv had high
three-game, 634 and high sin-
gle effort of 228.
Skeeters won two from Tigers.
Yankees won two from Indians
and Pirates won two from Cards.

**ON YOUR
GIFT LIST.**
ADAM HATS
They're all \$2.95
GIVE "HIM" AN ADAM GIFT CERTIFICATE
127 MAIN ST. E.
Cor. South Ave.—OPEN EVENINGS

BY POPULAR DEMAND!
We are pleased to announce
the return of
the most famous of all
Rochester Lagers
**GENESEE
LIEBOTSCHANER
BEER**
It's light and dry!
On sale in bottles and cans only,
starting Saturday, December 16th
THE GENESEE BREWING COMPANY, INC.

Men are flocking to this
3-year-old Town Tavern
because it
**"TASTES SIMPLY
WONDERFUL!"**
says the
OLD TOWN TAVERN
KEEPER
**TOWN
TAVERN**
STRAIGHT RYE WHISKEY
NOW 3 YEARS OLD!
That third year of aging
gives Town Tavern a
matchless flavor that
makes new friends and
keeps them! You'll agree
it "tastes simply won-
derful."
This whiskey is 3 years old
ASK FOR
TOWN TAVERN
BY NAME AT
PACKAGE STORES
AND YOUR
FAVORITE
BAR

Rochester's Largest Liquor Store — Open Evenings Till 12 O'clock

WANTED!

YOUR ATTENTION
**BERGHASH HAS THESE OUTSTANDING
HOLIDAY WINE & LIQUOR BUYS!**

GIFT BASKETS
FROM \$1.99 TO \$75
ORDER EARLY!
MANY QUANTITIES
LIMITED!

GORDON'S
MARTINI COCKTAIL
Regular \$2.15
Value! 70 Proof
4 1/2 Quart
\$1.39
The only distilled spirits used
in this cocktail is Gordon's
Distilled London Dry Gin...
94.4 Grain Proof.
Wholesaler's Close-out — Your Gain!
Case 12 Bottles \$16.00
LOWEST PRICE in ROCHESTER!
46 MONTHS OLD
STRAIGHT BOURBON WHISKEY
CREAM-O-GRAIN \$1.59
46 Months Old Whiskey—Smooth
Mild and Mellow
Compare \$2.25
Value
Case 12 Quarts \$18.00

SHOP EARLY FREE PARKING OPPOSITE OUR STORE
IF YOU CANT COME IN PHONE MAIN 786
Just Arrived A Carload Of Fine
PURE 100% CALIFORNIA WINE
AT THESE LOW PRICES!
DINNER WINES FOR HOLIDAY TABLES!
• Sherry
• Port
• Tokay
• Muscatel
• Madeira
• Angelica
We Also Carry:
VIRGINIA DARE — GOLD SEAL
CHRISTIAN BROS.
BEAULIEU — MAXFIELDS
89c
Full Gallon
DRY
• Burgundy
• Zinfandel
• Claret
• Barbera
• Chianti
• Red Wine
• Sauternes

FARMBROOK
Lowest Price Ever
— 94.4 Proof
GIN
Distilled From
Grain 94.4
Proof
\$1.45
Full Quart
Compare! \$1.98 Value!
A fine quality gin
at a wonderfully
low price, smooth
and mellow to suit
the finest taste.
Try this famous
Farmbrook brand
and you'll adopt
the habit if you
are a connoisseur.
We claim there is
no better gin at
any price. Try it,
and you will agree
with us.
Farmbrook
Distilled
London Dry
Gin
100% Grain
Neutral Spirits
Full Quart
Low In Price
High In Proof
94.4
Blended Whiskey
PAUL NEVINS!
EVERY DROP OF THIS
Blended Whiskey Is
4 YEARS OLD
COMPARE!
To any other higher priced
whiskey. A \$3.00 value!
\$2.05
90 Proof
3 Quarts \$6.00
Case 12 Qts. \$23.50
A Smooth Mellow Whis-
key, Properly Aged and
Blended

SCOTCH
"QUEEN VICTORIA"
IMPORTED
A choice of blend of
Highland Whiskies
from Scotland's
finest distilleries.
\$2.25
Large
2 1/2 Oz.
Bottle
CASE OF 12—\$26.00
BOTTLED IN BOND
RYE OR BOURBON WHISKEY
Compare! \$3.00
Value
\$2.19
100
PROOF
FULL QUART
Case 12 Quarts \$25.00 — Assorted As You Like
RUM — IMPORTED
PUERTO RICAN
A Full
Bottled
Rum
Excellent
Flavor
\$1.45
4 1/2
Quart
LONDON INN
GIN 90 Proof
Rochester's
Biggest
Value
At The
Lowest
Price
\$1.09
4 1/2
Quart
Case 12 Bottles — \$12.

SPECIAL! 40 YEAR OLD Brandy \$3.99
4 1/2 Quart
BERGHASH
124 CLINTON AVENUE SOUTH
NEXT DOOR TO LOEWS THEATRE — FREE PARKIN OPPOSITE STORE

KIENER'S

Pre-Christmas

SALE

103 Fur Trimmed

COATS

Amazing values that will be hard to duplicate after Christmas. A complete selection of styles, and sizes. Below are just a few of the furs these coats are trimmed with.

Stone Martin—Squirrel
Persian
American Gray Fox
REG. \$35 to \$45

\$20
TO
\$27

Just 37

Untrimmed Coats



Ideal for milder days of the coming winter. Sizes from 12 to 47. Tweeds and plain colors.

REG. \$19.50

NOW
\$12.95

- PERSIANS
 - MINK-DYED MUSKRAT
 - GRAY PERSIANS
 - SEALINES
- 20% Off
Sizes 14 to 46

18 SAMPLE COATS

Just One Of A Kind

Reg. \$65.00

\$44

Sizes 14, 16 and 18. Fitted and boxy models. Trimmed with Londonerry dyed squirrel, Silvered Fox, Blue Fox, Skunk. Very outstanding values—every one!

KIENER'S

599 HUDSON AVE.
OPEN FROM 9 A. M. TILL 10 P. M.

Buckleys To Face Attica On Court

Attica Townies are next on the list of foes for the Buckleys, local court squad which opened its season last night against the Brockporters in the Monroe High School boys' gym. The under-taker lads will entertain the prison city hoopers next Wednesday night on the same court.

Boneless Rib Roasts BEEF 29c
U. S. Inspected young steer beef.

Baby Rib End Cuts PORK LOIN 13c lb.
Whole or Half Loin.

Tender, Young Roasting Chickens 25c
3 to 7 lb. Av. Small Roasting CHICKEN, lb. 21c

DOLAN'S
600 Jefferson Ave., Cor. Bartlet
Where you buy the cuts of chicken you prefer. All cut from tender, young chickens.

LODGE FISH FRY

Commandery No. 197 and Ladies' Auxiliary No. 48, Knights of St. John of Holy Family Church will hold their annual fish fry tomorrow evening at the Bavarian Club, 746 Jay St.

FORWARD TO THE BABY FURNITURE CO.



Gifts for BABY
From your baby store are always safe and dependable.

- 34" Sleds, 98c
- Rocking Horses, 98c
- Doll Carriages, 98c
- Rockers, 98c
- Velocipedes, 98c
- Table Sets, 98c
- Doll Cradles, 98c
- Desk Sets, 98c
- Autos (20 styles), 98c

USE OUR LAY-AWAY PLAN

baby furniture co.
59 STATE ST. A Block from 4 Corners MAIN 6479

GETTING UP NIGHTS CAUSED BY

Getting up nights may be caused by sluggish kidneys. Kidneys often need help same as bowels. If excess acids and other wastes are not regularly eliminated, it may lead to burning, itching or frequent flow, backache, listlessness, rheumatic pains, headache or dizziness. Keep kidneys active. Get a box of BUCKEY'S from any druggist. Your 25c back if not pleased in 3 days. Locally at J. K. POST DRUG CO.

AMERICA'S BEST BY EVERY TEST

For 81 Years!

JEDDO COAL

EGG \$11.50 STOVE \$11.75
NUT Ton PEA... \$9.95

SPECIAL ARDEAN R. MILLER

500 West Ave. Quality and Finest Service Since 1912

DAW'S ARE GIVING AWAY

Absolutely FREE

This Beautiful New 1940 **OLDSMOBILE Sedan**



Valued At \$942.00

You May Be The Lucky Person
DAW'S Annual Xmas Gift To You

Here's How:

With every purchase at all DAW'S DRUG STORES you get FREE tickets. Deposit them in the box. Then on Wednesday, December 20th at 8 P. M., attend either the RKO PALACE, REGENT, CAPITOL, CENTURY or TEMPLE Theatres for the Grand Drawing. You may be the lucky person to win this brand new Oldsmobile Sedan. — Get and deposit your ticket at any DAW'S STORE! Tickets May Also Be Obtained At Above Named Theatres

25c Size
Woodbury TALCUM
8c

50c
PHILLIPS MILK OF MAGNESIA
19c

100
SODA MINT TABLETS
7c

50c
Marchand Hair Wash
27c

10c
ASPIRIN Tablets
2c

WITH THIS COUPON
3-Way Extension
CORD SET
All Rubber
Full 6 foot length, all rubber insulated. Has three sockets. — Complete with plug.
25c Value
17c
(Limit 2)

POUND TOBACCO
PRINCE ALBERT 66c
HALF & HALF 59c
GRANGER 66c
UNION LEADER (14 oz.) 53c
G. WASHINGTON 51c
VELVET 66c
KENTUCKY CLUB (14 oz.) 64c
EDGEWORTH 66c
RALEIGH 66c
BLUE BOAR \$1.48
MODEL 78c

Popular **CIGARS**
R. G. Dunn Box of 25 99c
Garcia Grande Box of 25 1.95
Fifty Fours Box of 50
Lakeland, etc.

CIGARETTES
Luckies — Camels
Chesterfields
Old Gold — Raleighs
Phillip Morris
Carton \$1.31
Tax Paid

Alka-Seltzer
Only kind of headache, cold, fever, stomach, and indigestion and morning sickness
49c

3 BIG DAYS—THURS., FRI., SAT. AT

DAW'S

Rochester's Original

Cut-Rate Drug Stores

- 56 CLINTON AVE. SO.
- 31 MAIN ST. EAST
- 353 MAIN ST. EAST
- 452 RIDGE ROAD W.
- 880 MAIN ST. WEST
- 473 N. GOODMAN

WITH THIS COUPON
POND'S CREAMS
55c Size (Limit 1)
26c

WITH THIS COUPON
LUX FLAKES
Reg. 10c Boxes (Limit 2)
6c

WITH THIS COUPON
PAPER NAPKINS
BOXES OF 80
2 for 7c
(Limit 2)

WITH THIS COUPON
TOOTH BRUSHES
Oval or Tufted
25c Value
8c
(Limit 2)

Pint Size
WITCH HAZEL
6c

10c Pkg. of 4
Probak Jr. BLADES
3c

60c
MARROW Oil Shampoo
28c

100
HINKLE PILLS
3c

25c
PACKER'S Tar Soap
3c

15c Size
MERCURIO-CHROME
3c

35c Size
Peterson's OINTMENT
16c

6000 LBS. MEATY **JUMBO PAPER SHELL PECAN'S**
The Pick of the Crop
We had to buy 6000 lbs. to get this price... the lowest ever for graded pecans.
• They're the pick of the 1939 crop.
• SUPERIOR FLAVOR... their rich, nutty tang is retained in air-tight highly polished shells.
POUND BAG 19c
None Sold To Dealers

RIGHT RESERVED TO LIMIT QUANTITIES

THURSDAY, DEC. 14, 1939

BEST TEST
COAL
1.75
9.95
GEN. 20
MILLER
Service Since 1912
AT-AT
WITCH HAZEL
6c
10c Pkg. of 4
obak Jr. BLADES
3c
60c
ARROW
oil
28c
100
INKLE
ILLS
3c
25c
CKER'S
r Soap
3c
15c
RCURO-
ROME
3c
35c
erson's
TMENT
6c

**ROCHESTER'S
WEEKLY
SHOPPING
GUIDE**

**JIMMIE
FIDLER
in
Hollywood**

HOLLYWOOD. — For the past two weeks, I've been hearing stories about the Xmas philanthropies of this star and that. So much given to this organization, so much donated to that society. Many of the amounts mentioned have been impressive and, undoubtedly, monetary gifts to organized charities are an effective method of helping the needy. But . . .

I remember sitting in a room in the Hollywood Hotel, just about 15 years ago tonight, while a group of stars and directors conspired to spread Xmas cheer. It was: "Ed's been having a rough time and he's got a lot of kids." . . . "Put down Joe's name—he's been sick and out of work." . . . "Remember Alice—we ought to do something for her and her family." Ed, and Joe, and Alice were humble members of Hollywood's movie colony, but the "big shots" of those days knew them by their first names, and knew their needs. And what a warm, personal favor there was to giving, then. Hollywood was one big family and none so great that he refused to admit relationship with its lowliest member.

Well, today we're terribly efficient. We're organized—and divided—into a multitude of mutually inimical groups, and one caste system has supplanted the comradery that once set this industry apart from all other big business enterprises. Most of the stars and directors and producers who knew Ed and Alice are either dead or in retirement and have been replaced by level-headed successors who know enough to put their Xmas giving on an organized, efficient basis. But, God, it did breathe the air of old old Hollywood once more.

MUTTERINGS:

Judged by their divorce records, nine out of ten Hollywood males are extremely cruel. Groul: With curves like hers, Anna Turner ought to be compelled to wear a "SLOW — DANGER AHEAD" sign. Nothing sadder than the messages stars scribble on photos destined for safe walls. Wondering muse: If John Boles is still popular enough to coin money on personal appearance tours, why wouldn't it be good business to bring him back to the screen? Homicidal impulse: to file Joan Davis with brass knuckles and double-dare her to try that comic routine.

Ned Sparks' alibi for purchasing so extravagant a car as the super de-luxe model he's now driving is novel, and something more. Seems he took his bench-legged bulldog, Betsy Ann, to the auto show, he passed up the run-of-the-mill models with a disdainful sniff, but, on glimpsing this upstart thousand dollar masterpiece of swank, promptly clambered into the back seat and refused to get out. Ned bought the car, he says, to please Betsy Ann—and anyone who knows his devotion to that homiest of pooches, can believe it.

THE HOLLYWOOD PARADE:

Jane Withers: Miss Withers, No. 2 child star of the screen, seems to be rapidly outgrowing childhood. Asked what she wanted for Christmas this year, she blushing mentioned a hope chest. . . . Mary Healy, song-star: Miss Healy's current concern is her effort to Hollywoodize her mother, who has just established residence in Filmmville. As an initial step, she presented her with a pair of slacks. . . . Freddie Bartholomew, football fan de luxe: Master Freddie is, as he puts it, in "a jolly dilemma." A frenzied USC rooster all season, he now discovers that the captain of Tennessee's Rose Bowl squad is also named Bartholomew—and how, old chap, can one root against a namesake? . . .

CUFF NOTES:

Tyrone Power and Annabella plan to fly that new amphibian plane to NY on completion of his current picture. . . . English-born stars, under the leadership of Alan Mowbray, are organizing a Relief Society to raise funds for the British Red Cross. . . . Cancel that p. 4 tour announced for the "Jones Family"—they can't arrange individual picture commitments. . . . Members of the "Grapes of Wrath" cast have been requested by Government agents to collect cast-off shoes, size 6 to 12, for the children of transient indigents near Indio California.

(Copyright, 1939, McNaught Syndicate, Inc.)

Santa Claus Has Many Helpers



Pictured here is part of the crew of sorters at the City Delivery Co. headquarters where leading merchants send their packages for delivery to the customers. The boys really work the week before Christmas. Hours mean little to them, because "we can't disappoint anybody." They boast that every package is delivered before Christmas.

**Lodge To Provide
Christmas Dinners
Free To All Needy**

Members of the Rochester Lodge of Moose will again serve free Christmas dinners to those not otherwise provided for according to an announcement this week. Thomas Jenks, assisted by Anthony Wegman will be in charge of dinner arrangements. According to club plans there will be a full course turkey dinner followed by a program of 20 acts of vaudeville and other entertainment. No special invitations will be issued and the lodge promises that no embarrassing questions will be asked. Any person man woman or child in need is invited to go to Moose Temple on Christmas day, partake of the dinner and entertainment. Wives, daughters and sisters of Moose members will assist in serving the meal.

**Teachers To Study
Training Methods
In Gym Research**

Latest methods of teaching physical education, research of athletic contest rules and training for officers will be studied by teachers enrolled in the in-service teachers and sports coaching classes, which start tomorrow under the direction of the recreation division of the education board.

The sessions which will occupy a 10-day period will be held at No. 9 school during the Christmas recess. Participating in the institute will be teachers and directors from the WPA Recreation Division, city playgrounds, county parks and the Board of Education.

The sessions will take in basketball, baseball, soccer, football and tennis.

Rocco Pagnella, B. S. graduate, will direct a staff of teachers in the training instructions.

Schedule of classes follows:
December 22 — No. 9 School
In-Service Training Class
First Aid and English
Practical Organization Audiotape
Tuesday — Wednesday — Washington High
Volley Ball Practice
Interpretation of Volleyball Rules
Badminton Practice
Basketball Practice
Rules Interpretation (Basketball)
Basketball Practice
Thursday — Washington High
Basketball Tournament
Friday
Badminton Tournament
Sine Pong Tournament
Ball Room Dancing
Xmas Party
Saturday
Educational Tour

**Lincoln Stores Award
Christmas Bonus**

Employees of the Lincoln Store, 118 Main St. East, will share in the annual Christmas Bonus being distributed today.

According to Arthur Kane, general manager of the store unit, the bonus amounts to five dollars for each year served.

It is given in recognition of the faithful service rendered by workers at the store. Other store units throughout the chain will also share in the bonus.

Watch for Dollar Bill in stores of Sun advertisers. Complete details in today's Sun.

Say you saw it in The Sun

**35,000 Packages Daily
Handled By Delivery
Co. In Holiday Rush**

Old Saint Nick and his reindeer are alright in their place, but it's a good thing Santa Claus has a lot of helpers in Rochester or he'd be "way behind with his work."

Headquarters of his delivery assistance is in the big loading dock at the City Delivery & Storage Co., on Selco St. There, bundles from Rochester's leading stores are sent for delivery to the customers.

According to Martin H. Roedel, president of the concern, more than 35,000 packages a day are being delivered to Rochester and Monroe County homes by the 120 trucks in use. Six deliveries a day are made in the city instead of the usual two. A staff of 140 drivers and sorters are kept busy from early morning until far into the night, routing packages and loading trucks.

Santa has a long trip down to Rochester from his home at the North Pole, but the City Delivery boys have a fair hike every day. All during this final week before the holiday, trucks from this company will average 4,500 miles a day—and right around the city streets, too.

So when the driver rings your doorbell and drops a bundle, he's very apt to go away muttering "Only 34,999 stops yet to go." The drivers don't wear red uniforms and long whiskers, but they sure do give Santa a helping hand.

Washington scouts having dug up players in Cuba, Panama and Venezuela, it wouldn't be surprising if Joe Cambria isn't stowing away on Admiral Byrd's trip to the South Pole.

BOWLING
WITH
ED RANDALL

MEMOS TO ST. NICK:

"Please bring us more afternoon bowlers—Tony and Charlie Buonomo."

"We've been good boys, Santa, all year long. How about giving us a big entry list for the City Tournament?" — Ed Wilkey, Doc Martin, et al

"Don't forget some clean towels for Norm Minch!" — Franklin Hall bowlers.

"Just a few more games before the end of the season!" — Pepsi Cola team.

"When, oh Santa, are my alleys going to soften up?" — Topsy Owens

"For Heaven's sake, be sure to drop some new carbon paper down the chimney at Elm Hall. Please mark it attention George Angerville!" — Ed Randall (apron.)

"Dear Santa—Please soften the heart of the publisher of the Sun so that my 11th Ward Democratic League scores will get in the paper every week!" — Ray Lill.

"We members of the Rochester Bowling Alley Owners Association have everything we need. You can skip us this year, Santa, if you dare!" — Frank Rutz.

"Dear Santa—Last week I threw a ball down the sewer and you could have heard a pin drop—but none did. Why was that?" — George Reuschle.

"We won't be open until February, Santa, but you might pass the word around!" — Cool Webber.

"Santa—if anyone is getting bowling balls for Christmas—be sure they are Ebonite. Come around and see me after the first of the year and I'll make it right with you!" — Mary Luscher.

"We're doing all right, Santa, considering our youth, but keep us in mind next year!" — "Dutch" Lennard and Tony Perry.

"If you're around this way, Santa, drop off some entries for our New Year's day tournament!" — George Rodman.

"Dear Santa—please drop a hint to the sport writers today and you'd find that when stop comparing our 600 totals we get a 680, it's as tough as 850 to a 700 total for a man. I wish is for a man." — Women's Bowling.

(Continued on page 11)

**Stores Schedule
9 O'clock Closing
Tonight, Tomorrow**

A rush of last minute buying is expected by officials of downtown stores who have announced that all those co-operating with the Chamber of Commerce will remain open until 9 p. m. tonight and tomorrow night, with a 9 o'clock closing set for Saturday. Variety stores, which includes the five and tens, will remain open until 9 o'clock Saturday evening.

Happy over the increased Christmas buying almost unanimously reported in all lines of trade, store-keepers were looking for one of the most profitable periods since 1929. Crowds have jammed the stores day and night all this week and last week-end.

**Health Talks Set
For January By
Home Bureau Units**

Family health will be emphasized during January by many of the Rochester Home Bureau neighborhood clubs, several of which have slated a course of four lessons on Foods for Good Digestion.

The series, including instruction in the food budget, will be taught by volunteer local leaders, trained by Miss Lillian Shaben, food specialist of Cornell University.

The first lesson will consider nutritive values of foods and the planning of a diet adequate in soft residue values in cases where this is recommended by the family physician.

The second lesson will be a lecture-demonstration on diets high in roughage. The third will be the reaction of a family meal using the foods which the class has been taught to prepare in lessons one and two, stressing table service.

Lastly, by way of summary, will follow a dinner served to the membership of the individual club, using a menu chosen from one of the preceding lessons.

**New Gas Placed On
Market By Esso**

Two new gasolines were made available to motorists of Rochester today at all Esso dealer stations. The products are branded New Esso which is claimed to be the first regular-priced motor fuel to meet accepted specifications for premium-priced gasolines; and Esso Extra, a new premium fuel replacing the company's old Esso. These new products are the result of extensive laboratory research and a long program of advance testing both in the laboratories and under actual service conditions on the nation's streets and highways, according to Mr. Brickey, local District Manager of the Colonial Beacon Oil Company.

"Recent improvements in automobile engines make practicable the use of improved fuels through which maximum power and speed may be obtained. For best performance many automobiles today require gasoline of a quality available only at premium prices a few years ago," Mr. Brickey explained.

"These two new products are the result of the work of the same technological and research organization which pioneered the use of tetraethyl lead in regular grade gasoline, which showed the way to overcome vapor lock, which introduced patented solvent oil and which put into effect the first really effective system of making available gasoline specifically suited to the climate of the locality in which it was purchased."

**Service Planned
At Hubbell Grave**

A memorial service will be held at the tomb of Walter S. Hubbell in Mt. Hope cemetery next Sunday at 9:30 A. M. A wreath will be placed on the tomb by two of Mr. Hubbell's grandsons, Herbert Lewis and London Wells and two former secretaries of the Hubbell Glass, Walter C. Thomson and William H. Barnes. The service will be led by the Pastor, Rev. Donald B. MacQueen, of the First Baptist Church.

**Elks Set January
Date For Father
And Son's Banquet**

The popular "Rabbit" Maranville will head the honor guest list at the annual Elks father and son's banquet, according to word from lodge officials today. The banquet, which will be held at the lodge in Clinton Ave., N. on Jan. 11, will have as its principal speaker Rev. William F. Bergan, pastor of St. Monica's Church. Father Bergan will tell of his experiences while chaplain at Auburn prison during the 1929 riots.

Other sports luminaries who have signified their intention of filling places on the honor guest list include Oliver French, who will give baseball fans an insight into 1940 possibilities of the Rochester Red Wings, the club he heads; James "Bip" Collins and Cornell's own "White" Baker.

General arrangements are under the direction of Frank Miller, with Clarence Sampel heading the publicity and dinner committee.

Tickets are on sale at the lodge hall and also by members of the Elks. It is the aim of this group to encourage men who have no sons to bring a child from one of the city's orphan asylums.

**School Group Plans
Christmas Party**

Children of the psychology group at Madison evening school will be entertained at a Christmas party next Tuesday afternoon, starting at 3:30. In the home of Mrs. Luise Simmendinger, 35 Raeburn Ave. A play, "The Nativity," will be offered by members of the group. Refreshments and distribution of presents will complete the program.

It is reported that those interested in meeting and joining this progressive group are invited to attend. Enrollment for the new term which begins on Jan. 4 may be made at this time.

**'Amazing' Say Sun
Readers Of Perfumed
Sibley Advertisement**

Curiosity once killed a cat, according to an ancient copy-book maxim. But last week Rochester tabbies were about the only ones who weren't curious concerning the Sibley, Lindsay & Curr Co. Sun advertisement which carried the actual scent of the perfume advertised. To date no deaths have been reported as a result of that curiosity but the switchboard operator at the Sun office is a very tired young lady. For three days she was literally swamped with phone calls asking "How did you do it?" The mail too, brought a full quota of comments and congratulations.

Among advertising and merchandising men, the "stunt" proved a sensation.

"Exciting and thrilling . . .," said John Roach, advertising director of B. Froman & Co.

"That certainly is bringing the merchandise right under the nose of the public," is the way E. C. Rogers, advertising agency executive, expressed his admiration.

"A brilliant piece of promotion. It adds a new dimension to advertising publicity," said Melvin Rudolph, advertising manager of Rudolph Jewelry Chain.

Arthur Kane, general manager of Lincoln Clothing Co. executive, expressed his congratulations for the brilliantly conceived perfume promotion.

David Klein, advertising director of E. W. Edwards said, "A fine piece of work."

"A novel idea well done" was the reaction of John Morton, National Clothing Co. executive. "Attractive . . . clever . . . original," Harold Lauer of the Lauer Furniture Co.

One enterprising reader telephoned to say that she was using the advertisement instead of a sachet for her hankies.

This forward step in the field of merchandise publicity was planned and executed by the advertising division of Sibley, Lindsay & Curr Co. with the cooperation of the Sun production department. Chemists of the perfume manufacturing company extracted the perfume essence and sent this oil to the manufacturer of printing ink for the Sun. Technicians at the ink makers blended the essence with the green ink found on the Sibley page.

It was added that the scent on the page became stronger and stronger as the temperature of the paper rose. Many readers when first taking their Sun from the front porch failed to notice any odor. After the paper became room temperature the scent filled the air.

Officials of the department store commented: "Immediate results of the promotion were most gratifying. Our response was immediate, many sales being recorded the very afternoon of publication. Sales continued to build enormously through the week-end."

So everybody is happy . . . except the switchboard operator who continues to receive ramment about the perfumed ad in the Sun!

If your name is in the city directory it may be in the Sun. Look for your name between the ads. A dollar is waiting for you at the Sun office if you find your name.

Say you saw it in The Sun

Sibley, Lindsay & Curr Co.

**A Word
To the Wise:**

**Do Your Last-Minute
Shopping Where It's
Most Convenient . . .**

**FROM ROCHESTER'S LARGEST
AND FINEST ASSORTMENTS**



ZENITH RADIO ★ SMALLS



6-TUBES
No wires needed. No aerial or ground. AC-DC. Plays anywhere.

25¢ DOWN WEEK



Long Distance Radio TABLE
Model 6-S-439
\$34.95
\$1 DOWN WEEK



Model 8-S-463
8 TUBES
\$69.95

Model 8-S-463—One of the finest consoles ever offered... 8 tubes including heater cathode rectifier tube and tuning beacon tube... three bands aerial... the biggest buy of the season.

\$1 DOWN \$1.50 WEEK

10 TUBE LONG DISTANCE ZENITH \$79.95

- * Guaranteed Foreign Reception
- * Built-in Short Wave Antenna and Wave-magnet Aerial
- * Outer Circle of Extra Sensitivity
- * Long Distant Automatic Tuning
- * Radiogram Tone Color Blander
- * Super Sensitive Speaker
- * 10 Tubes—Including Tuning Beacon and 2 Heater Cathode Rectifiers

\$1 DOWN — \$1.50 WEEK
Liberal Allowance For Your Old Radio

Smalls
28 MAIN STREET EAST
JEWELERS RADIO OPTICIANS
OPEN EVERY EVENING

Check Holiday Dinner Plans For Shortcuts

Most families have traditional favorites around which holiday dinners are planned. So after the menu is planned, check through and see if there are shortcuts that can be taken to make it easy to prepare. With two long week-ends to plan for and extra entertaining to be done, as much work as possible should be done ahead.

With plenty of fruit cake, cookies and plum pudding on hand, the dessert problem is easily solved. Pastry mix, biscuit mix, mince meat can also be on hand, as well as a jar of white sauce and mayonnaise. Keep the vegetable pan filled with lettuce, celery and other greens, and in a few minutes that part of any meal can be gotten ready.

TOMATO CLAM JUICE COCKTAIL
Cocktail
Roast Capon
Candied Sweet
Cranberry Sauce
Stuffed Pepper Salad
Plum Pudding
Mince
TOMATO CLAM JUICE COCKTAIL
1 1/2 c tomato juice salt and pepper to taste
1 c clam broth
2 T lemon juice a dash or two
1 c celery salt
Tobacco Sauce

Mix ingredients in order given, chill thoroughly. Serve in cocktail glasses.

Roast Capon—Temperature: 350 degrees F. Time, 20 to 25 minutes.

Clean, stuff and truss a capon. Rub with shortening and place breast down on a rack in an uncovered roasting pan. Bake in a preheated oven.

FLAME SAUCE
1 c sugar 1 T butter
1 T cornstarch 1 1/2 T lemon juice
1 c boiling water 1/2 c nutmeg
Mix sugar and cornstarch, add water, bring to boiling point and cook 5 minutes. Add butter, lemon juice and nutmeg. Dip lumps of sugar in orange extract. Pour sauce over the pudding, decorate with sugar and ignite by touching with lighted match.

Booth Actors Here For The Holidays

Christmas promises an exciting week for the old town this year. A show troupe is to spend a week here.

On Sunday afternoon "The Man Who Killed Lincoln" will arrive and immediately go into rehearsals for the world premiere at the auditorium on Friday Dec. 29. Fifty troupers and two 70-foot bagpipe cars of scenery will arrive late in the afternoon. This \$75,000 dramatic production embraces 11 scenes; it is to open in New York on Jan. 15.

Elmer Harris has dramatized the play from the book by Philip VanDoren Stern.

The author has assured his many local friends that he will spend a few hours around his book shops autographing his tome to all who ask. If you have his Booth story don't hesitate, he informs his friends, to drop around. "I'll not be too busy to write a few words," he declares.

"The Man Who Killed Lincoln" has been in preparation

Smooth as Silk
KESSLER'S Private Blend
BLENDED WHISKY
Priced Right

Letters To The Editor

Regarding the article on page one of this week's Rochester Sun—why don't you print both sides of the transportation argument?

People are called die-hards because they want comfort, convenience and safety. You also hint that buses don't "rough you up." Have you ever ridden a bus? I have. It's hell—and I'm no slacker. People are packed in like sardines and shoved around like hockey pucks. The bus stops, the fat lady breathes out of turn, and the guy up front heaves forward and crowds the driver. Ah! The fragrant aroma of H. O. halitosis, garlic, et al. That is Rochester's modern bus transportation. Those new street cars are all that. Those R.T.A. claims them to be, I know.

Having ridden on them in Toronto (Toronto is going to have more). These cars are all-conditioned, silent, fast and, above all, they are comfortable. They hold twice as many people as a bus, and they have no side-sway or jolt. The street-car has three sets of brakes—thus being able to stop quicker than any comparable vehicle. They are lighter than any previous street car and can run on lighter, more inexpensive tracks. Street cars are three times longer-lived than buses and need repair less often. The new cars incidentally have over 400 pounds of rubber—that's more than is used in a bus. The streamlined trolley literally floats on rubber. The cars can start from rest and reach 40 m. p. h. in 10 seconds, and it does it without jolt or jerk. Remember, I've ridden in them and was interested enough to find out about them. The car can lose speed from eight to nine m. p. h. per second!

Oh, yes, Mr. Editor, isn't it supposed to be good business practice to satisfy the customer? Isn't it ethical and all that to sell him what he wants? Or, if he knows what he wants is he die-hard? It is a fact that people I've talked with are any indication, that the majority of Rochesterians prefer street cars to buses, but are just too stupid to do anything about it. Buses ride so hard that it's almost impossible to read on them (if you should get room enough for a paper). Even on old cars it was possible not only to read but I used to sketch on the car. This letter wanders, no doubt, but there are so many arguments in re-buffal of buses that it's hard to know where to begin or end. And I'm not ending yet. There's more on the next sheet.

In many cities where the cars have been in use voters were taken. In Brooklyn out of 1,401 who voted on the new cars 1,312 favored the streamlined cars. In Chicago 1,113 out of 2,486 who voted favored streamlines. The above facts are only indicative of public trend. If people only knew the comfort and convenience of new cars they'd hate buses. People of the west and in Rochester know the facts and want the best. After all, you bet for a good ride, why not set it.

Hopefully yours,
JAMES V. MANNHARDT

Watch for Dollar Bill in stores of Sun advertisers. Complete details in today's Sun.

OPEN THURSDAY, FRIDAY AND SATURDAY EVENINGS

CAKE SERVER

79c

This stunning server set with cake dish and chrome top is one of the season's smartest gifts! A real value! Worth double!

TEAPOT CLOCK

\$2.94

An amazing value! Genuine Season's movement, self starting just plug it in. Very accurate. Choice of white, ivory blue or green.

YOUR CHOICE

25c DOWN

SMALLS

has smart gifts for the Home and Hostess

ELECTRIC BROILER

\$3.95

Regular \$5.95 value. It broils, toasts, boils, stews... meat, fish, game, eggs. Fully guaranteed.

SUNBEAM SHAVEMASTER

\$7.50

NEW AC MODEL— with the exclusive Sunbeam head that shaves close as a straight edge and faster. New magnetic type motor operates on alternating current only. Trim, compact, powerful.

"STEEM" ELECTRIC IRON

\$9.95

Will not burn or scorch. Safe on finest fabrics. Saves clothes, saves time, dampens clothes as it irons.

FAMOUS TOAST MASTER SET

\$8.50

An amazing low price. The Toastmaster Junior with finger-tip control. Smart walnut tray and colorful Strang! pottery dishes for 1, 2 and 3 marmalade.

8-PIECE COCKTAIL SET

\$4.95

Beautiful chromium shaker with handsome tray and six chrome cocktail cups. Regularly \$8.95.

4-PIECE PERCOLATOR SET

\$8.95

Electric Coffee Percolator set with tray, sugar and creamer in gleaming chromium plate. Reg. \$12.95.

FAMOUS SILEX

\$2.95

An Ideal Xmas gift! Makes better coffee! 8 cup capacity. With electric stove and cord, \$4.95.

SUNBEAM MIXMASTER

\$23.75

For whipping, beating, extracting juice, etc. No guessing— speed indicator tells you the speed to use. Complete with beaters, strainer, juice extractor and bowls.

AUTOMATIC CHIME TOASTER

\$2.95

Rings a chime bell when toast is done. Opening of door automatically turns both pieces of toast. Chromium plated, built-in cord!

ELECTRIC WAFFLE IRON

\$3.44

Real saving! Regular \$4.95 value! Fine quality chromium plated with heat indicator.

3-PC. CHILD'S SET

49c

Regular \$1.00 Value. Spoon, fork and napkin ring. In red and blue with white juvenile decoration. Handles of sanitary bakelite. Chrome metal parts require no polishing or scouring.

OIL SILK UMBRELLA

\$1.29

An exceptional value. Smart, useful, of fine quality oil silk and celanese. A really useful and very lovely Christmas gift.

CORONA "ZEPHYR"

\$29.75

Has every need feature for speedy, accurate typing! Complete with case! An outstanding value at this new low price.

PAYMENTS START FEBRUARY 1st, 1940

Smalls

OPEN EVERY EVENING

28 MAIN ST. EAST

YOUR CREDIT IS GOOD AT SMALLS

BUY WITH SAFETY AND GOOD WILL

begin or end. And I'm not
There's more on the net
cities where the cars have
the voice were taken. It
it of 1,401 who voted in
In Chicago 2,133 out of
old favored streamlines.
facts are only indicat
end. If people only knew
and convenience of new
hate buses. People of the
Rochester know the facts
to best. After all, you pay
side, why not get it.
Sincerely yours,
JAMES V. MANHARDT
or Dollar Bill in stores
vertisers. Complete day-
day's Sun.

LLS
gifts
stess

LLS
gifts
stess

LLS
gifts
stess

LLS
gifts
stess

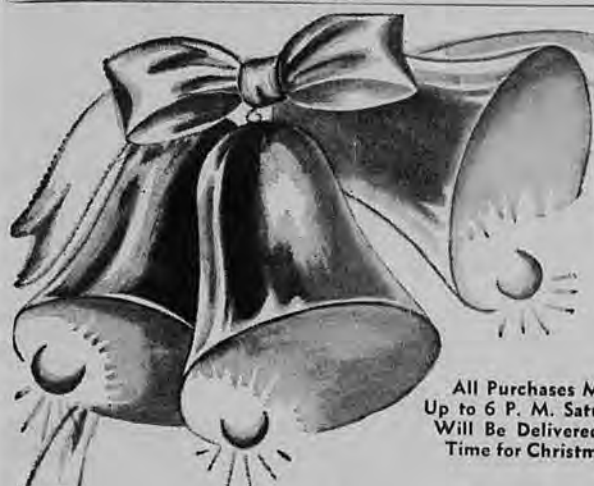
LLS
gifts
stess

LLS
gifts
stess

LLS
gifts
stess

LLS
gifts
stess

LLS
gifts
stess



CHRISTMAS
BELL
RINGERS

All Purchases Made
Up to 6 P. M. Saturday
Will Be Delivered in
Time for Christmas



A Gift Idea!
**TABLE
LAMPS**
\$5

Many styles — even
some alabasters in
this superb gift
group! The one
sketched is a genuine
English Staffordshire.
All have silk topped
shades that are rayon
lined for durability!

EDWARDS—Second Floor



A
3-Piece
Gift!

**Rock Crystal Type
Console Sets** **5.95**

Stand-out in the current crystal craze! Sparkling
rock crystal type with intricate polished cutting on
the 12½ inch bowl and on the feet of the
double candlesticks. For yourself or gift-giving!

EDWARDS, Second Floor



Just In Time For Gift Giving!

**3-Pc SILVER
Sugar and
Creamer Set...** **2.25**

Feel the happiness of giving the gift you'd like to
get. Edwards makes it very easy—famous F. B.
Rogers quality, rich looking, traditionally smart!

EDWARDS—Street Floor



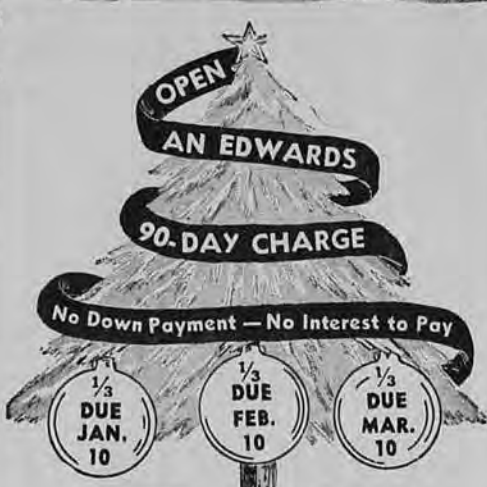
**Smart Slant
on Good Cropping**
**PRESS-RITE
Electric Presser**

For the naturally career—a streamlined
electric presser that quickly removes wrinkles
from slacks, skirts, blouses, etc. in minutes.
Like a magic! Ideal for washing. Saves time,
money. Plugs into any outlet. No ironing
board needed. A safe, superior home service,
unconditionally guaranteed for one year.

EDWARDS—Street Floor

GIFT HAPPINESS FROM Edwards

OPEN 'til 9 P.M. Today and Tomorrow



1/3 DUE JAN. 10
1/3 DUE FEB. 10
1/3 DUE MAR. 10

Mail or Phone Your Application

A Xylophone Player and Song Book Set

For Children Who
Have Everything

97c

A book with several chil-
dren's songs in it... and an
attached xylophone on
which to play the tunes.
Smartly packed in a special
gift box.

EDWARDS—Street Floor



4-PIECE POPPY TIME BOWL SETS

4 cheery bowls—mix in them, bake in
them. Exceptional value at \$1 because
they're guaranteed **HEAT RESISTANT**
and **OVEN-PROOF**. 4 sizes: 6¼, 7¼,
8¾ and 10½ inches.

\$1

EDWARDS—Second Floor



American Made BREAKFAST NOOK

An enchanting pattern that will bring praise from
the most critical person you know. American
made dinnerware in a complete open stock!

32 Piece Service for 6 **6.98**

EDWARDS—Second Floor

Thrilled To Her Toes With Edwards

SLIPPERS

Two Popular
Styles
"The Scuff"
"The Monk"

1.98

Give her these and you won't need mistletoe!
Pamper her love for luxury... but don't
unbalance your budget in the process. Just
2 styles from a collection that boasts of every
wanted type.

EDWARDS—Third Floor



Christmas Sale Leather Brief Cases

1.79

1.95

2.98

Smooth finish Zaflex, 3 par-
titions, 3 extension locks to
allow for expansion, rein-
forced corners and flap. Pa-
tented fastening method. —
Black or brown.

Rough cowhide and smooth
Zaflex, 4 partitions — 1 zip-
pered. Reinforced corners
and flap. Black or brown in
both Zaflex and cowhide. Ex-
tremely handsome!

Made in rough split cowhide,
3 partitions, reinforced cor-
ners and flap. Zippered por-
tfolio may be carried sepa-
rately. Your choice of black
or brown.

EDWARDS—Street Floor

Lovely Filet Lace Dinner Cloths

A Worthwhile Gift
For Any Home

4.98

This year more than ever, the
well dressed table is wearing
lace. And ours, a new design
of rare beauty defies time
and laundering to dim its
loveliness. For formal and
every-day occasions. A thrill
for your holiday table... A
glorious gift.

Size 72x90

Scarfs and Doilies to Match

EDWARDS—Second Floor



Another Christmas Scoop! Hostess Pottery

Painted by hand in America

Attractive
Tulip
Design

1.19
each

Each piece under-glazed so that pattern and colors
cannot wear off! In tulip design as sketched.

- * 15 in. Chop Plate or Sandwich Tray
- * 7 Cup Teapot
- * 2 Qt. Streamlined Covered Jug
- * 12 in. Salad Bowl
- * 2 1/2 Qt. Ball Jug with Ice Eps.
- * 1 Qt. Cookie Jar
- * 1 1/2 Qt. Casserole

EDWARDS—Second Floor

PAGE FOUR

VALUE SEEKERS ARE GUIDED BY SUN ADVERTISEMENTS

ROCHESTER SUN, THURSDAY, DEC. 21, 1934

Men's and Ladies' Plain Garments
Beautifully Cleaned and Pressed
69c
EMPIRE CLEANING & DYEING WORKS
GLENWOOD 1102
622 HOLLENBECK ST.
FREE CALL AND DELIVERY

WRONG PARCEL? SORRY



Just Call STONE 905

Mistakes sometimes will happen during the holiday rush. If you feel a parcel that does not belong to you, please let us know so that we may deliver it to the proper party—don't let the owner be disappointed.

CITY DELIVERY

195 SCIO ST.

STONE 905

Local Decorator Takes Texas Post

Karl L. Gowin 181 Bartlett St. has accepted the position of supervisor of exhibits for the Dallas Historical Museum of Dallas, Texas. He will have charge of construction and installing of dioramas, groups and exhibits depicting Texas history. Mr. Gowin spent several years studying museum preparation at Mechanics Institute after his graduation from West High School and received his intensive museum training under Dr. Arthur C. Parker at Rochester Museum of Arts and Sciences. Until its discontinuance Mr. Gowin was in charge of the Junior League workshop. For the past two years he has been window trimmer and display animator for Sibley, Lindsay & Curr Co. He will leave Rochester Christmas evening to assume his new duties in Dallas, January 1st.

New York Brewery Names Local Group As Distributors

Jacob Ruppert Brewery of New York City has announced the appointment of Rochester Better Beverages, Inc., as distributors for their Knickerbocker beer and Jacob Ruppert ale in this area. The introduction of Ruppert products in Rochester marks another step in the expansion program of the brewery, and the selection of Better Beverages as distributors is a tribute to the recognition of this firm as an already successful beverage jobber.



JOSEPH A. BEIKIRCH

Joseph A. Beikirch, head of the local firm, has been identified with the brewing industry since 1928. His experience covers every phase of the field from the making to the distributing of beer. In commenting upon his appointment, Mr. Beikirch said: "I am very proud to have been selected as Ruppert's representative, as I know that this brewery sets up certain rigid standards in their selection of distributors, and it is gratifying that Better Beverages meets their requirements. Rochester is a quality market, and the recognition accorded Ruppert's is proof that Rochesterians know good beer."

PARTIES POSTPONED

Members of the Beth Shalom Synagogue in Field St. have postponed their weekly parties until after the holidays, according to an announcement from that group. The games, which have proven increasingly popular, will be resumed after the first of the year.

Every Thursday Is Sun Day.

UNMATCHED HEATING VALUE
For 81 Years!

JEDDO COAL

EGG \$11.50 STOVE \$11.75
NUT TEN PEA ... \$9.95
Cash Shoveled Off!

SPECIAL reduced prices for 2 tons or more of Buckwheat or Rice

ARDEAN R. MILLER

500 West Ave. Quality and Finest Service Since 1912

MISS RUTH COMBS, 615 Genesee St.



Everywhere you go IT'S MARTIN'S V.V.O. Scotch Whisky
Richer • Mellow • Smoother
BLENDED SCOTCH WHISKY. BOTTLED IN SCOTLAND. Imported by McKesson & Robbins, Inc., N. Y.

Big Price Reduction makes famous dry whiskey real Christmas buy!

Paul Jones was \$1.67 a pint
NOW \$1.39 ONLY A PINT
WAS \$3.24 A QUART
NOW ONLY \$2.69 A QUART!

Handsome Christmas Package ... Designed for Gifting



THE PAUL JONES WARRANTY
Paul Jones has long been one of America's best-known "expensive whiskeys"—sold for years at a much higher price. We warrant that today—its new low price—Paul Jones is the same, identical whiskey in the same, identical bottle (not every respect... still DRY (not sweet)... still ALL whiskey, whiskey every drop.

GIVE Paul Jones AT ITS NEW LOW PRICE IT'S DRY
A Gentleman's Whiskey Since 1865

A blend of straight whiskeys—90 proof—Frankford Distilleries, Inc., Louisville & Baltimore

Just the Gift for Baby

And plenty of them at the Baby Furniture Co., 69 State Street. Because we cater to baby needs 52 weeks in the year you will find just what you've been looking for in a wide variety.

FUN
Bikes \$1.11
Doll Buggies \$1.01
Rockers \$1.61
Table Sets \$2.41
Desk Sets \$4.95
34" Sleds 98c
Shoo Flys \$2.19



Always Useful
High Chairs \$1.99
Playards \$3.95
Taylor Toys \$3.21
Swings 98c
Nursery seats \$1.29
Baby Beds \$4.95 up
Carrages \$4.95 up

baby furniture co.

69 STATE ST. OPEN EVES. MAIN 6479

A STORE FULL OF GIFTS

...last minute shoppers still have a wide choice



FULTON WATCHES 13.85
15 Jewel Yellow Gold American Made
Smartly styled wrist watches for men and women. Guaranteed accurate. Buy them for gifts and for yourself. 50c Down 50c Weekly!



SCHICK SHAVES 12.50
Give Him a
50c Down—50c Weekly
This new Schick "Captain" will give him easier, closer shaving every day in the year. He'll be grateful for this special gift.



L. C. Smith CORONA ZEPHYR 29.75
A grand gift for anyone! Light in weight, amazingly compact, streamline style. Complete with case.
1.00 Down—1.00 Weekly



4-in-1 SET 39.95
A Gift She'll Cherish
Beautifully harmonized set of two diamond set rings, 2-diamond watch and 1-diamond set locket.
1.00 Down 1.00 Weekly



RUDOLPH'S
EAST MAIN AT SOUTH AVE.

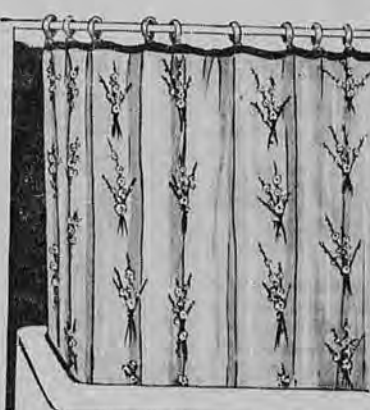
Open Friday and Saturday Evenings Until the Last Customer Served.

New Paraflex SHOWER CURTAINS

50 NEW PATTERNS TO CHOOSE FROM

\$2.49 each

They come in all colors... They are full size, ready-to-hang. One of the countless unusual gift items on sale in Lauer's fully stocked drapery department.



Sale!

150 New Onyx Base All Silk Shades

TABLE LAMPS \$5

A Lamp for every table at Lauer's. Priced low for last minute shoppers who seek a distinctive gift.

Xmas Delivery Guaranteed On Every Article Purchased Before 6 P. M. Saturday

Lauer's

50 STATE ST.

BUDGET TERMS IN ANY DEPARTMENT

STORE OPEN THURSDAY & FRIDAY EVENINGS

THURSDAY, DEC. 21, 1939

ROCHESTER SUN, THURSDAY, DEC. 21, 1939

BOWLING LEAGUE SCORES IN TODAY'S SUN

PAGE FIVE

for Baby

ture Co., 69 State Street
In the year you will find
the variety.

Always Useful
High Chairs, \$1.99
Playards, \$3.95
Taylor Tots, \$3.25
Swings, \$9.95
Nursery seats, \$1.25
Baby Beds, \$4.95 up
Carrages, \$4.95 up

ture co.
MAIN 6479

OF GIFTS
e shoppers
uide choice

Only
3 Minutes
for
Credit

Gold
can
le
N
385

own
week

C. Smith
ORONA
EPHYR
29.75

Down—100 Weekly
Anyone! Light
ngly compact,
Complete with

A Gift
She'll Cherish

4-in-1
SET

39.95

100 Down
100 Weekly

Beautifully har-
monized set of
two diamond set
rings, 2-diamond
watch and 1-diamond
set locket.

H'S

VE.

Last Customer

NEW ZONTIANS REPORTED
Rochester Zonta Club an-
nounces the following new mem-
bers: Miss Bertha Ballard, Chief
Title Clerk, Bureau of Maps and
Engineering; Miss Margaret Tay-
lor, Record Librarian, General
Hospital; Miss Louise Naylor,
superintendent, Lewis Street
Center.

Many western basketball
teams have been scheduled in
Philadelphia this winter. Among
them are Oklahoma, Oklahoma
A. & M., Oregon, Santa Clara,
Colorado, Southern California,
Missouri, Texas, New Mexico A.
& M., Butler and Michigan State.
Every Thursday is Sun Day.

Sweeping CLEARANCE!

DON'T
MISS
THESE
SAVINGS

FRIDAY and
SATURDAY

WOMEN'S
Smart STYLE
SHOES

Formerly Priced To \$6

\$2.95

Store
Open
Evenings
Until
Xmas

STYLES FOR DRESS,
STREET AND SPORTS WEAR

Although the Sizes Are Broken, YOUR Size
Is Here In Many Styles! All Sales Final!

**Rochester
SHOE Outlet**

FORMERLY BURKE SHOE STORE
15 Clinton Avenue, North

Directly Opposite Sibley's

Santa Claus To Be At Club Party

Members of the women's group,
Valguarnera Society, will hold
their annual Christmas party in
the society's hall at 606 Bay St.
tomorrow evening. It is an-
nounced that Santa Claus will
distribute presents to all chil-
dren present.

Members of the Rochester
League for the Physically Handi-
capped will be guest of the 17th
Ward Community League at an
entertainment program on Tues-
day, January 2nd in the club hall
on Clifford Ave., cor. Remington
St. Refreshments will be served.

EASTMAN THEATRE — December 28
MATINEE and EVENING
CHRISTMAS OPERA and BALLET
"HANSEL and GRETEL"
with Cecile Sherman and Marion Selce
"NUTCRACKER SUITE"
With Thelma Birdsee Dancers and
Rochester Civic Orchestra
SEATS—50c, 75c, \$1, \$1.25, \$1.50

MRS. BERTHA EATON, 9 Millbank St.

Edwards
Use Our 90-DAY
Charge Account
1-3 due Jan 10
1-3 due Feb 10
1-3 due March 10

WOMEN'S 7-JEWEL AMERICUS
WRIST WATCHES
REGULAR
17.95 VALUE 10.95

Beautiful Americus watches of yellow
gold with stainless steel back and black
cord.

You Never Saw Such Style and Quality In
A Low Priced RING!

BIRTHSTONE
RINGS
With 2 Genuine
DIAMONDS
Set in a charming yellow gold
mounting.

\$7.50
Very Special
Daily Sale
For \$12.50

... Other BIRTHSTONE RINGS from \$3.95 Up
EDWARDS—Street Floor

Club To Entertain Handicapped League

Old timers can remember when
a football fan was satisfied with
a good game, but nowadays it
seems necessary to toss in a Sally
Rand, an Al Schacht and a
troupe of jitterbugs.

There may be some college in
the land that has a football team
that doesn't have an All-Ameri-
can performer on it. If so you
can bet that particular college
doesn't employ a publicity man.

Store
Open
Every
Evening
Til Xmas

Marks & Abramson
A Year - Round
Gift Store

The More
You Shop Around
and Compare, the
More You'll Appreciate
Our Unusual VALUES In

Divided
Payments
At No Extra
Charge

DIAMONDS • WATCHES
JEWELRY • CLOCKS
SILVERWARE

Dresser Sets • Pen & Pencil Sets
Men's Leather Gifts
Electrical Gifts • Emerson Radios

TOWLE and GORHAM Sterling Silver
An Appreciated Gift! Lovely Showing!

OPEN EVERY EVENING UNTIL XMAS

MARKS & ABRAMSON

JEWELERS Established 30 Years OPTICIANS
10 STATE STREET AROUND THE
CORNER FROM MAIN

A solution of soda or ammonia
will remove grease from un-
finished wood.

Don Lash, famous two-mile
and cross country runner, is an
Indiana State policeman.

DEEP
VALLEY \$9.35
HARD COAL TON
STOVE SIZE \$9.60
PEA SIZE \$7.75

Prices Cash, Delivered, Shovel Off

LEHIGH
FUEL SERVICE
202 Stambach's Bldg.—Exchange at Edison

Just Call
MAIN 4525

**HOLLOW
HILL**
ANTHRACITE
\$9.95
TON
NUT
STOVE
SIZE
PEA \$8.50
COKE \$9.80

Solve both Entertainment and
Gift Problems

THIS ECONOMICAL,
EASY WAY

For your own Christmas entertain-
ing or for those to whom you
give, wines are thoroughly ap-
propriate and thoroughly appreciated.
And when you select Widmer's,
you are sure of a taste satisfying
goodness which has been famous
among those who appreciate fine
wines since 1868.

NEW YORK STATE
**Widmer's
HILLSIDE
Wines**

WIDMER'S WINE CELLARS, INC., NAPLES, N. Y.

This Christmas....

SAVE YOUR FEET! Spare yourself foot-
flattening hours of Christmas shopping...

SAVE YOUR TEMPER! Duck the push-
and-shove of seething crowds...

SAVE YOUR TIME! Hand your list to your
liquor dealer and say—"Four Roses for all!"

Give what you'd like to get!

THE YEAR'S shortest cut through a
lengthy Christmas gift list is: give
what you'd like to get—Four Roses!

There isn't a man on your list who
won't be grateful, and more than a lit-
tle flattered, to get Four Roses—the
whiskey whose matchless flavor and
mellow goodness have made it Ameri-
ca's gift whiskey.

So, this year, do your Christmas shop-
ping easy (even if you didn't do it early).
And don't forget to remember yourself
with a generous supply of Four Roses
for your own Merry Christmas!

Four Roses
Famous as America's gift whiskey

Try the famous Four Roses
recipe for Christmas Egg-
Nog—it is printed right
on the Christmas package.
It makes the grandest Egg-
Nog you ever tasted! Try
it—you'll say you never
tasted an Egg-Nog so
downright luscious!

\$1.80 \$2.85
A PINT A FIFTH
Available in 5c or 10c

Any drop is whiskey at least 4 years old. A blend of straight whiskeys—90 proof. The straight whiskeys in Four Roses are four years or more old. Frankfort Distilleries, Inc., Louisville & Baltimore.

Sibley, Lindsay & Curr Co. STONE 6500

FOOD VALUES FOR THE BIG HOLIDAY!

EATING ORANGES

Fill the fruit bowl and the
Christmas stockings with these
large, fancy California navel
oranges. Size 126.

2 dozen 59c

Fancy Quality
Tangerines
2 doz. 39c

Fancy U.S. No. 1 McIntosh
Eating Apples
10 lbs. 29c

Juicy Florida
ORANGES
3 dozen 59c

High Score Fancy Creamery
Tub Butter
2 lbs. 67c

TURKEYS
lb. 25c

Plump, tender, flavorful birds that will make your holiday
feast a real hit!

Sibley's 100% Pure Pork
Sausage Meat
lb. 19c

Extra Standard Solid Meat
OYSTERS
pt. 17c

Homemade
FRUIT CAKE
lb. 50c

CHRISTMAS
COOKIES, Pfeffer-
haus lb. 24c

SPRINGERLE lb. 34c

Individual
FRUIT CAKES, each 5c

SWISS CHEESE, ex-
tra fancy domestic, lb. 32c

COLBY CHEESE, mild
and creamy lb. 23c

SWITZERLAND
CHEESE, imported, lb. 65c

BOILED HAM, Alford,
Sibley's lb. 25c

Gifted's Super Colossal
RIPE OLIVES
qt. tin 69c

Blue-Label Mission
TUNA FISH
7-oz. Tin 13c 3 for 35c

Genesee PEACH CHUTNEY 15c
8-oz. jar

Genesee Spiced WATER-
MELON RIND, 15-oz. jar 33c

Big Bill Large SHRIMP
wet pack 15c, 2 for 27c
tin

Genesee Branded MINCEMEAT
pt. jar 59c, qt. jar 95c

Casair Boneless
SARDINES, 15c, 2 for 27c
small tin

Large Budded
WALNUTS lb. 27c

Paper Shell
PECANS lb. 35c

Paper Shell
ALMONDS lb. 31c

Large Polished
BRAZILS, lb. 23c, 2 for 45c

FILBERTS
lb. 29c

Men's and Ladies' Plain Garments
Beautifully Cleaned and Pressed
69c
EMPIRE CLEANING & DYEING WORKS
GLENWOOD 1102
822 HOLLENBECK ST.
FREE CALL AND DELIVERY

WRONG PARCEL? SORRY



Just Call STONE 905

Mistakes sometimes will happen during the holiday rush. If you get a parcel that does not belong to you, please let us know so that we may deliver it to the proper party—don't let the owner be disappointed.

CITY DELIVERY

195 SCIO ST.

STONE 905

Local Decorator Takes Texas Post

Karl L. Gowin 181 Bartlett St. has accepted the position of supervisor of exhibits for the Dallas Historical Museum of Dallas, Texas. He will have charge of construction and installing of dioramas, groups and exhibits depicting Texas history. Mr. Gowin spent several years studying museum preparation at Mechanics Institute after his graduation from West High School and received his intensive museum training under Dr. Arthur C. Parker at Rochester Museum of Arts and Sciences. Until its discontinuance Mr. Gowin was in charge of the Junior League workshop. For the past two years he has been window trimmer and display animator for Sibley, Lindsay & Curr Co. He will leave Rochester Christmas evening to assume his new duties in Dallas, January 1st.

New York Brewery Names Local Group As Distributors

Jacob Ruppert Brewery of New York City has announced the appointment of Rochester Better Beverages, Inc., as distributors for their Knickerbocker beer and Jacob Ruppert ale in this area. The introduction of Ruppert products in Rochester marks another step in the expansion program of the brewery.



JOSEPH A. BEIKIRCH

gram of the brewery, and the selection of Better Beverages as distributors is a tribute to the recognition of this firm as an already successful beverage jobber.

Mr. A. Beikirch, head of the local firm, has been identified with the brewing industry since 1928. His experience covers every phase of the field from the making to the distributing of beer.

In commenting upon his appointment, Mr. Beikirch said: "I am very proud to have been selected as Ruppert's representative, as I know that this brewery sets up certain rigid standards in their selection of distributors, and it is gratifying that Better Beverages meets their requirements. Rochester is a quality market, and the reputation accorded Ruppert's is proof that Rochesterians know good beer."

PARTIES POSTPONED

Members of the Beth Shalom Synagogue in Field St. have postponed their weekly parties until after the holidays, according to an announcement from that group. The games, which have proven increasingly popular, will be resumed after the first of the year.

Every Thursday Is Sun Day.

UNMATCHED HEATING VALUE

For 81 Years!

JEDDO COAL

EGG \$11.50 STOVE \$11.75
NUT Ton PEA ... \$9.95
(Cash Shoveled Off!)

SPECIAL reduced prices for 2 tons or more of Buckwheat or Rice

ARDEAN R. MILLER

500 West Ave. Quality and Finest Service Since 1912

MISS RUTH COMBS, 415 Genesee St.



Everywhere you go
IT'S MARTIN'S V.V.O.
Richer • Mellow • Smoother
Scotch Whisky

PROOF
BLENDED SCOTCH WHISKY. BOTTLED IN SCOTLAND. Imported by McKesson & Robbins, Inc., N. Y.

Big Price Reduction

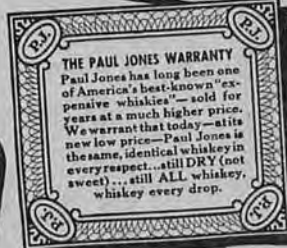
makes famous dry whiskey
real Christmas buy!

Paul Jones was \$1.67 a pint
NOW \$1.39

ONLY A PINT

WAS \$3.24 A QUART
NOW ONLY \$2.69 A QUART!

Handsome Christmas Package
... Designed for Giving



GIVE Paul Jones
AT ITS NEW LOW PRICE
IT'S DRY
A Gentleman's Whiskey Since 1865

A blend of straight whiskeys—90 proof—Frankfort Distilleries, Inc., Louisville & Baltimore

Just the Gift for Baby

And plenty of them at the Baby Furniture Co., 69 State Street. Because we cater to baby needs 52 weeks in the year you will find just what you've been looking for in a wide variety.

FUN
Bikes ... \$1.11
Doll Buggies ... \$1.01
Rockers ... \$1.61
Table Sets ... \$2.41
Desk Sets ... \$4.95
34" Sleds ... 98c
Shoo Flys ... \$2.19

Always Useful
High Chairs ... \$1.01
Playards ... \$3.95
Taylor Tots ... \$3.21
Swings ... 98c
Nursery seats ... \$1.29
Baby Beds \$4.95 up
Carrages ... \$4.95 up

baby furniture co.

69 STATE ST. OPEN EVES. MAIN 6479

A STORE FULL OF GIFTS

... last minute shoppers still have a wide choice



FULTON WATCHES 13.85

Smartly styled wrist watches for men and women. Guaranteed accurate. Buy them for gifts and for yourself. 50c Down 50c Weekly



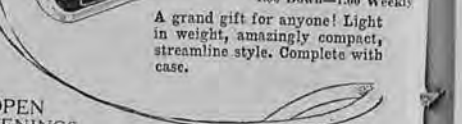
SCHICK SHAVES 12.50

50c Down—50c Weekly
This new Schick "Captain" will give him easier, closer shaving every day in the year. He'll be grateful for this special gift.



L. C. Smith CORONA ZEPHYR 29.75

1.00 Down—1.00 Weekly
A grand gift for anyone! Light in weight, amazingly compact, streamline style. Complete with case.



RUDOLPH'S 4-in-1 SET 39.95

1.00 Down 1.00 Weekly
Beautifully harmonized set of two diamond set rings, 2-diamond watch and 1-diamond set locket.

RUDOLPH'S

EAST MAIN AT SOUTH AVE.

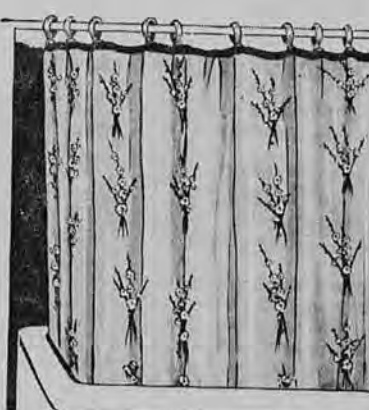
Open Friday and Saturday Evenings Until the Last Customer is Served.

New Paraflex SHOWER CURTAINS

50 NEW PATTERNS TO CHOOSE FROM

\$2.49 each

They come in all colors... They are full size, ready-to-hang. One of the countless unusual gift items on sale in Lauer's fully stocked drapery department.



Sale!

150 New Onyx Base
All Silk Shades

TABLE LAMPS

\$5

A Lamp for every table at Lauer's. Priced low for last minute shoppers who seek a distinctive gift.

Xmas Delivery Guaranteed On Every Article Purchased Before 6 P. M. Saturday

Lauer's

50 STATE ST.

BUDGET TERMS IN ANY DEPARTMENT

STORE OPEN THURSDAY & FRIDAY EVENINGS

URSDAY, DEC. 21, 1939

ROCHESTER SUN, THURSDAY, DEC. 21, 1939

BOWLING LEAGUE SCORES IN TODAY'S SUN

PAGE FIVE

Gift for Baby

Gift Co., 69 State Street.
In the year you will find
a variety.

Always Useful
High Chairs, \$1.98
Playards, \$3.95
Taylor Tots, \$3.45
Swings, \$5.95
Nursery seats, \$1.25
Baby Beds, \$4.95 up
Carrages, \$4.95 up

Gift Co.
MAIN 6479

OF GIFTS

te shoppers
wide choice



Only
3 Minutes
for
Credit

Gold
American
385



C. Smith
ORONA
EPHYR

29.75
Down—1.00 Weekly
anyone! Light
ngly compact,
Complete with

A Gift
She'll Cherish

4-in-1
SET

39.95
1.00 Down
1.00 Weekly

Beautifully har-
monized set of
two diamond set
rings, 2-diamond
watch and 1-dia-
mond set locket.

H'S
VE.

Last Customer

NEW ZONTIANS REPORTED
Rochester Zonta Club an-
nounces the following new mem-
bers: Miss Bertha Ballard, Chief
Title Clerk, Bureau of Maps and
Engineering; Miss Margaret Tay-
lor, Record Librarian, General
Hospital; Miss Louise Naylor,
Superintendent, Lewis Street
Center.

Many western basketball
teams have been scheduled in
Philadelphia this winter. Among
them are Oklahoma, Oklahoma
A. & M., Oregon, Santa Clara,
Colorado, Southern California,
Missouri, Texas, New Mexico A.
& M., Butler and Michigan State.

Every Thursday Is Sun Day.

Santa Claus To Be At Club Party

Members of the women's group,
Valuaries Society, will hold
their annual Christmas party in
the society's hall at 606 Bay St.
tomorrow evening. It is an-
nounced that Santa Claus will
distribute presents to all chil-
dren present.

Club To Entertain Handicapped League

Members of the Rochester
League for the Physically Handi-
capped will be guest of the 17th
Ward Community League at an
entertainment program on Tues-
day, January 2nd in the club hall
on Clifford Ave., cor. Remington
St. Refreshments will be served.

Old timers can remember when
a football fan was satisfied with
a good game, but nowadays it
seems necessary to toss in a Sally
Rand, an Al Schacht and a
troupe of jitterbugs.

There may be some college in
the land that has a football team
that doesn't have an All-Ameri-
can performer on it. If so you
can bet that particular college
doesn't employ a publicity man.

A solution of soda or ammonia
will remove grease from un-
finished wood.

Don Lash, famous two-mile
and cross country runner, is an
Indiana State policeman.

Sweeping CLEARANCE!

FRIDAY and
SATURDAY

DON'T
MISS
THESE
SAVINGS

**WOMEN'S
Smart STYLE
SHOES**
Formerly Priced To \$6
\$2.95
Store
Open
Evenings
Until
Xmas

STYLES FOR DRESS,
STREET AND SPORTS WEAR

Although the Sizes Are Broken, YOUR Size
Is Here In Many Styles! All Sales Final!

**Rochester
SHOE Outlet**
FORMERLY BURKE SHOE STORE
15 Clinton Avenue, North
Directly Opposite Sibley's

EASTMAN THEATRE — December 28
MATINEE and EVENING
CHRISTMAS OPERA and BALLET
"HANSEL and GRETEL"
with Cecile Sherman and Marion Selee
"NUTCRACKER SUITE"
With Thelma Biracree Dancers and
Rochester Civic Orchestra
SEATS—50c, 75c, \$1, \$1.25, \$1.50

Edwards
Use Our 90-DAY
Charge Account
1-3 due Jan 10
1-3 due Feb 10
1-3 due March 10
Street Floor

**WOMEN'S 7-JEWEL AMERICUS
WRIST WATCHES**
REGULAR 17.95 VALUE **10.95**
Beautiful Americus watches of yellow
gold with stainless steel back and black
cord.

You Never Saw Such Style and Quality In
A Low Priced RING!

**BIRTHSTONE
RINGS**
With 2 Genuine
DIAMONDS
Set in a charming yellow gold
mounting.
\$7.50
Very Special
Usual Retail
For \$12.50
... Other BIRTHSTONE RINGS from \$3.95 Up
EDWARDS—Street Floor

**The More
You Shop Around
and Compare, the
More You'll Appreciate
Our Unusual VALUES In**

Divided
Payments
At No Extra
Charge

Gifts Wrapped In
Fancy Paper and
Ribbons, upon re-
quest, and Deliv-
ered Free of Charge.

OPEN EVERY EVENING UNTIL XMAS

MARKS & ABRAMSON
JEWELERS Established 20 Years OPTICIANS
10 STATE STREET AROUND THE
CORNER FROM MAIN

DEEP VALLEY \$9.35
HARD COAL
STOVE SIZE \$9.60
PEA SIZE \$7.75
Prices Cash, Delivered, Shovel Off
LEHIGH
FUEL SERVICE
202 State Street—Exchange at Edison

• Just Call
MAIN 4525

**HOLLOW
HILL
ANTHRACITE**
\$9.95
TON
NUT
RICE
75c
PEA \$8.30
Coke \$9.80

**Solve both Entertainment and
Gift Problems**
**THIS ECONOMICAL,
EASY WAY**

**Widmer's
Hillside
Wines**
WIDMER'S WINE CELLARS, INC., NAPLES, N. Y.

This Christmas....

SAVE YOUR FEET! Spare yourself foot-
flattening hours of Christmas shopping...

SAVE YOUR TEMPER! Duck the push-
and-shove of seething crowds...

SAVE YOUR TIME! Hand your list to your
liquor dealer and say—"Four Roses for all!"

Give what you'd like to get!



THE YEAR'S shortest cut through a
lengthy Christmas gift list is: give
what you'd like to get—Four Roses!

There isn't a man on your list who
won't be grateful, and more than a lit-
tle flattered, to get Four Roses—the
whiskey whose matchless flavor and
mellow goodness have made it Ameri-
ca's gift whiskey.

So, this year, do your Christmas shop-
ping easy (even if you didn't do it early).
And don't forget to remember yourself
with a generous supply of Four Roses
for your own Merry Christmas!

Four Roses
Famous as America's gift whiskey

Try the famous Four Roses
recipe for Christmas Egg-
Nog—it is printed right
on the Christmas package.
It makes the grandest Egg-
Nog you ever tasted! Try
it—you'll say you never
tasted an Egg-Nog so
downright luscious!

\$1.80 \$2.85
A PINT A FIFTH
Available in 5c or 10c

Sibley, Lindsay & Curr Co. STONE 6500

FOOD VALUES FOR THE BIG HOLIDAY!

EATING ORANGES
Fill the fruit bowl and the
Christmas stockings with these
large, fancy California navel
oranges. Size 126.

2 dozen 59c
Fancy Quality
Tangerines
2 doz. 39c
Fancy U.S. No. 1 McIntosh
Eating Apples
10 lbs. 29c
Juicy Florida
ORANGES
3 dozen 59c
High Score Fancy Creamery
Tub Butter
2 lbs. 67c

TURKEYS
lb. **25c**
Plump, tender, flavorful birds that will make your holiday
feast a real hit!

Sibley's Choice of Northwestern Red Label
Sausage Meat lb. **19c**
Extra Standard Solid Meat
OYSTERS pt. **17c**

FRUIT CAKE
lb. **50c**
Homemade

**CHRISTMAS COOKIES, Pfeffer-
neuse** lb. **24c**
SPRINGERLE lb. **34c**

Individual
FRUIT CAKES each **5c**

SWISS CHEESE, ex-
tra fancy domestic lb. **32c**

COLBY CHEESE, mild
and creamy lb. **23c**

SWITZERLAND
CHEESE, imported lb. **65c**

BOILED HAM, sliced,
Sibley's lb. **25c**

Check-List of Holiday Needs:

1 Beech-Nut COFFEE, vacuum pack, lb. tin	29c	1 Genesee PEACH CHUTNEY 8-oz. jar	15c
1 Beech-Nut TOMATO JUICE 80-oz. tin	27c	1 Genesee Spiced WATER- MELON RIND, 15-oz. jar	33c
1 Hunt's FRUIT COCKTAIL No. 1 Tall Tin	13c 3 for 35c	1 Big Bill Large SHRIMP wet pack tin	15c, 2 for 27c
1 Florida Gold Section of Valencia ORANGES, No. 13c, 2 for 25c		1 Genesee Branded MINGE- MEAT, pt. jar	59c, qt. jar 95c
1 Florida Gold GRAPE- FRUIT No. 2 Tin	10c, 3 for 27c	1 Cassin Boneless SARDINES, 15c, 2 for 27c	
1 Lily of the Valley SHOESTRING BETS, No. 2	8c, 2 for 15c	1 Large Budded WALNUTS	27c
1 Hunt's Whole Peeled APRICOTS, No. 2 1/2 tin	21c	1 Paper Shell PECANS	35c
1 Genesee Spiced PEARS	89c	1 Paper Shell ALMONDS	31c
1 Genesee Spiced SECKEL PEARS, 15-oz. jar	33c	1 Large Polished BRAZILS, lb.	23c, 2 for 45c
		1 FILBERTS lb.	29c

Gifford's Super Colonial
RIPE OLIVES
qt. tin **69c**

Blue-Label Mission
TUNA FISH
7-oz. Tin
13c 3 for **35c**

LIVADAS' Christmas Specials

WINES and LIQUORS

A SENSATIONAL BUY

Bottled-In-Bond Under U. S. Gov. Supervision

4 YEARS OLD 100 PROOF

Meadville

RYE

Distilled by Baltimore Pure Rye Distilling Co.

\$2.39

COMPARE! \$3.39 Value!

A LIMITED QUANTITY

IMPORTED MELETO

CHIANTI

Old Vintage

The most famous of Italy's great wines. Dry, Red, in the Raffia — wrapped flagon.

79c

COMPARE! \$1.29 Value!

CASE OF 12 BOTTLES \$8.65

IMPORTED FRENCH or ITALIAN

VERMOUTH

89c

Large 30-oz. Bottle

COMPARE! WITH \$1.35 VALUE!

You not only SAVE at LIVADAS' — you also have the Choicest Brands and Largest Holiday Stocks from which to choose.

We Have A Complete Stock Of Nationally Known Brands—Many In Beautiful Gift Packages

INCLUDING:

- Old Overholt
- Four Roses
- Paul Jones
- Walker
- Mt. Vernon
- Heublein's (Mixed Cocktails)
- Martin's VVO
- Ballantines

And Other Well-Known Ryes and Scotches

A complete assortment of fine vintage champagnes and rare cordials from every corner of the world — and the Savings are worth special trip to our store. Stop in!

SAVE THIS AD!

It will make a handy guide that will help you for your Christmas wine and liquor shopping.

Only 75 Bottles Left! Who Ever Heard of So Low a Price!

Bottled in Bond Under U. S. Gov't Supervision

OLD STAGG

4 Years 100 Proof Old Straight Kentucky

BOURBON WHISKEY

\$1.99

COMPARE! \$3.00 Value!

Our Famous Whiskey

LIVRO RYE

90 Proof 51%—4 Yr. Old

\$2.10

Full Quart

Compare \$2.65 Value! The straight whiskey in this product is 4-yr. old 91% straight whiskey, 4% neutral grain, distilled from grain, distilled by the largest distillers in the world. A very spectacular purchase makes possible this low price. Another Broc. policy, selling at the lowest possible price, consistent with this high quality.

ONLY 100 BOTTLES LEFT! Never Before — Perhaps Never Again

7 1/2 Years Old

MONTICELLO STRAIGHT RYE WHISKEY

\$2.79

Full quart

A superlative value in a truly fine whiskey. Seldom do you ever hear of such a bargain event at Livadas! Compare! \$3.95 Value!

One of Scotland's Finest

KING GEORGE IV BLENDED SCOTCH WHISKEY

100 Per Cent Scotch Whiskey. Distilled and Bottled in Scotland. 86.8 Proof. Compare! 2.20 Value!

\$2.49

Full Quart

We are very fortunate in being able to land this fine Scotch to sell at this remarkably low price. Superb!

Our Very Best Seller

LIVRO GIN

Distilled From Grain 90 Proof

\$1.45

Full Quart

Compare! \$1.95 Value!

A fine quality gin at a spectacularly low price. Smooth and mellow to suit the finest taste. Try this famous LIVRO brand and you'll adopt the habit if you are a connoisseur. We claim there is no better gin at any price. Try it and you will agree with us!

Our Very Best Seller

Sandy Hollow STRAIGHT RYE WHISKEY

3 Yrs. Old

\$1.59

Full Qt.

90 Proof. COMPARE! \$1.95 VALUE!

Special! Imported 1928 Vintage POL CLEMENT CHAMPAGNE

Product of France

\$2.09

Large 26-Oz. Bottle

Case of 12 Bottles, \$23.85

A fine champagne from one of the noted warehouses of France. A spectacular price for a vintage champagne.

COMPARE! \$3.20 VALUE!

IMPORTED WEST INDIES PUERTO RICAN CORAZON RUM

\$1.49

Fifth

86 Proof

Compare! \$2.25 Value!

SPECIAL! AMONTILLADO SHERRY

Illustrated Juan J. Palomino Import- ed. Dry Sherry. Alcohol 20%.

Case \$15.85

Compare! \$1.95 Value!

A Special Low Price! Imported Pinho & Cabral PORT

\$1.39

Very Fine Product of Portugal.

Case \$15.85

ONE OF THE GREATEST VALUES EVER!

CITY CLUB

STRAIGHT

BOURBON WHISKEY

2 1/2 Yrs. Old

90 PROOF

Distilled in Pennsylvania

\$1.39

Full Qt.

3 Qts.

\$4.00

COMPARE! \$1.95 VALUE!

LIVADAS BROS.

183 MONROE AVENUE

YOU'LL WANT THIS CHOICE QUALITY FOR THE HOLIDAYS — AND WHAT A VALUE!

BALBOA WINES

BOTTLED AT THE FINERY IN SUNNY CALIFORNIA

Have you ever tried Balboa Wines? If you haven't you have a taste thrill coming... and without working a hardship on your pocket book... for as Rochester's wine dealers, we offer this big bargain in wine EVERY WEEK!

SWEET WINES

MUSCATEL, SHERRY, TOKAY, PORT



3

Full Quarts

\$1.00

1.25

Full Gallon

\$1.25

Alcohol 20% By Volume

DRY

• Burgundy
• Zinfandel
• Claret
• Barbera
• Chianti
• Reiding
• Sauterne

99c

Gal.

Very Special! Limited Quantity!

FAMOUS FRENCH BURGUNDIES and BORDEAUX WINES

92c

• Laiterie Sauternes
• Chateau Sahuc-La-Tour (Haut-Sauternes)
• Fortier-Picard (Bourgeois Blanc)
• Fortier-Picard (Bourgeois Rouge)
• Chateau-Margaux (Grand Vin)
• Chateau-Talbot (Medoc)

Compare! \$1.25 to \$1.50 Value!

24-Oz. Bottle CASE OF 12 BOTTLES \$10.49

A NAME YOU CAN TRUST
OPEN EVERY NIGHT
'TIL MIDNIGHT

N. Y. S. LICENSE L-4229

OPEN ALL DAY MONDAY

Developed secretly by British engineers, several new vehicles were shipped to France packed in crates labeled "Tanks" to conceal the true nature of the shipment. The name remains.

Two foreign stars ran faster than any American at 400 meters the past season. Harbig of Germany turned in a mark of 46.0; Lanzl of Italy, 46.7; and Woodruff of the U.S.A., 46.8.

On the basis of best performances of 1939 the United States track and field stars lead the world, having almost double the points credited to Finland's athletes in second place.

Movie Quiz Winners

Listed below are the names of the Movie Quiz last week. If your name is listed here call at the Rochester Sun Office, 520 Hurst Bldg., before Monday noon for your prize. Tickets given out Saturday afternoon.

Nancy Farnley, 178 Harding Road
Mrs. F. Eisenberg, 133 Rawlins Road
Betty Dutton, 35 Ernst St.
Virginia Maxwell, 45 Wilbur St.
Mrs. D. Creasome, 1628 N. Goodman St.
Mrs. John Klehr, 18 Wendhurst Dr.
Ethel Pugh, 32 Maple St.
Jeanette Wicks, 170 Wilkins St.
Elizabeth Kuchler, 331 Troup St.
Mrs. A. Hanks, 42 Copeland St.
Hana Dorote, 1233 Maitly St.
Mrs. Wm. Baehner, 185 Avenue E.
Mrs. Bob's Karmeyer, 21 Strong St.
Marion McCarthy, 382 Driving Pk. Ave.
Betty Roth, 74 South Fitzgibbon St.
Alma Down, 363 University Ave.
Gertrude L. Lusk, 47 Reppin St.
J. A. Smith, 174 University Ave.
Jeanette De Smit, 18 Darrow St.
Marion Lockwood, 1 Maynard St.

North Democrats To Have Yule Party

Plans for the North Democratic Club's annual children's Christmas party include the distribution of toys and candy to more than 500 youngsters. The party, which will be held at club headquarters, 1 Fernwood Ave., is scheduled for Saturday afternoon, according to Bob Vele, chairman of the arrangements committee.

Nazareth Students To Fill Yule Baskets

Students of Nazareth College will provide articles of clothing, toys, dolls and holiday foods for 20 needy Rochester families, according to plans announced by the group this week. Names of the families are being supplied by the Catholic Charities, according to Miss Mary Bertha Pallas and Miss Mildred Ball, who are in charge of the work.

New Officers Picked By Woodmen's Group

Genesee Camp, Modern Woodmen of America, has elected its officers for 1940 as follows: Consul, Thomas F. O'Connell; adviser, Clarence A. Bush; banker, Francis E. Gores; escort, Charles Newsome; trustee, one year, Ed-ward Hallings; trustee, two years, Ernest Madden; trustee, three years, Hyer Hormats. Installation will take place Wednesday evening, Jan. 17, at Ontario, where a public ceremony will be conducted. All camps in Monroe County will be represented.

GLO-BRITE
ANTHRACITE
COAL
Pennsylvania HARD

If you want snug, warm comfort — use our high quality fuel! Only one grade — **THE BEST!**

EGG STOVE NUT **\$9.95** TON

COKE **\$9.20** TON

Rice \$6.50 Pea \$8.25 Buckwheat \$7.60

Cash Prices Per Ton Shoveled Off

GLENWOOD 59-58-57
ROCHESTER FUEL
AND FEED COMPANY
OFFICE & YARD - 1525 CLINTON AVENUE NORTH

AUDITORIUM FRIDAY and SATURDAY
DEC. 22 and 23 — SAT. MAT.
PRIOR TO NEW YORK ENGAGEMENT

JOHN M. GATTA presents
THE MAN WHO KILLED LINCOLN
A Play in Three Acts and Eleven Scenes

Directed by **ELMER HARRIS** From **PHILIP VAN DOREN STERN'S**

RICHARD WARING as JOHN WILKES BOOTH
SAM BYRD as WHITFORD KANE
CHARLOTTE WALKER

Staged by **FELIX BRENTANO**

Make checks payable to **MAT. ORDERS NOW**

Will R. Corbis, Envelope Self-Addressed, Stamped envelope

Box Office Sale opens Fri. Dec. 22



SCHENLEY'S
the light-bodied whiskey with full-bodied flavor
THE RIGHT GIFT - 4 WAYS:
1. RIGHT because it's Light-bodied!
2. RIGHT in Full-bodied flavor!
3. RIGHT in Strength—full 90 proof!
4. RIGHT in price!

SCHENLEY'S BLACK LABEL
42% grain neutral spirits
FT. (16 oz.) \$1.55 QT. (32 oz.) \$3.00
SCHENLEY'S RED LABEL
42% grain neutral spirits
FT. (16 oz.) \$1.50 QT. (32 oz.) \$2.50
BOTH BLENDED WHISKY—COP
1200 Schenley Distillers Corp., N.Y.

WITH EACH BOTTLE
a handsome gift coupon
for 50c extra credit



GAMLER'S
WATCHES
JEWELLERS
OPTICIANS

104 E. MAIN ST. N. WATER ST.



GAMLER'S
WATCHES
JEWELLERS
OPTICIANS

GAMLER'S THE STORE OF
A 1000 GIFTS
BUY NOW!—All Next Year To Pay Is The Gamler Way!
NO INTEREST or CARRYING CHARGES

REMEMBER GAMLER'S WILL BE OPEN THRU FRI. AND SAT. NITES
TILL NINE TO SERVE ALL LAST-MINUTE SHOPPERS

HAMILTON
The Name That Makes The Price Important

"BAGLEY" \$40.00
17 jewels, 18K natural gold-filled, 18K applied gold numeral dial.

"NANCY" \$50.00
17 jewels, 18K natural gold-filled, 18K applied gold numeral dial.

Choice of Gift WATCHES
Ladies' or Gents' Hamilton, 7-jewel, yellow gold wrist watches. Guaranteed.
\$9.95
30c Down, 50c Week

LOOK!
Only **9c** Each
Beautiful Crystal Glass
CIGARETTE OR JEWEL BOXES
HURRY! WHILE THEY LAST!

BULOVA
Handsome new Bulova "Banker" for men. On easy terms 15 jewels.
\$24.75
50c Down 75c A Week

BULOVA
Lovely new "Priscilla" 17 jewels. For ladies.
\$29.75
50c Down 75c A Week

BULOVA
Handsome, new-style Bulova wrist watch for men. 21 jewels.
\$42.50
\$1.00 Down \$1.00 A Week

ELGIN
A handsome new shape in yellow gold, a guaranteed time-keeper. 7 jewel.
\$24.75
50c Down 75c A Week

ELGIN
17 jewels, yellow gold, newest design. Many styles to choose from.
\$37.50
50c Down 75c A Week

ELGIN
15 jewel, yellow gold — Many styles to choose from.
\$29.75
50c Down 75c A Week

\$9.75 Handsome solid gold birthstone ring for men. All colors.
50c Down, 50c Week

\$6.975 Bridal set exquisitely designed. Set with 7 diamonds in matching ring. 14K yellow gold.
50c Down, 50c Week

\$1.75 Evans combination lighter and cigarette case. All in one.
50c Down, 50c Week

\$10.95 Handsome emblem ring for men.
50c Down, 50c Week

\$9.95 Lovely birthstone ring for ladies.
50c Down, 50c Week

\$29.75 Bridal set. See it and you'll buy it! 18K yellow gold.
50c Down — 50c Week

\$14.95 Established with a diamond set each side in a beautiful solid gold mount. 14K yellow gold.
50c Down — 50c Week

NATIONALLY ADVERTISED MERCHANDISE

Cameras
• Falcon
• Thorex
• Eastman

Electric Razors
• Schick
• Remington
• Sunbeam

Pen & Pencil Sets
• Sheffers
• Parker

Low as 25c Down-25c a Week

Diamonds
• Blue White
• Silverware
• Wm. Rogers
• Community Plate

Clocks
• Big Ben Alarms
• Bell Buckles
• Hickock

Watches
• Hamilton
• Elgin
• Hallmark
• Westfield
• Bulova

Lighters
• Benson
• Evans

8-Piece CHROMIUM Cocktail Set \$4.95
A beautiful set for your own use or to give as a gift!
25c DOWN — 25c WEEK

Remember, No Interest or Carrying Charges at Gamler's

EMERSON
Small Powerful Showdown
\$9.95
50c Down 50c Week

Diamond Cross
Gold filled, with very diamond
25c DOWN 50c WEEK

Diamond Locket
Gold filled with a fine chain
25c DOWN 50c WEEK

\$19.75 5-diamond ensemble that makes a rich, aristocratic bridal set. 14K yellow gold.
50c Down — 50c Week

\$2.95 3-piece military set.
50c Down, 50c Week

\$2.95 Billfold, key case set.
25c Down, 25c Week

\$12.50 Modernistic percolator set. Manning and Bowman.
25c Down, 25c Week

\$32.50 Famous Community Tudor silverplate service for 8.
25c Down, 25c Week

\$1.95 SPECIAL Roman Lighters. Reg. \$2.25.

\$9.95 2-diamond birthstone ring for ladies.
50c Down, 50c Week

GAMLER'S
104 E. MAIN ST. Cor. N. WATER
CREDIT JEWELERS AND OPTICIANS

SENECA STORES

149 MONROE AVENUE

CREDIT JEWELERS
OPEN EVENINGS TILL 10 O'CLOCK

OPEN EVERY EVENING TILL 10 O'CLOCK

JEWELRY GIFTS BRING

MORE JOY

FOR LESS

..... AND YOU DON'T NEED CASH

2 NICKELS A DAY!

FREE
CUCKOO CLOCK

With Every Jewelry Purchase
Of \$9.95 Or Over!



3 DIAMONDS
\$1.00 a Week
14-Karat solid gold hand wrought, with two beautiful side diamonds.

LOVELY RING
\$1.00 a Week
Something New! Exquisitely designed set with four single cut side diamonds. The center stone is guaranteed to be absolutely clear.

EXQUISITE
\$1.00 a Week
We need not say too much about this ring. "Exquisite" is a perfect description. 14 and 18 karat solid gold mounting.



Diamond Pair
50c a Week
We cordially invite competitive prices on this amazing offer. Solid Gold.

BRIDAL SET
50c a Week
This Bridal Pair Set in 18% Iridium Platinum is a 1940 Fisher Creation.

Shavemaster
50c a Week
\$7.50
"Shavemaster" Current issue of Consumers Union gives Shavemaster number 1 rating over all other electric shavers.

DIAMOND "Sweetheart" PHOTO LOCKET
With Long CHAIN
\$4.95
50c A WEEK

FOR THE LATE SHOPPER
OPEN SUNDAY
FROM 10 A. M. — TO 4 P. M.

20 Piece DRESSER SETS
20-pc. dresser sets. Made to last throughout the years.
\$25.00
Other sets from \$5.95 up 50c a Week

SENECA STORES

149 MONROE AVENUE

CREDIT JEWELERS
OPEN EVENINGS TILL 10

ELGIN
\$1.00 less with cloth band. **\$20.00**

BENRUS
Smartly styled Genis watch. **\$19.75**

ELGIN
10-Karat natural roll Gold plate case. Stain less steel back. **\$24.75**

BENRUS
Every stewardess on TWA Airlines wears a Benrus Watch. **\$29.75**

ELGIN
10-Karat natural gold-filled case with 2 sparkling diamonds. **\$39.75**

BENRUS
Every Pilot and Official of TWA Airlines wears a Benrus Watch. The watch that shows the airways. **\$29.75**

Genis' solid gold initial ring. **\$9.75**

Initial Ring with 2-Diamond solid gold band. **\$15.75**

2-Diamond solid gold woman's Charm. **\$19.75**

Ladies' Birthstone Rings from \$7.75 to \$10.

Point-to-Point Sets **\$1.95** up

This hand made diamond studded cross in 14k gold **\$27.50**

Watch Bracelets **89c** up

Brooches **\$1.00** up

Sizes and Colors **49c** up

Electric Irons **\$22.50 to \$300**

Electric Toaster **\$4.95** up

Coffee Set **\$6.75** up

Cocktail Set **\$1.39** up

PAY IN 1940

SDAY, DEC. 21, 1939

ROCHESTER SUN, THURSDAY, DEC. 21, 1939

JIMMIE FIDLER IS IN THE SUN EVERY THURSDAY

PAGE NINE

Butterhole League
Kehrig's 598 led Genesee Hall's Butterhole League last week. His 33 was good for high single game for the league.
Koster & Sayre won three games from Lotz Hardware. Genesee won two from Baries Shoes. Frisch Market won two from Art Muhs Restaurant and Mandell Drugs won three from Adcraft Printers.

Clara Barton Tent Schedules Meeting
Clara Barton Tent, Daughters of Union Veterans of the Civil War, will meet at 8 p. m. tomorrow in Odd Fellows Temple, 11 Clinton Ave. N. A Christmas party will follow, with Miss Helen Parsons as chairman. Each member will bring a 10-cent gift.

Arpeako League
De Luxe Beef won three from Nutfranks, aided by Volkmar's 570 and Erwood's 547. In Elm Hall's Arpeako League, Butter won two from Tenderized Ham, Pienies won two from Nuggets and Harold Mulholland had 587 and a big 248 game, but the Steamers lost two to Bacon, paced by Crandall's 386 and Long's 572.

Opera Shares Spotlight With Ballet At Eastman
The Humperdinck opera, "Hansel and Gretel," and the ballet from Tchaikowsky's "Nutcracker Suite" have long been noted for their appeal to both children and their elders. Back of that circumstance lies the decision to perform the combined program of opera and ballet next Thursday afternoon and evening, in the Eastman Theater.

In music these two beautiful stories are in the same category as Dickens' immortal Christmas Carol as holiday theatrical fare. Young and old see them over and over again and never fail to enjoy the melodious stories.

Heading the cast in the opera will be Cecile Sherman, talented operatic soprano, who was renowned here and in metropolitan circles as one of the members of the Rochester-American Opera Company. She will play Gretel. The other title

role, Hansel, will be taken by another young operatic luminary, Marion Selee.

For Your Christmas GIVING!
When Giving Wine or Liquor
The Brand Makes the Gift!
If you'd like to make good with your Christmas Giving... give GOOD wine or liquor... let the brand name indicate your good taste... poor liquors don't belong under the Christmas tree! Come in and inspect our large quality stock, let our courteous clerks serve you, Christmas wrappings and delivery service if you wish!

Rochester's Best Buy
CHATEAU LYELL
CALIFORNIA WINES
Bottled By The Producer
Not A Second-Hand Bottling
\$1.69
Gal. 95c
1/2 Gal. 50c
PORT - MUSCATEL
SHERRY - TOKAY

Italian Swiss Colony Brand
PORT MUSCATEL 1/2 Gal. \$1.85
SHERRY MARSALA \$1.05

Names To Remember When Selecting a Gift of Liquor
SEAGRAM'S G & W CALVERT SCHENLEYS 3 FEATHERS HERMITAGE OLD CROW OVERHOLT MT. VERNON I. W. HARPER
LYELL AVE. LIQUOR STORE
Tom Taylor Fred Jackson
193 LYELL AVE. Near Saratoga GLEN. 317

PENNSYLVANIA HARD
EGG & NUT \$9.35
STOVE COKE \$9.20
STOVE \$9.60
LAKE COAL
EGG STOVE \$10.40
NUT \$10.40
PHONE GLEN 538
255 LYELL AVE.

FRED LINTZ
WHEN You give him
Cigars from Lintz
—for Christmas—
they will be fresh
See Our Fine Selection of Pipes

It's in the BAG
ADAM Hats
They're all \$2.95
GIVE "HIM" AN ADAM GIFT CERTIFICATE
127 MAIN ST. E.
Cor. South Ave.—OPEN EVENINGS

A short drink
starts a long friendship
NATIONAL'S EAGLE
"The King of Blends"
If you want a perfect, mild, gentle whiskey, try National's EAGLE. And compare its price, its body, its aroma and its taste with any blend at any price.
National Distillers Products Corporation, New York—99 Proof, 40% straight whiskey, 60% grain neutral spirits.

Go first to Neisner's
5c to \$1.00 Stores
REDUCED PRICE—LAST 2 DAYS
ICE SKATES FOR
WOMEN - MEN - BOYS - GIRLS
BLACK or WHITE
Values To \$4.00
2.75 ALL SIZES
SALE! GIFT HOUSE SLIPPERS
FOR ALL THE FAMILY
INDIAN-HEAD SLIPPERS
FOR DAD—MOTHER—SISTER BROTHER
REAL VALUE
MEN'S LEATHER SOLED ROMEO SLIPPERS
BLACK BROWN
All Sizes
23c PAIR
SALE! 1.44 PAIR
All Sizes 6 to 11
REDUCTIONS UP TO 50%
A GIFT FOR MISSIES AND CHILDREN
BOOTE SLIPPERS
RED OR BLUE
ALL SIZES
FINAL CLEAN-UP SATIN AND ZAPON SLIPPERS WITH MILITARY HEELS
33c PAIR
2 DAYS ONLY—THESE JULIET STYLE SLIPPERS FOR MOTHER
All Sizes
25c PAIR
SALE! 87c PAIR
SALE! 1.98 PAIR
SIZES UP TO BIG 6 SIZES TO BIG 6
HI-TOP ALL LEATHER BOOTS
With Leather Soles
AND FREE KNIFE
BOYS

Your Last Chance To Get A Nationally Known CEDAR CHEST AT CLOSE-OUT PRICES
Our Entire Stock Included! — Lane! West Branch! Bluebird! Out They Go at Sacrifice Prices.
Reg. \$16.95 Walnut
CHESTS \$10.95
Just the Gift for Sweetheart or Wife
WE'LL DELIVER IN TIME FOR CHRISTMAS
Stop In Now. Pay Us Only 50c Down and We'll Deliver In Time For Christmas.
18 MONTHS TO PAY
Pay Only **50c** DOWN
14-Pc. Complete BEDROOM OUTFIT \$79
Pay \$3.50 Down 18 Months To Pay Balance
COMPLETE LIVING ROOM
Save \$20 On This Ensemble
\$89
\$3.50 DOWN DELIVERS
INCLUDED: The splendid Living Room Suite pictured, 3 Fine Tables, 3 Matching Lamps, Occasional Chair, Metal Smoker. Choice of covers.

MAJESTIC FURNITURE CO.
204 COURT STREET
OPEN EVERY EVENING 'TIL 9 P. M.

ROCHESTER SUN, THURSDAY, DEC. 21, 1939

ROCHESTER SUN, THURSDAY, DEC. 21, 1939

FOLLOW SUN ADVERTISEMENTS FOR UNUSUAL VALUES

PAGE ELEVEN

SAKE
egmans
PRICES
QUALITY!

See Daily Papers
For Our Low Price
On Quality Turkeys

25c
25c
15c
15c
10c
8c
10c
10c
2 for 9c
10c
9c
47c
25c
9c
21c

AGE OF
LAKES
TAINS
ERTIFI-
ALITY!
PRICE
4c
TS
PARKING
CUSTOMERS

BEST COAL VALUE IN CITY
BLACK MAGIC
QUALITY
COAL
Egg
Stove
Nut
\$10.45
TON
CASH
SHIPPED
OFF
PEA COAL \$8.75 TON
BUCKWHEAT \$7.75 TON
SEMI-SOFT COKE \$10.05 TON
Established For Over 35 Years
GEN. 586
PAYNE & DUNHAM

SCHLEIF BAKE SHOP
17 CLINTON AVE. SO.
NEXT TO ODEON'S
A STEP OFF MAIN
The discriminating housewife is learning to drop in at Schleif's when down town shopping for her baked goods. She finds a variety second to none and of the finest quality. Make your next purchase of baked goods at Schleif's and judge for yourself.

SPECIAL FRIDAY ONLY
Danish Pastry 3c
Rich, flaky, assorted fillings

SPECIAL SATURDAY ONLY
Layer Cakes 29c
Tender chocolate layers with a rich milk chocolate icing. Regular price 39c.

DON'T FORGET FRUIT CAKE!
WE HAVE TWO GRADES
A GOOD VALUE AT 59c lb. EXTRA HEAVY BRANDED 59c lb.
XMAS STOLLEN 40c and 60c

LAST MINUTE GIFT SUGGESTIONS
COOKIE JAR 98c
CASSEROLE \$1.98
Filled with 3 lbs. Ice Box Cookies
SPECIAL: Colorful Cookie Jar 98c

CLARK'S HAVE SOMETHING
—to Gobble, Crow, Cackle and Honk about this week-end. As our poultry is not cold storage stock, the prices are the lowest, the quality good. Satisfaction or your money refunded.

TURKEYS 25c
Fancy, Scalded, Waterfowl
Milk Fatted, Heavy Yearling
GEESSE 23c
FOWL 23c
Milk Fatted, Small, For Fricassee
FRESH CUT-UP CHICKENS
Breasts, lb. 41c Wings, lb. 21c
Legs, lb. 35c Necks, lb. 15c
Livers, lb. 39c Giblets, lb. 19c
CLAMS 1c
Fresh-Dig, Cherrystone

CHICKEN 23c
Milk Fatted Heavy, Young, Roasting
Fancy Northwestern, Young Hen
TURKEYS 27c
7 to 12 lbs.

CLARK'S MARKETS
906 NO. GOODMAN
Near Bay, Culver 4870
824 PORTLAND
Near Lux St. Stone 471

Give Them the TIME of Their Lives
Famous GENERAL-ELECTRIC CLOCKS
ELECTRIC GIFTS
GIVE HAPPINESS
LONG AFTER XMAS
For Any Room...
Radiates color and charm of natural gold. Cream white dial. \$6.95.
Alarm Clocks...
With illuminated and translucent dial. \$5.95.
Other models, \$4.95.
Kitchen Clocks...
Choice of colors—red, ivory, green, blue, black, white. \$2.50.
ROCHESTER GAS & ELECTRIC Corporation

Geneva Raiders In Season Debut At Armory Friday

Geneva's Red Raiders will furnish the opposition for Troquois lacrosse squad at the Armory tomorrow night. The Raiders, who always provide a lot of color but not too much lacrosse excellence, will try to break the jinx that prevented them from winning either of last year's contests with the local aggregation. The Indians go into the fray with a sixstraight win record to protect. According to word from Armory officials, this holiday game will be moved back to 9 p. m. instead of the usual starting hour.

ED RANDALL

(Continued from page 1)
ing Association of Rochester. "P. S. We're only kidding, Santa. We could get as many 600's as the men do, if we really put our mind to it. We'd rather talk than bowl, anyway."
"All I want for Christmas is that some one of my boys, I don't care who, rolls himself a big 800 total or something. I'm getting tired of the silly halls in the city getting all of the publicity." — Art Maglin.
"If every Poparty who rolls in Reynolds Hall will bring me a Christmas present, I'll have enough!" — Milt Woods.
"Dear Santa — Please whisper down the chimney to Bill Voss and Frank Terry that the pipes in my tap room are wearing out from the heat. If they don't quit rolling beer frames, those Red Men are going to be all by themselves on a reservation." — Charlie Henchen.
"I'll stand on our records. When better scores are made, Santa, my boys will make them." — Jack Carboneau. "P. S. If anybody reads this, I'm only kidding." — J. C.
"You've been good to us all year, Santa Claus. I only hope we continue to 'Groh' as we have in the past." — Charlie Groh.
"Dear Santa — I've got a book now that shows me how to bowl. I'll make those Rotarians sit up and take notice in a few weeks. Just wait and see." — Bill Bromley.
To all our bowling friends, the Rochester Sun wishes the merriest Christmas ever. May Santa bring you every good thing you wanted and more than that, we hope that in giving, you will realize the true spirit of Christmas. We can always find someone more fortunate than ourselves and to them Christmas means only as much as we want to make it.

G. & E. League
Herman Fichtner led the Gas & Electric League at Elm Hall last week with 694 and high single game of 226.
Jack Bloom had 872 to aid the Office Maintenance team to three wins over Inventory. Electric Stations won two from Storehouse, General Construction won two from Order Department, Meter Readers won two from Steam Department, Office won two from Electric Meters and Appliance Service won two from Gas Distribution.
Every Thursday is Sun Day.

FAIRCHILD'S POPCORN
SPECIALS for CHRISTMAS
FAIRCHILD'S FAIRY FRITTERS 5c, 6 for 25c
Pumpkin, white, red balls, pink sugared corn, plain popcorn for stringing.
Filled stockings and cellophane bags.
CORN Large Yellow Corn, 15c 2 lbs. for 25c
FOR POPPING Formerly with SIBLEY'S
SHEWMAN 405 E. MAIN
FOUR DOORS WEST OF GIBBS

Christmas Special
R.C.A. VICTOR
LOOK! ONLY \$1.00
WHEN YOU BUY THIS
R.C.A. Victor RADIO \$69.95
\$1 DOWN \$1 WEEK
Immediate Delivery
T-tube console with improved push-button tuning on 8 stations, plus domestic and foreign reception, including Police, Aviation and Amateur calls, 15-inch electro-dynamic speaker, "Pigskin" combination for both Victrola and Television. Attractive! No antenna or ground needed.
WOLK Auto Supply and Furniture Co., Inc.
287 JOSEPH AVE. STONE 755

This gave folks a grand new idea for gifts!
We put out this ad 4 seasons back, thinking that a lot of folks would be mighty happy to know they could give for presents — as well as get — the exact same whiskey us distillers enjoy amongst ourselves.
It's our family's whiskey, neighbor — and neighbor — it's your price!
Folks, it's our own family's whiskey — and Holiday Greetings goes with every bottle!
It just beats all how everybody seems to have caught on as to how mild and tasty this Family's Whiskey of ours is — and how reasonable you can get it! And I want you to know that every bottle is going to be just like the other — just like I know good whiskey ought to be made, after putting in every year of my life since I've grown up into making whiskey!
THE WILKEN FAMILY
PINT \$1.14 QUART \$2.20
At your favorite bar and package store.
THE WILKEN FAMILY
BLENDED WHISKY — 40% ALC. — 70% GRAIN NEUTRAL SPIRITS. THE WILKEN FAMILY, INC., ALADDIN, SCHENLEY P. O., PA.
It turned out to be a grand idea. And while there might be bigger gifts and costlier gifts, I doubt there is any tastier! Just try it yourself!
Harry Wilken Jr.

Commercial League
Bill Streb was "hot" in last week's Commercial League at Buonomo Hall with a big 693. Norm Ulscht had high single game of 254. Bob Widmer had 647. Norm Ulscht 646, Walsh 641, Paddy 635, Cliff Drullard 630 and Ken Seelye 612.
Durbins won three from Alvin Place Dairy, Sibley, Lindsay & Curr piled up a big 3112 to win all three from Lauer Furniture, Masseth Dairy won two from Brewster-Gordon and Houck Bros. won three from Lasken Electric.
Phil Wrigley hasn't taken a more active part in managing the Cubs for fear he'd "gum" the works.
OPEN EVES, TIL 9
GIVE SPORTSWEAR
Famous LUND SKIS
Pine... \$1.75 to \$3.25
Maple... \$4.75 to \$5.75
TOBOGGANS \$6.25 to \$12
CHILDREN'S ALL WOOL 3 PC
SNOW SUITS \$4.98
COMPLETELY LINED
SKI PANTS \$1.39
BOYS' ALL WOOL
CAMPUS COATS \$4.98
SIZES 8 to 18 Others to \$14.98
Boys' and Girl's TUBULAR SKATES \$2.99
Ladies All Wool CAMPUS COATS \$4.98
Lino Ranger COWBOY SUITS \$89c
Ladies All Wool FLANNEL SKIRTS \$1.69
Ladies 100% Wool CARDIGAN SWEATERS 95c
Heavy Checked BEACON ROBES \$2.98
Men's 100% Wool Jersey Coat SWEATERS \$2.48
Misses & Girls Parka & Glove SETS 89c
MEN'S NEW SPORT SWEATERS \$1.98
Men's All Wool Plaid MACKINAW COATS \$5.98 to \$18.98
ROCHESTER JOBBING HOUSE
159-161 JOSEPH AVE. Cor. Nassau St.
Open 'til 9 Every Evening Unrestricted Parking

SALE XMAS WINES & LIQUORS
RYE Park & Tilford pt. 95c
Kentucky Bred qt. 1.75
Compare! Reg. \$2.25 Qt.
GIN Hiram Walker's 100% Grain Neutral Spirits, 90 Proof. \$1.55 qt.
SCOTCH SANDY MAC DONALD
Fine Imported Scotch, blended and bottled in Scotland.
Compare! \$3.54 Value 35 Other Brands in Our Complete Fine Stocks See Them!
CHAMPAGNE Imported Louis Royer \$2.19
Vintages The House of Royer is appreciated by all — connoisseurs of fine vintages.
Compare Reg. \$3.25
WINE Lucky Star Port Sherry Muscatel Tokay \$1.25 Gal.
WINE ONEIDA Port, Sherry, Muscatel, Tokay, White Port, Dry Sherry, Angelica, Marsala. \$1.69 Gal.
95c 1/2 Gal.
PARISIAN LIQUOR STORE
1517 LAKE AVENUE

Gifts Galore
at Wolin's
NEW STORE
83 E. MAIN ST.

HATS \$1.99 and \$2.45

TIES 55c
SHIRTS \$1.29
GLOVES \$1.00

SWEATERS \$1.95
JACKETS \$3.95
SLIPPERS \$1.85

WOLIN'S 83 MAIN ST., E.
Main and Plymouth

CHRISTMAS GREETINGS

From the BUONOMOS
Charlie, Tony, Larry, Bob and Cy

GIFTS for HIM

WESTON'S 8-Year Old SCOTCH \$3.15
MAXFIELD'S N. Y. State WINE \$1.39

STUART MANOR GIN \$1.59
PERDI DRY Calif. WINE 99c

JOE ROACH Liquor Store
532 Monroe Avenue, Near Goodman

TOWERING MANSIONS
Designed and Dedicated to Heighten the Joy of Living

LINCOLN HOTEL

NEW YORK CITY
44th to 45th STS. at EIGHTH AVE.

Kodak Park A. A. To Sponsor Rochester Day At Syracuse Ice Show

Hundreds of Rochesterians will journey to the state fair Coliseum rink in Syracuse, Saturday afternoon, Dec. 30th, for a special Rochester Day showing of the Ice Vanities of 1940, claimed to be the greatest skating spectacle ever assembled.

The program on that day will be under the sponsorship of the Kodak Park A. A., which is planning a special sale of tickets to bring out a banner turnout of local spectators.

The Ice Vanities will appear at the state fair Coliseum for ten performances, starting Christmas night and continuing through Jan. 1, 1940.

The Vanities comprises a cast of 50 international skating stars, including some of the most famous names in this new medium of entertainment.

Want Ads

NOLAN'S - used furniture at lowest prices 420 State St.
NOLAN'S - 3 piece recovered living room suite \$39.00.
NOLAN'S - Used day beds \$3.00.
NOLAN'S - Dressers and beds for rooming houses.
NOLAN'S - Remarkable value - layer felt cotton mattress \$7.50.

POULTRY

GERSE - alive 12c lb., dressed 25c. Ryan, 24 Hudson Road, West. Western.

MOVING

MOVING - 3 rooms \$5.00 - 4 rooms \$7.00 a month. \$12.00. Large paved vans. Experienced movers. Ask for Mr. Carter Main 8926.

WANTED TO BUY

WILL pay cash for parlor suites, coal ranges, combination & kungel type stoves. Also dressers, bed springs, tables, chests of drawers, trunks & complete households of furniture to be used for city and country relief. Phone Mr. Carter Main 8926.

BEER LICENSE

NOTICE IS HEREBY GIVEN that license No. 68-10918 has been issued to the undersigned to sell beer at retail in a restaurant under the Alcoholic Beverage Control Law at 161 Curtis St., Rochester, Monroe County, New York to be consumed off the premises Roger S. Wall, 161 Curtis Street, Rochester, N. Y.

LADIES mail circulars at home. No canvassing. Commission. No obligation. Write: Fredrick Service, Coldwater, N. Y.

U.S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

1936 U. S. GOVERNMENT JOBS. Many appointments expected. Commence \$105 to \$175 month. Short hours. Prepare immediately at home for next examinations. Experience usually unnecessary. Continuous education usually sufficient. Full particulars and list positions FREE. Write today, Franklin Institute, Dept. A. 15, Rochester, N. Y.

MAKE YOUR NEXT TON WILLIAM PENN

Anthracite - at No Other Coal At Any Price Will Give More Satisfaction Or More Heat Comfort.

PEA - \$8.75
BUCK - \$7.85
RICE - \$6.75

ARAB COKE... \$10.05

FIRE-KING
70 EXCHANGE ST.

ODENBACH'S
TAP ROOM • OYSTER BAR • PEACOCK ROOM
Clinton at Main

SIGN of Good Times and Good Foods!

Art Barker's Trio
Three smoothies of rhythm - two guys and a gal - Straight from the Pennsylvania Hotel in N. Y. Music that is different.

Dean and Martin
The dance team extraordinary that peaked them in at the Coconut Grove and Roxy's in N. Y. Every evening during dinner and supper.

IRENE GEDNEY
Rochester's favorite radio and concert pianist.

ODENBACH'S
TAP ROOM • OYSTER BAR • PEACOCK ROOM
Clinton at Main

DOLAN'S QUALITY BUYS!

TURKEYS 27c
DUCKS 19c
GEESE 22c
PORK LOIN 13c

CHICKENS 25c
CHICKENS 21c

DOLAN'S
600 JEFFERSON AVE. Cor Bartlett
WHERE YOU BUY THE CUTS OF CHICKEN YOU PREFER.
ALL CUT FROM TENDER, YOUNG CHICKENS.

LOEW'S
WIN GUEST TICKETS TO LOEW'S THEATRE!

BALALAIKA
where there's wine, women and song

NELSON EDDY
ILONA MASSEY

NICK CARTER
MASTER DETECTIVE

WALTER PIDGEON
RITA JOHNSON

TIRES FOR ONE DOLLAR

TIRES \$1 SALE
FULLY GUARANTEED

BUY ONE TIRE AND YOU RECEIVE ANOTHER TIRE OF THE SAME SIZE FOR... \$1

THURSDAY, FRIDAY AND SATURDAY ONLY

TIRES FOR \$1

Sale Starts Thursday 8 A.M., Ends Saturday 10 P.M.
THIS INTRODUCTORY OFFER IS FOR TWO TIRES OF THE SAME SIZE AND MAKE. FOR EXAMPLE, IF YOU BUY ONE 30x4.50 TIRE AT OUR SPECIAL SALE PRICE OF \$7.95 YOU ALSO RECEIVE ANOTHER 30x4.50 TIRE OF THE SAME SIZE & MAKE FOR \$1.00, OR TWO TIRES FOR \$8.95. PAY \$1.00 DOWN - \$1.00 A WEEK.

BALLOON TIRES

29x4.40-21 Balloon	\$ 7.85	Extra Tire \$1.00	Two Tires for \$ 8.85
29x4.50-20 Balloon	\$ 7.90	Extra Tire \$1.00	Two Tires for \$ 8.90
30x4.50-21 Balloon	\$ 7.95	Extra Tire \$1.00	Two Tires for \$ 8.95
28x4.75-19 Balloon	\$ 8.90	Extra Tire \$1.00	Two Tires for \$ 9.90
29x4.75-20 Balloon	\$ 8.95	Extra Tire \$1.00	Two Tires for \$ 9.95
29x5.00-19 Balloon	\$ 9.80	Extra Tire \$1.00	Two Tires for \$10.80
30x5.00-20 Balloon	\$ 9.85	Extra Tire \$1.00	Two Tires for \$10.85
28x5.25-18 Balloon	\$ 9.90	Extra Tire \$1.00	Two Tires for \$10.90
30x5.25-20 Balloon	\$ 9.95	Extra Tire \$1.00	Two Tires for \$10.95
31x5.25-21 Balloon	\$ 9.98	Extra Tire \$1.00	Two Tires for \$10.98
28x5.50-18 Balloon	\$10.60	Extra Tire \$1.00	Two Tires for \$11.60
29x5.50-19 Balloon	\$10.70	Extra Tire \$1.00	Two Tires for \$11.70
30x6.00-18 Balloon	\$13.70	Extra Tire \$1.00	Two Tires for \$14.70
31x6.00-19 Balloon	\$13.80	Extra Tire \$1.00	Two Tires for \$14.80
32x6.00-20 Balloon	\$13.90	Extra Tire \$1.00	Two Tires for \$14.90
33x6.00-21 Balloon	\$12.90	Extra Tire \$1.00	Two Tires for \$13.90
6.25-16 Balloon	\$10.95	Extra Tire \$1.00	Two Tires for \$11.95
6.50x16 Balloon	\$13.90	Extra Tire \$1.00	Two Tires for \$14.90
6.50-17 Balloon	\$17.50	Extra Tire \$1.00	Two Tires for \$18.50
6.50-18 Balloon	\$17.50	Extra Tire \$1.00	Two Tires for \$18.50
6.50-19 Balloon	\$17.90	Extra Tire \$1.00	Two Tires for \$18.90
7.00-16 Balloon	\$16.90	Extra Tire \$1.00	Two Tires for \$17.90
5.50-17 Balloon	\$10.50	Extra Tire \$1.00	Two Tires for \$11.50
6.00-16 Balloon	\$10.90	Extra Tire \$1.00	Two Tires for \$11.90

A Small Deposit Will Hold Your Tires 30 Days

AMERICAN AUTO SUPPLY Co., Inc.
Open Evening to 10:00
292 EAST AVENUE
Open Evening to 10:00

EVERYBODY'S SAYING IT

Apollo Lager Beer

"IS ALWAYS RIGHT AND RIGHT FOR YOU"

ON DRAUGHT-IN BOTTLES AND CANS

American Brewing Co. of Rochester, N. Y. Inc.

THURSDAY, DEC. 21, 1939

ROCHESTER SUN, THURSDAY, DEC. 21, 1939

VALUE SEEKERS ARE GUIDED BY SUN ADVERTISEMENTS

PAGE THIRTEEN

SALE
UNTEED



DAY ONLY
\$1
TWO TIRES
EXAMPLE,
SPECIAL
CEIVE AN
ZE & MAKE
PAY \$1.00

RES
Tires for \$ 8.85
Tires for \$ 8.90
Tires for \$ 8.95
Tires for \$ 9.90
Tires for \$ 9.95
Tires for \$10.80
Tires for \$10.85
Tires for \$10.90
Tires for \$10.95
Tires for \$10.98
Tires for \$11.60
Tires for \$11.70
Tires for \$11.70
Tires for \$14.70
Tires for \$14.80
Tires for \$14.90
Tires for \$13.90
Tires for \$11.95
Tires for \$14.90
Tires for \$18.50
Tires for \$18.60
Tires for \$18.90
Tires for \$17.90
Tires for \$11.50
Tires for \$11.90
30 Days
SUPPLY
Co., Inc.
Open
Evening to 10:00

'S
eer
HT
YOU"
ANS
Inc.

Reserve
For
New
Year
NOW OPEN
BACK STAGE CLUB
Brownie's MARBLE BAR
63 STATE ST.
2 BIG FLOOR SHOWS NIGHTLY
MOSTLY GIRLS
DINE—DANCE—BE MERRY
BACK STAGE CLUB
BROWNIE'S MARBLE BAR
2 Big
Floor
Shows
Nightly

Lutheran League
Marv Kerber and George Knitter tied for high total in last week's Lutheran League matches at Buonomo Hall with 608. Knitter had high single, 236. Reitsig had 600.
Zion won three from Redeemer, Concordia three from Zion No. 2, St. John No. 1 won three from Church of Peace and St. Matthew won two from St. John No. 2.



Joan Collette charming star of "The Stockin' Filler". Christmas Week Attraction opening tomorrow at the Embassy.

ROTARY LEAGUE
Rotary League bowlers at Buonomo Hall Tuesday night saw two new individual records established when Elmer Halley banged out a big 265 and Vic Russell compiled the enviable total of 704 with games of 242, 226 and 237.
Halley, of Hickok, started his big game rather inconspicuously with three spares but then stepped on the gas and laid in eight straight pocket hits.

SANTA SAYS—
Can't get down the chimney this year.
JUST HAD
The One and Only
Original
CHICKEN ON THE ROUGH
at my good friend
Punk Rowe's
1160 Jay St.
Served at All Hours
"For Xmas Cheer
Bring the Gang Here"
Gen. 2301

Where To Go
DINING—DANCING
ENTERTAINMENT

Merry Christmas
TIM KELLY'S OYSTER BAR
Special: Full Course
Turkey Sunday Dinner 75c
814 S. Clinton Ave. Mon. 9:30

Merry Christmas
APEX GRILL
TURKEY, CHICKEN or
DUCK DINNER 50c
All Home-Cooked Foods
Choice Beverages
2001 E. Main Culv. 5975

DODGE GRILL
1419 Lyell Ave.
NEW—Sweet Swingsters
Finger Show Every
Friday, Saturday and Sunday Nights
featuring
Rudy, Bavarian Baritone,
Formerly of Pittsburgh Inn
Fish Fry or 25c
Chicken Pies
CHOW MEIN
Pearl M. Dodge, Prop. Glen. 7291

Merry Christmas And
Happy New Year
BILL LAWSON'S GRILL
See the largest Baseball Gallery in
the World. Read in Local Groups
DANCING EVERY NIGHT
ALL LEGAL BEVERAGES
74 South Ave. Main 8098

Merry Christmas!
Cobb's Hill Grill
Special
Steak or Turkey Dinner 50c
Make Your New Year's
Reservation Now
Opened All Night
1104 Monroe Ave. Mon. 9:29

A Merry Christmas
ALL ABROAD
FOR
ALLARD'S
The Bright Spot of State St.
Fish Fry—Meat Fry and Sal.
CHICKEN ON THE ROUGH 40c
Served All Hours
222 State St. (Opp. Car Barn)

BUY YOUR XMAS LIQUORS AT BERGHASH GIGANTIC SALE

LOWEST PRICE EVER
OLD BROMLEY
DISTILLED
LONDON DRY GIN
100 PROOF
REG. \$2.65 Value
Quart **\$1.45**
Compare 100 Proof
Full Quart
Low In Price
High In Proof
100 Proof
Limit
3 Bottles
To A Customer
Thousands know
Old Bromley as a
fine Product. Gin,
economically priced
and famous for its
mixing qualities.
Distilled from grain.

Compare This Low Price
Blended Whiskey Is
4 YEARS OLD, 90 PROOF
PAUL NEVINS
EVERY DROP OF THIS
Blended Whiskey Is
4 YEARS OLD
Regular \$3.00 Value!
COMPARE!
To any other higher priced
whiskey. A \$3.00 value!
A Rich
Smooth
Mellow
Flavor
Buy A
Quantity at
This Low
Price
3 Quarts \$6.00
Case 12 Qts. \$23.50
A Smooth Mellow Whis-
key, Properly Aged and
Blended
90 Proof
Blended
Whiskey
Paul
Nevins
Blended with
all 4 year old
whiskies.
Quart

Bardsley 100 Proof Straight Rye Whiskey	Regular Price \$3.00	Quart	Christmas Special \$2.10
REICHSWEHR KUMMEL SMOOTH AS SILK	\$2.25	Quart	\$1.69
Julius Marcus GOLD WASSER OLD FASHIONED DRINK	\$2.50	4 5 Quart	\$1.95
LE JOUR CORDIALS ANISETTE	\$2.25	4 5 Quart	\$1.69
Creame De Cocoa — Creame De Menthe Green	\$2.25	4 5 Quart	\$1.69
LE JOUR ROCK and RYE	\$2.25	4 5 Quart	\$1.69
LONDON INN GIN 90 PROOF, LARGE BOTTLE	\$1.49	4 5 Quart	\$1.09
GOLD CROSS Sloe Gin LARGE BOTTLE	\$1.90	4 5 Quart	\$1.54
Our Biggest Selling Whiskey			
46 MONTHS OLD — STRAIGHT BOURBON	\$2.19	Quart	\$1.59
Case 12 Quarts \$18.00 — Smooth & Mellow			
Imported B & G RED BURGUNDY LARGE BOTTLE	\$1.59	4 5 Quart	98c
RUFFINO CHIANTI VINTAGE 1931 LARGE BOTTLE	\$1.75	Quart	\$1.39

"EXTRA"! WE WON'T BE UNDERSOLD! 100% CALIFORNIA WINE
Compare \$2.00 Value
Choice of
Sherry, Port, Tokay
Muscatel
Madeira
Anglica
White Port
This Is
Pure
California
Wine
Specially
Priced
for
Christmas!
4 GALLONS FOR \$4.60
OUR FAMOUS DIPLOMAT WINE
At Christmas Time Will Be A Treat To Your
Friends and Your Self! This Wine is RICH
In FLAVOR and MELLOW IN TASTE!
You'll Enjoy It!
Compare to \$2.50 Value!
Choice of:
Sherry, Port, Tokay, Muscatel,
Madeira, Anglica, White Port.
\$1.60 gal.

GORDONS MARTINI COCKTAIL READY TO SERVE	Regular Price \$2.15	4 5 Quart	Christmas Special \$1.39
FARM BROOK 100 PROOF — BOTTLED IN BOND	\$3.09	Quart	\$2.14
CREAM of BARLEY Finest Import 12-YEAR-OLD SCOTCH — COMPARE TO ANY 12-YEAR-OLD SCOTCH	\$4.54	4 5 Quart	\$3.54

**NOTICE WE WILL STAY OPEN
MONDAY FOR YOUR CONVENIENCE**
— IF YOU CAN'T COME — PHONE MAIN 786 — FREE DELIVERY . . .

Imported IRISH WHISKEY 12-YR.-OLD — Large Bottle	\$3.25	4 5 Quart	\$2.79
40 YEAR OLD BRANDY	\$5.40	4 5 Quart	\$4.14
French Cognac BRANDY CHERMANTINE	\$4.00	4 5 Quart	\$2.95
BOTTLED BY CALVERT DISTILLING CO. 100 PROOF KENTUCKY BOURBON WHISKEY 2 Quarts For \$4.00 — Case 12 Quarts \$23.50	\$3.09	Quart	\$2.05

SCOTCH "QUEEN VICTORIA"
IMPORTED
Choice blend of
Highland Whiskies
from Scotland's
finest distilleries.
Imported
Scotch
Whiskey
\$2.25
Large 25.4 Oz. Bottle
CASE OF 12—\$26.00

"Extra! Low Price!"
Imp. WEST INDIES RUM
86 PROOF
\$1.59 4 5 Quart
2 BOTTLES—\$3.00
For Your Holiday Greetings!
Rum Raisin Ice Cream
1 Half Cup Seeded Raisins
1 Package Royal Vanilla Pudding
2 Cups Milk, 2 Egg Yolks Beaten
1 Half Cup Sugar, 3 Tablespoons of Rum
1 Cup Cream — Whipped

SPECIAL CASE PRICES LOWEST IN ROCHESTER
BERGHASH
124 CLINTON AVENUE SOUTH
NEXT DOOR TO LOEWS THEATRE — FREE PARKING OPPOSITE STORE
Free
Delivery
MAIN
786
MAIN
786

Since your great-grandfather's days . . . four generations ago . . . HEUBLEIN has been famous for its blends of fine American whiskeys . . .
TRY HEUBLEIN'S WHISKEYS FOR SUPERIOR FLAVOR AND BOUQUET
HEUBLEIN'S PRIVATE STOCK
A BLEND OF STRAIGHT WHISKEYS
QUARTS \$2.79
PINTS \$1.49
An extra superb quality blend of straight whiskeys. 90 proof.
BLENDED BY G. F. HEUBLEIN & BRO., HARTFORD, CONN.
HEUBLEIN'S FOREST PARK
A BLENDED WHISKEY
QUARTS \$2.29
PINTS \$1.19
A popular priced fine blended whiskey. . . 60% grain neutral spirits. 90 proof.
BLENDED BY G. F. HEUBLEIN & BRO., HARTFORD, CONN.

HEUBLEIN of HARTFORD Since 1875

Brought Back by Popular Demand!

GENESEE BEER
It's LIGHT and DRY
Liebotchaner

HERE'S a brew to bring back golden memories . . . and make new ones! It's LIGHT . . . light in color and light in body . . . like the great lagers famed in song and story! A delicate blending of Genesee's own malt and choice hops, it's DRY (meaning not sweet) as a fine wine is dry . . . to be enjoyed from the first sip, to satisfy till the last drop of the evening's last glass.

But why try to describe this new Genesee triumph, the superlative example of a LIGHT, DRY lager! The new Genesee Liebotchaner, brought back by popular demand, is now sold everywhere, in bottles and cans. Try it . . . tonight!

You asked for it... Here it is!

You said you wanted a LIGHT, DRY beer of Genesee quality and we feel sure that the new Liebotchaner will more than fill the bill. Made from Genesee's own malt, and from the very start given the special care a truly great lager needs and deserves, we consider it the finest product ever to bear the Genesee name.

You will find the new Genesee Liebotchaner Beer in brown bottles, steins, cans and full-quart bottles at leading restaurants and clubs and at your regular dealer's.

* Genesee Liebotchaner Beer, premium quality in every respect, is sold at the same price as regular products. Genesee All Malt Beer is still available for those who prefer its matchless goodness.



THE GENESEE BREWING COMPANY, INC., ROCHESTER, N. Y.

Empire Textile Weaving Co.
IRENE HENCHURY
Weavers & Menders
Tears, Moth Holes
Burns renovated and made invisible
in garments, sweaters and linens.
409 Burke Bldg. 5 St. Paul St.
Est. 1909 STONE 3192

WATCHES
• CLEANED
• REGULATED
• ADJUSTED
• REFINISHED
The Watch Doctor
2 North Street
Opposite Sibley's

XMAS LIQUOR SPECIALS!
Bottled in California
SWEET WINE
Port—Sherry—Muscatel—Tokay
\$1.25 Reg. \$1.69
Full Gal.

WE SHOW THE WAY TO SAVINGS

WINES & LIQUOR AT LOWEST PRICES

STRAIGHT RYE
100 Proof. All over 4 Years Old. **\$2.19**

WIDMER'S TAYLOR'S WINES
MAXFIELD'S GOLD SEAL PLEASANT VALLEY
At Lowest Price

SCOTCH
King George, (Gold Label) Robbie Burns, Distilled and Bottled in Scotland. Base 600 Fifth **\$2.49**

FELTON'S RUM
90 Proof. A straight New England Rum. A very good buy. **\$1.69**

WILKENS - FAMILY
Special Deluxe Straight Rye or Bourbon. 7 1/2 Years Old. 90 Proof. Full Gal. **\$1.75**

FREE DELIVERY — Call Glenwood 4197

ST. PAUL LIQUOR STORE
1286 ST. PAUL ST. COR. AVE. C
Out Where The Best Begins

To hammer a nail into the wall without cracking the plaster, dip the nail into hot water first.

Buy with **CONFIDENCE** - Know **SATISFACTION**
FREEBURN \$9.60
Dependable **HARD COAL**
• Pea \$8.25 • Buck \$7.60
• Rice \$6.50
All Prices Cash, Delivered, Shovels Off!
PHONE: MAIN 306
FIRE-KING
70 EXCHANGE ST.

BRAUN'S
The New



Wireless Record Player
No Connections to Radio, but plays your records through your Radio and gives you a

RADIO PHONOGRAPH COMBINATION—FOR ONLY \$14.95
Limited Quantity — Act Quickly

TERMS AS LOW AS \$1.00 A WEEK

ALSO SEE OUR \$9.95 and \$12.95 MOTOROLA SUPERHETRODYNE ROOM RADIO

BRAUN'S
122 Stone 900 PORTLAND—OPEN EVENINGS

GREETINGS

RUPPERT

Companion Thriller! 1000 New HAND MADE TIES 69c

- ★ Gay or sober colors!
- ★ Fifty Patterns!
- ★ Resilient Made!
- ★ All Wool Lined!
- ★ Actual \$1.00 Fabrics!
- ★ All famous labels!
- ★ All new — perfect!
- ★ Buy 'em 3 for \$2.00!

SEARS ROEBUCK AND CO.

It's here again! At the same dramatic savings that make the annual Christmas event so sensational!

15,000 Gift Worthy SHIRTS

\$1.00

SEARS
is open Thursday and Friday till 9:30
Close at 6 P. M.
Saturday, Service Station open till 10:30 Saturday.

Name Your Favorite — Mister!... We've Got It!

- ★ Every shirt is brand new — every pattern is authenticated by men's wear magazines! Every one is sanforized shrunk to insure perfect fit — guaranteed maximum shrinkage — 1%.
- ★ Shirts, on sale, Main Floor. Sorry, no mail, phone orders. You may buy them on our Easy Payment Plan.
- ★ Fine Count White Broadcloth!
- ★ Chambrays! End on End Madras!
- ★ Shirts with 2 detachable collars!
- ★ Patterns WOVEN — not printed!
- ★ Attached collars are Fused!
- ★ Pleated sleeves and backs!
- ★ Stripes—checks—two tones—dots!
- ★ Sleeves — 32-35! Collars 14-17!

THURSDAY, DEC. 21, 1939

ROCHESTER'S
WEEKLY
SHOPPING
GUIDE

Vol. III, No. 9

The Rochester Sun

TRUTHFUL NEWS TRUTHFUL ADVERTISING
ROCHESTER SUN, THURSDAY, DECEMBER 28, 1939

DELIVERED
TO 75,200
ROCHESTER
HOMES

If You Do Not Receive
Your Copy Regularly
PHONE STONE 6001

Jimmie Fidler In Hollywood

HOLLYWOOD. — Judging from letters pouring in from Atlanta, the down-to-earth good-fellowship displayed by Clark Gable and Carole Lombard, there for the premiere of "Gone With the Wind," scored as great a hit as the picture. Remembering how often our touring celebrities have made exactly the opposite impression in their contacts with John and Jane Public, I think the Academy ought to vote Clark and Carole a special statuette. By simply being "folks," they've probably done the industry more good than has resulted from any one super-production of the year.

It's significant that, as the praise comes marching back from Georgia, Hollywood wears an expression of astonishment. "Imagine!" exclaim the wide-eyed publicists, "Clark and Carole didn't ask for a single concession — think of it, they spent hours uncomplainingly signing autographs!"

And why, I'd like to know, should any screen star, grown fat on public favor, act otherwise? Why should anyone tolerate such bad manners as some of our ego-crazed zanies have flaunted too often when conceding to rub elbows with ordinary mortals?

The fact that the actions of Clark and Carole offer such a pleasing contrast to the usual stellar displays entitles them to public praise, certainly. But still more, they rate Hollywood's gratitude. One city has learned from them that not ALL of our luminaries are inflated snobs.

MUTTERINGS:

I'd like to try in all those stars who flaunt super-expensive gifts before extras who were unable to afford Santa Claus. Imaginable hilarities ensuing: Watching the consternation of George Raft, trapped at a swank gathering without a perfect extra in his pants. Growl! Is Annabella's marriage to rob us of her zealous personality on the screen? I'm worried about Adolphe Menjou — of late he's been sitting with his back to the Brown Derby luncheon audience. Imagine the plight of a star, whose left profile is her bad one, on reading health advice that she should always sleep on her right side. Insult and injury! Christmas-gifting Mickey Rooney with a copy of "What Every Little Boy Should Know." Jack Benny's reputation for generosity would have suffered less if he'd also bought doughnuts for the extras. When he treated principals of the cast the other city night.

There's more than a chuckle in dialogue that ensued when a certain producer wandered on the set to watch his dance director rehearsing a group of 15 chorines. Noting one strange face in the line-up, he demanded, "Who's that girl-friend of that?" "She's no one's girl-friend," the director replied. "She's just a darned good dancer." "Okay," insisted the big shot. "But if she's no one's girl-friend, how come she's working?"

MEMORIES THAT BLESS AND BURN:

When Lon Chaney, indignant because the studio failed to give his laborers a Christmas-bonus, did it out of his own pocket. When Barbara Stanwyck invited the gang to a Holiday party and started the wreckage by spilling a sticky punch on a new Oriental rug. When Gloria Swanson, resolved on a "white" Christmas, went to the mountain — and came home again with a cold that bedded her for the entire holiday.

CUFFY NOTES:

Errol Flynn will vacation on Big Boy Williams' paternal ranch near Del Rio, Texas. It was a close call for Annabella when she dashed into the street to rescue her dog and was bumped — but not seriously — by a car. Studio fan mail departments report a 100% increase in letters from Europe — most of them from soldiers in front-line fortifications. Hollywood's stunt men are reorganizing their long defunct club, "The Black Cat," under leadership of Alan Pomeroy, one of the few surviving charter members. That pretty being hosted by Bob Preston is Jessie Harker, of Jacksonville, Fla., who wrote his first fan letter. Patricia Ellis is posing for murals being painted for San Francisco's Palace Hotel.

There's a scene in "Virginia City" in which Miriam Hopkins, a vision in dance hall lights, is kissed by a bearded frontiersman. Announcing, "Here's a break for you," Director Mike Curtiz picked the most disreputable looking "air-dale" on the set to do the kissing. Then came the shock to Miriam — after the kiss, the extra demanded a \$25 check, arguing he rated stunt-man's pay! (Copyright, 1939, McNaught Syndicate, Inc.)

Equal Rights Bill To Be Discussed At Club Meeting

Members of the Business & Professional Women's Club are planning their first dinner of the new year for next Tuesday evening at 6:30 o'clock in the Sagamore Hotel.

The Equal Rights amendment, which has been introduced by Congress every year since 1923, and will be submitted again when the Legislature convenes next month, will be the subject of a panel discussion after the dinner. The leader will be Miss Florence M. Kreckel, and participating with her will be Mrs. Bessie Z. Crum, member of the club and president of the Women Speakers' club, also Miss Rose E. Moore, Miss Hona D. Lesiak and Mrs. Grace Clayton. The members of the group announce that this discussion will be presented in an entirely new and different manner.

A historical prologue will be presented by Miss Katherine Spillane, Miss Lucy Murphy and Miss Mildred J. Bey. The soloist of the evening will be Charles Kennett, baritone at Brighton Presbyterian Church. Mrs. Mary Bluestone, chairman of the reception committee, has listed the following hostesses for the dinner: Miss May Arnold, Miss Katherine R. Bradley, Miss Emily A. Byrnes, Miss E. Mae Craig, Miss Emma C. Geck, Miss Eleanor Good, Miss Lena A. Sanford, Miss Mary E. Spital, Miss Alma J. Rowley and Mrs. Mabel Eberwein.

Miss Madeline J. Snyder, president, has been invited to attend the winter meeting of the Board of Directors of New York State Federation, Business & Professional Women's Clubs to be held at Hotel Astor, New York City on Saturday, January 27th. Miss Grace A. LeGendre, former Rochester member, now of Brooklyn, N. Y., is finance chairman for the state, and will be at this meeting. Miss Rose E. Moore, of Rochester, is a director on the board for District No. 7 and is expecting to attend the meeting.

New Booth Play At Auditorium Tomorrow, Saturday

John Wilkes Booth, the man who killed Lincoln, enters into the Lincoln series of plays and pictures at the Auditorium for two nights and Saturday matinee, beginning tomorrow. Mr. Booth, like Eugene O'Neill's "The Emperor Jones," was a hunted man; he had his innings in the sun and his whole existence was a mess of affairs.

For the stage production of "The Man Who Killed Lincoln," which is based on the book by Philip Van Doren Stern, a young actor named Richard Waring, who could be a reincarnation of the assassin as far as age and looks are concerned, has been enlisted. Booth was 26; Waring is 26 or 27. Others in the cast include Bam Byrd and Whitford Kane. There are eleven scenes in the three acts.

Joseph M. Gates is the producer and he has given a year to the preparation of the play. Elmer Harris made the dramatization and Felix Brentano did the directing. The story of the assassination of Lincoln and Booth's flight is presented for the first time, with all its dramatic, exciting and truthful details.

POSTPONES REHEARSALS

There are some, no doubt, who will ask, "Why give attention to Booth at this late date?" Mr. Stern, in answering the question, replies, "It shows the uselessness of assassination as a political weapon." Besides, says the novelist, it is good theatre and it does introduce a character neglected in all Lincoln plays.

Cornelius M. Macquelin, director of the Community Choir of Rochester, announces that there will be no rehearsals of the group next Monday evening.

that the association aims to "inspire the child to be well and happy, not as an end in itself but as a means to life's higher ends."

Explaining that association service is limited by funds available through an appropriation received from the Rochester Community Chest, Mr. Macquelin stated that the schools are visited monthly by association field workers, including Mrs. Rosalia Loritz, R. N., and Leo Loder.

More than 400 teachers in 36 city and suburban Catholic elementary and secondary schools have received approved health education material and have used health teaching lessons provided by the Tuberculosis and Health Association during the past three months.

Incorporated into the school health education service by Rev. John M. Duffy, superintendent of Catholic schools, monthly health teaching aids on tuberculosis prevention, control of common colds and good posture

have been supplemented by educational motion pictures on health subjects and special book exhibit displays for teachers.

Especially commending the classroom teachers for the enthusiasm and devotion they have evidenced in guiding children in their charge in the cultivation of "those habits of living which will improve and conserve their health," Joseph P. MacSweeney, association vice-president and chairman of the Rochester committee of the association, stated

That 1940 May Bring Peace to All Nations and Prosperity to All People is the Sincere Wish of the Rochester Sun

Recreation Group Anticipates Heavy Winter Registry

Not one of the schoolroom R's but practically everything in the way of recreation is scheduled for the winter term of juvenile and adult health recreation classes starting this week at Monroe, John Marshall, Charlotte and Franklin high schools.

According to Board of Education officials, banner registration is expected, as the evening curricula has been extended to include many physical courses and recreational classes not previously offered.

On the new slate are classes offering opportunities for business men and women, as well as high school graduates to receive instructions in physical education, badminton, basketball, social recreation, and volleyball training, and volleyball.

Reducing classes also are to be offered. The classes will be under the direction of Elmer Smith, Health Education Director in Rochester schools, Rogo Pagnella, Supervisor of Recreation for the Juvenile and Adult Education Department and James Wilmont, who will assign some 40 WPA trained leaders to assist the Board of Education teachers.

John Marshall has scheduled three evenings for adult recreational subjects: Monday and Wednesday from 7:30 until 9:30 P.M.; calisthenics, group games, volleyball, basketball and badminton. Thursday, from 7:30 until 9:30 P.M., social recreation that includes folk dancing, for men and women. Popular course soon to open is "how to reduce weight correctly," which will be offered to women only.

Franklin High lists badminton, recreational classes, volleyball and calisthenics Monday from 7 to 9:45 P.M. On Wednesday, archery instructions, club formation, tennis, police training and calisthenics will be offered at the same time. Thursday and Friday nights, badminton, mass games, leadership training and basketball coaching are listed.

The basketball league, which attracted city-wide attention last season in night school court circles will be organized this week at Jefferson High School. Physical Director, Bill Aman, and WPA recreational leader, George O'Leary, invite all of last year's roster to file their applications at the school tomorrow at 8 P.M. All players participating in the school "owl" circuit must be enrolled for physical subjects at the winter term starting January 5th.

Moose Women Have Full January Event Calendar

Rochester Chapter, Women of the Moose, will celebrate Chapter Night with a class initiation and entertainment on Tuesday evening, January 16, according to Senior Regent Ardella L. Evans. Co-worker Harriet Harper has been named as chairwoman and she requests a large attendance.

The play "Look Who's Here," originally scheduled for December 18, has been postponed until January 12. It will be presented in Baptist Temple and proceeds will be used for the relief fund of the chapter. Concerning the sponsorship of this entertainment, Senior Regent Evans wishes it made plain that it is solely a chapter project and is in no way connected with the Loyal Order.

The classes will be under the direction of Elmer Smith, Health Education Director in Rochester schools, Rogo Pagnella, Supervisor of Recreation for the Juvenile and Adult Education Department and James Wilmont, who will assign some 40 WPA trained leaders to assist the Board of Education teachers.

John Marshall has scheduled three evenings for adult recreational subjects: Monday and Wednesday from 7:30 until 9:30 P.M.; calisthenics, group games, volleyball, basketball and badminton. Thursday, from 7:30 until 9:30 P.M., social recreation that includes folk dancing, for men and women. Popular course soon to open is "how to reduce weight correctly," which will be offered to women only.

Franklin High lists badminton, recreational classes, volleyball and calisthenics Monday from 7 to 9:45 P.M. On Wednesday, archery instructions, club formation, tennis, police training and calisthenics will be offered at the same time. Thursday and Friday nights, badminton, mass games, leadership training and basketball coaching are listed.

The basketball league, which attracted city-wide attention last season in night school court circles will be organized this week at Jefferson High School. Physical Director, Bill Aman, and WPA recreational leader, George O'Leary, invite all of last year's roster to file their applications at the school tomorrow at 8 P.M. All players participating in the school "owl" circuit must be enrolled for physical subjects at the winter term starting January 5th.

Physical Director, Bill Aman, and WPA recreational leader, George O'Leary, invite all of last year's roster to file their applications at the school tomorrow at 8 P.M. All players participating in the school "owl" circuit must be enrolled for physical subjects at the winter term starting January 5th.

Physical Director, Bill Aman, and WPA recreational leader, George O'Leary, invite all of last year's roster to file their applications at the school tomorrow at 8 P.M. All players participating in the school "owl" circuit must be enrolled for physical subjects at the winter term starting January 5th.

Physical Director, Bill Aman, and WPA recreational leader, George O'Leary, invite all of last year's roster to file their applications at the school tomorrow at 8 P.M. All players participating in the school "owl" circuit must be enrolled for physical subjects at the winter term starting January 5th.

Physical Director, Bill Aman, and WPA recreational leader, George O'Leary, invite all of last year's roster to file their applications at the school tomorrow at 8 P.M. All players participating in the school "owl" circuit must be enrolled for physical subjects at the winter term starting January 5th.

Physical Director, Bill Aman, and WPA recreational leader, George O'Leary, invite all of last year's roster to file their applications at the school tomorrow at 8 P.M. All players participating in the school "owl" circuit must be enrolled for physical subjects at the winter term starting January 5th.

Physical Director, Bill Aman, and WPA recreational leader, George O'Leary, invite all of last year's roster to file their applications at the school tomorrow at 8 P.M. All players participating in the school "owl" circuit must be enrolled for physical subjects at the winter term starting January 5th.

Physical Director, Bill Aman, and WPA recreational leader, George O'Leary, invite all of last year's roster to file their applications at the school tomorrow at 8 P.M. All players participating in the school "owl" circuit must be enrolled for physical subjects at the winter term starting January 5th.

Family Health Theme Of Bureau Unit Meeting

Stressing the importance of family health, several neighborhood clubs of the Rochester Home Bureau will hear talks next week on the control of cancer by Dr. John Swan.

Under the same general heading is slated a talk on the services available through the Public Health Nursing Association, to be given by a graduate nurse. A course on foods for good digestion will be offered at 12 clubs during the month, as well as a course of lessons in gracious entertaining.

The Garden Study Club will hear a talk Friday, Jan. 5, on pruning and maintenance of woody plants, by Mrs. John Merrill and Mrs. Lewis H. Morgan.

Irish-Americans To Gather For New Year's Eve Celebration

Union League hall on Gregory St. will be the scene of the Irish-American New Year's Eve celebration next Saturday evening beginning at 9 o'clock. Fun, favors, dancing and entertainment are scheduled for the evening's festivities by Paddy Ryan and his committee in charge of the event. Music will be furnished by the Irish Ramblers and it is announced that the public is invited to attend. Others serving on the committee include Neville O'Connor, Chris Penrose, Michael Clifford and William Byrnes.

LUCKY FIRST BABY

To the first baby born to a member of the Doud Post No. 30 of the American Legion will go an English Perambulator, the gift of Morris Pilling, president of the Pilling Baby Carriage Co., 512 Joseph Ave.

Optimism Prevails As Rochester Awaits Arrival Of 1940

The butcher, the baker, the candlestick maker are all looking on the advent of 1940 with a great deal of optimism in great. With retail stores reporting increases of 10 per cent to 15 per cent in holiday trade and with manufacturing concerns booking orders far ahead of the same period in 1939, Rochesterians had a right

to expect bigger and better things during the year which is 'just around the corner.'

Newspaper advertising lineage is up and that makes the Sun happy. Merchandise stocks are low and that makes the manufacturers happy. Cash registers are full and that makes the merchants happy.

Over at City Hall and the County Buildings Republicans will step into complete and absolute power. And that makes the politicians happy (Republican politicians).

Night clubs and hotels are preparing for one of the city's greatest New Year's Eve celebrations and that makes the operators happy.

So all in all it looks like Rochester will be saying it from the heart when the chorus arises, "Happy New Year."

With the coming of 1940 the Federal Government will start social security payments and that makes just about all the rest happy.

So all in all it looks like Rochester will be saying it from the heart when the chorus arises, "Happy New Year."

So all in all it looks like Rochester will be saying it from the heart when the chorus arises, "Happy New Year."

So all in all it looks like Rochester will be saying it from the heart when the chorus arises, "Happy New Year."

So all in all it looks like Rochester will be saying it from the heart when the chorus arises, "Happy New Year."

So all in all it looks like Rochester will be saying it from the heart when the chorus arises, "Happy New Year."

So all in all it looks like Rochester will be saying it from the heart when the chorus arises, "Happy New Year."

So all in all it looks like Rochester will be saying it from the heart when the chorus arises, "Happy New Year."

So all in all it looks like Rochester will be saying it from the heart when the chorus arises, "Happy New Year."

So all in all it looks like Rochester will be saying it from the heart when the chorus arises, "Happy New Year."

So all in all it looks like Rochester will be saying it from the heart when the chorus arises, "Happy New Year."

So all in all it looks like Rochester will be saying it from the heart when the chorus arises, "Happy New Year."

So all in all it looks like Rochester will be saying it from the heart when the chorus arises, "Happy New Year."

So all in all it looks like Rochester will be saying it from the heart when the chorus arises, "Happy New Year."

So all in all it looks like Rochester will be saying it from the heart when the chorus arises, "Happy New Year."

So all in all it looks like Rochester will be saying it from the heart when the chorus arises, "Happy New Year."

So all in all it looks like Rochester will be saying it from the heart when the chorus arises, "Happy New Year."

So all in all it looks like Rochester will be saying it from the heart when the chorus arises, "Happy New Year."

So all in all it looks like Rochester will be saying it from the heart when the chorus arises, "Happy New Year."

So all in all it looks like Rochester will be saying it from the heart when the chorus arises, "Happy New Year."

So all in all it looks like Rochester will be saying it from the heart when the chorus arises, "Happy New Year."

So all in all it looks like Rochester will be saying it from the heart when the chorus arises, "Happy New Year."

So all in all it looks like Rochester will be saying it from the heart when the chorus arises, "Happy New Year."

So all in all it looks like Rochester will be saying it from the heart when the chorus arises, "Happy New Year."

So all in all it looks like Rochester will be saying it from the heart when the chorus arises, "Happy New Year."

So all in all it looks like Rochester will be saying it from the heart when the chorus arises, "Happy New Year."

So all in all it looks like Rochester will be saying it from the heart when the chorus arises, "Happy New Year."

So all in all it looks like Rochester will be saying it from the heart when the chorus arises, "Happy New Year."

So all in all it looks like Rochester will be saying it from the heart when the chorus arises, "Happy New Year."

So all in all it looks like Rochester will be saying it from the heart when the chorus arises, "Happy New Year."

So all in all it looks like Rochester will be saying it from the heart when the chorus arises, "Happy New Year."

So all in all it looks like Rochester will be saying it from the heart when the chorus arises, "Happy New Year."

So all in all it looks like Rochester will be saying it from the heart when the chorus arises, "Happy New Year."

So all in all it looks like Rochester will be saying it from the heart when the chorus arises, "Happy New Year."

NEVER BEFORE AT THIS LOW PRICE!
Reduced Just in Time for New Years!

GREEN RIVER
Bottled in Bond
KENTUCKY STRAIGHT BOURBON WHISKEY

A startling pre-holiday price reduction on one of America's finest whiskeys. Your opportunity to give supreme quality at a bargain price.

NOW \$2.05 FIFTH

130 FIFTY 68 FIFTY

GREEN RIVER

Season's Greetings

THESE COLORFUL WRAPPERS MAKE THIS GREAT WHISKEY TWICE AS ACCEPTABLE FOR GIFTS

Oldtime Distillers, Inc., N.Y.C.
100 Proof. Bottled in Bond under U.S. Govt. Supervision

America's Smoothest Whiskey

Charles Turton, son of Mr. and Mrs. Charles F. Turton of Clover Road, returned this week from Cornell, Ithaca, N. Y., for the Christmas holidays.

Donald Wray, son of Mr. and Mrs. Henry Wray of Hollywood Ave., will arrive this week from Union College to pass the holidays with his parents.

Men's and Ladies' Plain Garments 69c
Beautifully Cleaned and Pressed
EMPIRE CLEANING & DYEING WORKS
GLENWOOD 1102
422 HOLLENDECK ST.
FREE CALL AND DELIVERY

KIENER'S
Annual
AFTER-XMAS SALE
PRICES SLASHED!
On Fur Trimmed
COATS
\$17 Regular \$29.50
\$27 Regular \$45.00
\$37 Regular \$59.50
\$47 Regular \$79.50
FUR COATS 25% OFF
Baby Lamb Persians, Gray Persians, Mink-Dyed Muskies, Sealines, Brown Mendoza Beavers.
KIENER'S
599 HUDSON AVE.
OPEN FROM 9 A. M. TILL 10 P. M.

SHOP ATLANTIC SUPPLY
BUY NOW
all the delicacies you'll need for your holiday Cock-tails and dinners
For Saturday and Sunday
Closing Out! Virginia Dare
SYRUPS & FLAVORS
For Mixed Drinks
AT 15% OFF
Stock up now while supply lasts, and save with these low prices!
ANCHOVIES
Rolled or flat can 15c (6 for 85c)
French Sardines
Can 9c — 6 for 45c
Doxsee Little Neck CLAMS can 19c (100c 25c)
CHATKA CRAB MEAT
Can 21c — Reg. 25c
For Your Holiday Parties and Dinners, Try...
EXCELLO COFFEE
only **25c** lb.
The coffee that excels in Flavor, Richness, Freshness and Strength. Ground to your order.
Atlantic Supply
79 St. Paul St. — HOUSE — MAIN 4173



CURT Comments
THIS AND THAT: Not everything has changed since the days when there was a piano in every parlor, as it is reported on good authority, that the girlfriends of today stick tight until Christmas just as in days of yore. Around this time of year, the "heart's desire" doesn't greet you at the front door with her hat on. She might even suggest that you spend a quiet evening in her parlor with an 11 o'clock suggestion that she beat up a batch of fudge. All young swains should take these deviations from the regular curriculum of going out in the evening with a grain of salt. Gals today are even smarter than in Grandma's time and every "buck" saved on short beers and movie tickets is apt to be reflected in the size of the Christmas gift.

Mrs. Jimmy Stanton and Mrs. Elliot Cushing have opened a school of Physical Culture in the Burke Bldg. It makes a new game for the tenants of the aforementioned building and they frequently sneak a peek at the fresh young things who attend the school and are endeavoring to take off or put on a pound or two here or there—and it's mostly there. It must be rather difficult for Mrs. Cushing to explain the ever increasing embonpoint of her sportswriter husband. We presume it is because "Cush" would be a bit bashful about attending an all-female school. According to a Cornell graduate who should really know, not one of Cornell's first eleven was an athletic scholarship man—they were just a bunch of guys who liked to play football. The gal that we really feel is putting her job above her sex is the lady who demonstrates hair curling gadgets at Sibleys. She bravely stands about all day with her hair done up in curlers, building distrust of today's feminine beauty in the heart of every male passerby. Believe it or not, Sears-Robuck, mail order house, can judge at 11 o'clock in the morning within a few dollars the total day's receipts.

They merely weigh the mail sacks that are brought in. Years of experience have shown that dollar sales are in direct proportion to the mail weight and the estimators have been known to guess within 50c on a volume of business that, on that day, amounted to several hundred thousand dollars.

Mr. Howard Palmer of the younger set and the production department of The Sun volunteered to relieve at the switchboard one lunch hour. During the course of his tenancy a call came in and an uncertain voice demanded to speak with "Mr. ... I've forgotten his name—the fleshy fellow." "You've got me there, pal," said Mr. Palmer. "I'll call 'em off to you—do you want Mr. Davis, weight 207; Mr. Connor, 206; Mr. Howland, 227, or the boss who weighs up nicely at 208?"

They came up a little on the big size at The Sun.

Church Group Plans 2-Day Conference

Several hundred young people, communicants of the Episcopal Church will journey to Geneva next Friday and Saturday, Jan. 5 and 6 for the assembly of younger churchmen of the Rochester diocese. The speaker will be the Rev. Gardner Day, formerly rector at Williamstown, Mass., the home of Williams College, and an outstanding youth leader of the Episcopal Church. He is now rector of St. Stephen's Church, Wilkes-Barre, Penna. Representation in the assembly will be on the basis of one delegate for every ten communicants. Last year the assembly held at Avon on Armistice Day was attended by 200 delegates.

The young men and women attending the meet will be housed in the buildings of William Smith College. At the opening dinner on Friday evening, the Rev. Gardner Day will speak on "The Religious Problems of Youth." A social hour will follow the address.

A Corporate Communion will be celebrated in the Chapel at Hobart College at 7:30 o'clock Saturday morning, the Feast of the Epiphany. The business session will start at 9:30 o'clock. The assembly will elect a new president to succeed Ralph K. Webster, a Hobart senior who has completed his college work and will spend eight months in Puerto Rico before entering the General Theological Seminary in New York City. Another vacancy is caused by the removal of Carolyn Lambright, a member of the executive committee, from Rochester to Asheville, N. C.

Mr. and Mrs. Wheeler D. Allen of Clover Road returned Sunday from Atlantic City, where they passed several days.

Mrs. John D. Roche of Arnold

Park and her son, John Jeffrey, left the middle of this week for Olean, where she will pass Christmas with her mother, Mrs. Gustave Switzer. Mr. Roche will join them later in the week.

SALE
Selby Arch Preserver Shoes
ON BROKEN LOTS
We've cut the prices sharply. There won't be another opportunity like this for months. Shop early and save.
\$7.95 and up
(A few styles only \$9.95)
Exclusively at
PIDGEEON'S
25 Clinton Ave. So.
"The Store for Young Women and Women Who Stay Young"

CLEARANCE SALE
Broken lots
Styl-EEZ
A SELBY SHOE
Only twice a year do you have an opportunity to make such savings. Superb styles that add so much comfort to your feet.
Over 300 pairs
\$4.95
A FEW STYLES AT **\$3.95**
Exclusively at
PIDGEEON'S
25 Clinton Ave. So.
"The Store for Young Women and Women Who Stay Young"

CLARK'S have the size and quality of poultry you need for New Year's feast. Our markets give you satisfaction or your money back.
Fresh Dressed, Northwestern, Wheat-Patted Toms
TURKEYS 12 to 24 lbs. **23c**
Milk-Fatted, Heavy Young Roasting
CHICKENS 3 to 7 lbs. **23c**
Milk-Fatted, Small, For Fricassee
FOWL 1 lb. **16c**
Fresh Corn-Fed, Rib-End Loin
PORK ROASTS 12 to 16 lbs. **12c**
Roast Chuck and Shoulder. The best cuts, none priced higher. Cut from high grade U. S. inspected young steers.
BEEF 16c
Cherrystones, Fresh Diced, 1c
CLAMS 1c
Fancy Cured, Sliced, 19c
BACON 19c
CLARK'S MARKETS
906 NO. GOODMAN Near Bay, Culver 4870
824 PORTLAND Near Lux St. Stone 471

Movie Quiz Winners

Listed below are the names of the winners of Movie Quiz last week. If your name is listed here call at the Rochester Sun Office, 420 Bourse Bldg., before Monday noon for your guest tickets to Loew's Theatre. No tickets given out Saturday afternoon.

Maize Spanghary, 228 Midwell Ter.
Mrs. Sullivan, 82 Harris St.
Ann Butkus, 58 De Jonge St.
Roy Lafranco, 48 Orange St.
L. Rauber, 27 Presque St.
M. Crist, 447 Goodman St.
Mrs. J. Weaver, 23 B Thoma St.
C. Randtke, 71 Onida St.
Mrs. A. Dutton, 28 Ernst St.
E. Finkle, 11 Lamont Pl.
Marie Aldere, 39 Ketchum St.
John Marion Taylor, 11 Field Ter.
Josephine Stred, 213 Midland June Hall, 123 Ardmore St.
Nora Vohann, 1282 Hudson Ave.
Delores Watkins, 248 Driving Pl.
Julia Wicka, 178 Wilkins St.
Joan Hayes, 24 Burlington Ave.
Lucille Andrus, 19 Cayuga St.
Betty MacDonald, 548 Jay St.
S. Gray, 30 Lakeshire Rd.
Mrs. C. H. Pogue, 125 Delevan St.

Movie Guide

All Pictures Listed Now Playing Except As Noted:
"Start Saturday"
ROCHESTER — "Balalaika" Nelson Eddy, Ilona Massey; "Nick Carter, Master Detective" Walter Pidgeon.
PALACE — "Hunchback of Notre Dame" Charles Laughton; "New Year's Eve Stage and Screen Show" All seats reserved. Now on sale.
CENTURY — "Destiny Rides Again" James Stewart, Marlene Dietrich; "Off" Constance Moore, Johnny Downs.
CAPITOL — "The Dead End Kids on Screen" "That's Right, You're Wrong" Kay Kaler.
TEMPLE — "Kid Nightingale" John Wayne, Jane Wyman; "Mas From Montana" Richard Arlen, Andy Devine.
REGENT — "Gulliver's Travels" Full length feature cartoon in Technicolor.
RYER-DIXIE — "All Quiet on the Western Front" Lew Ayres, Slim Summerville; "The Little Accident" Baby Sander, Ralph Herbert.
STATE-LIBERTY — "Nurse Edith Cavell" Anne Nagle, Edna Mae Oliver; "Law of the Pampas" William Boyd, Russell Hayden.
CAMEO — "Full Confession" Victor McLaglin, Sally Eilers; "Bad Lands" Noah Berry, Jr.
ORION — "Day the Rockies Wept" Joe Penner, Betty Grable; "Conspiracy" Allen Lane, Linda Hayes.
LAKE — "Angels Wash Their Faces" Anne Sheridan, Dead End Kids; "Gracie Allen, Mary Cass" Gracie Allen, Warren Williams.
MADISON — "Golden Boy" Barbara Stanwyck, Wm. Holden; "Backsters of the Sea" George O'Brien.
Gaiety — "Golden Boy" Barbara Stanwyck, Wm. Holden; "The Under Pup" Virginia Wiedler.
WEST END — "Coast Guard" Randolph Scott, Frances Dee; "Bad Lands" Noah Berry, Jr.

Personals

Mr. and Mrs. Frederick S. Miller of Lake Ave. entertained at dinner and bridge on Friday in their home.

Gilman Williams, son of Mr. and Mrs. Herbert G. Williams of Argyle St. returned Wednesday from Troy, N. Y., to pass Christmas holidays with his parents.

Mrs. Thomas J. Worthway of East Boulevard entertained at luncheon and bridge on Monday at The Century Club in honor of Mrs. William G. Stuber of Rock Beach.

Mrs. Walter B. Riley of Champaign, Ill., was the guest for several days last week of Mr. and Mrs. Charles K. Flint of Ambassador Drive.

Mr. and Mrs. D. Stuart Smith of Arfordale Ave. will entertain at a family dinner on Christmas Eve in their home.

Mrs. Frederick F. Church of Oxford St. will leave Friday for Akron, O., where she will be the guest of her daughter, Mrs. Clifford Durnad Smith, and Mr. Smith over the holidays.

Mr. and Mrs. J. Sidney Hammond of Pittsburgh, Pa., will be guests over Christmas of Mrs. Hammond's mother, Mrs. Eugene J. Chapman of San Gabriel Drive.

Mr. and Mrs. George E. M. Beau of Wilmington, Del., were guests over the week-end of Mrs. J. Brock Perkins of South Goodman St.

Mr. and Mrs. Albert E. Copeland of Beckwith Terrace left by motor Wednesday for Washington, D. C., where they will pass Christmas with their son, Morris Copeland, and Mrs. Copeland.

Mr. and Mrs. William G. Stuber of Rock Beach will leave shortly after Christmas for Fort Lauderdale, Fla., where they will pass the winter.

Mr. and Mrs. Charles M. Thoms of the Sagamore will entertain at dinner on Christmas Day at the Century Club.

Mr. and Mrs. Hugh M. McKay and their daughter, Helen, and son, Douglas of New Rochelle, will arrive on Friday and will be the guests of their parents, Mr. and Mrs. Harry A. Joiner of Buckingham St., and Mr. and Mrs. Clarence W. McKay of Rutgers St.

Walter W. Wells, son of Mr. and Mrs. Landon H. Wells of Brunswick St., returned Friday from Deerfield Academy, Deerfield, Mass., to pass the Christmas holidays with his parents.

Invitations have been issued from Miss Marian Folsom of Oak Lane, Richard Hombeck of Allyn's Creek Road and Donald Clark of Scribner Road for a tea dance on Friday at the Rochester Country Club.

Mr. and Mrs. Richard L. Kalb of Beverly St. will entertain New Year's Eve in their home.

IMPORTANT—
Our Phone Number Has Been Changed
STARTING TODAY
CALL MONROE 8611
— for —
CORRECT TIME
TEMPERATURE—WEATHER FORECASTS
FREE SERVICE
6 A. M. TO MIDNIGHT
THE TIME BUREAU, INC.

ABC Fuels Inc.
Reading or Blue Coal
Egg & Nut, ton \$11.50
Stove, ton \$11.75
Pea, ton \$9.95

Brookdale Anthracite
EGG, STOVE
NUT, ton \$10.45
PEA \$8.75
R.G.E. COKE \$10.05 ton

ABC FUELS Inc.
407 CHILI AVENUE GEN. 7500

EVERYWHERE YOU GO
IT'S
MARTIN'S V.V.O.
Richer • Mellow • Smoother
Scotch Whisky

GREETINGS
SALE
of Fine Quality
WINES and LIQUORS

100 Proof, Twin Seal
Straight 2 Yrs. Old **RYE \$1.29**
Distilled and bottled by Hiram Walker
4 Bottles for \$5.00

Mr. Wilson, straight 4 Yrs. Old **RYE \$1.99**
100 proof, Bottled in Bond under U.S. Supervision
Silver King 90 Proof Gin **\$1.19**
100% Grain Special **\$1.50**
Sweet Wines **\$1.25**
Bottled in Calif. Port, Sherry, To-cal. Res. \$1.69
Kay, Muscatel

ROBBIE BURNS **SCOTCH \$2.49**
Distilled and bottled in Scotland. Choice blend Highland Whiskey. Aged in wood.
FERN BROOK STRAIGHT **WHISKEY \$1.39**
CHAMPAGNE **\$2.49**
Imported 1928 French. Large bottle.

SPECIAL PRICES ON QUANTITIES
OPEN ALL DAY NEW YEAR'S DAY, and 'til 12 Every Eve
FREE DELIVERY — Call Glenwood 4197
ST. PAUL LIQUOR STORE
1286 ST. PAUL ST. COR. AVE. C
Out Where The Best Begins

THURSDAY, DEC. 28, 1939

ROCHESTER SUN, THURSDAY, DEC. 28, 1939

VALUE SEEKERS ARE GUIDED BY SUN ADVERTISEMENTS

PAGE THREE

Been Changed
DAY
DE 8611

TIME
R FORECASTS
ICE
IGHT
EAU, INC.

ABC
Inc.

dale Anthracite
TOVE \$10.45
\$8.75 Showing off
COKE \$10.05 ton

S Inc.
GEN. 7500

W'S SCOTCH

you go

IN'S

Smoother
Whisky

ON & ROBBINS, INC., N. Y.

LE

Quality
NES
ORS

29
5th

\$2.49

\$1.39

\$2.49

TIES

ury Eve
4197

UOR
ORE

st Begins

Plan "Easy-To-Fix" Dinner For New Year's Afternoon Or Evening

New Year's eve is bound to bring celebrating into the early morning hours of New Year's day. Then the dinner is quite forgotten and very little, if any, time can be devoted to meal planning and food preparation. Therefore, if dinner is to be served, and indeed every one will welcome it in the late afternoon, it will be quite essential to do all the planning and as much preparation as possible beforehand.

Merely as a suggestion the following menu is one easily put together in less than an hour's time if you only remember to put the meal into the oven before you go out on New Year's calls or before you take your afternoon nap. Then the rest is easily and quickly assembled. Combine canned soups and heat through. Slice cold boiled sweet potatoes (cooked the day before) in layers in a casserole dish with generous amounts of butter and brown sugar between them and heat in the oven with the ham. Take the cleaned broccoli from the hydrator, cook it in boiling water and serve with melted butter. Put the salad together while the food is cooking and place in the refrigerator to chill. Steam the pudding which you've made at an earlier date and heat through the sauce that has been kept in the refrigerator. While this is going on, the table can be set, the family summoned and dinner is ready with a minimum amount of work.

Menu

Asparagus and Mushrooms Soup
Baked Ham with Cranberries
Candied Sweet Potatoes
Broccoli
Candied Salad
Pump Pudding
Coffee

ASPARAGUS AND MUSHROOM SOUP

Combine 1 can asparagus and 1 can mushroom soup. (To condensed soups, add equal amount milk, using soup can to measure.) Heat thoroughly, do not boil. Serves 6.

BAKED HAM WITH CRANBERRIES

Temperature: 325 degrees F. Time: new process 18 min. per lb.; old process 25 min. per lb. Have the butcher remove the H bone in the large end for easier carving. If desired, wipe meat with a cloth wrung out of cold water. Place on a rack in a shallow pan and place on a pre-heated oven. Do not cover, do not baste, do not sear. 45 minutes before meat is done, take ham from oven and remove the rind with a sharp knife. Score the fat in squares and at the corner of each square stick in cranberries on toothpicks. Return the meat to the oven and complete baking. If a roast meat thermometer is used, insert in thickest part of the ham, not allowing it to touch bone or fat before placing meat in oven. It will register 170 degrees F. when ham is done. Half hams will require 22 min. per lb. for new process and 30 min. per lb. for the old process.

STEAMED DATE PUDDING
3 T. butter
1/2 c. molasses
1/2 c. milk
1/2 c. flour
1/2 t. soda
1/2 t. salt
1/2 t. clove
1/2 t. allspice
1/2 t. nutmeg
1/2 lb. dates

Melt butter, add molasses, milk and flour sifted with soda, salt and spices. Add dates cut in pieces. Fill buttered pan 2-3rds.

To Make It Easier For Mother—
Plus More Pleasant For The Baby

E. W. EDWARDS & SON

Will Give To The First Baby Born In Rochester In 1940

A New Model
BABY BATHINETTE
Valued at \$7.98

Edwards

Empire Textile Weaving Co.
IRENE HENSBURY
Weavers & Menders
Tears, Mole Holes
Burns, renovated and made invisible in garments, sweaters and linens.
401 Burke Bldg. 5 St. Paul St.
Ext. 1209 STONE 2182

Be Thrifty
And Nifty
POLYSHINE
Your Shoes All Colors
A Rochester Made Product

full, cover and steam 2 1/2 hours. Serve with Flame Sauce.
FLAME SAUCE
1/2 c. sugar 1 T. butter
1 T. cornstarch 1/2 T. lemon juice
1 c. boiling water 1/2 t. nutmeg
Mix sugar and cornstarch, add water, bring to the boiling point and cook 5 minutes. Add butter, lemon juice and nutmeg. Dip lumps of sugar in orange extract. Pour sauce over the pudding, decorate with lumps of sugar and ignite sugar by touching with a lighted match.

Church Group Hold Party

Junior Auxiliary No. 15 Knights of St. John of Sacred Heart Pro-Cathedral will hold its first Christmas party today starting at 5:00 P. M. in the School Hall.

Honor guests will include Rt. Rev. Msgr. George V. Burns, Rev. John P. O'Beirne, Rev. Alphonsus Grimsen, Rev. John T. Callahan, Mrs. Joseph G. Shay, Mrs. Albert J. Cook, Mr. and Mrs. Thomas Farrell, Miss Zita E. Flanagan and Miss Mary Walsh.

Miss Mary Catherine Shay is chairman, and Miss Lorraine Cook is co-chairman. They are assisted by the following committees:

RECEPTION: The Misses Margaret Dalton, Dorothy Carcelli, Mary Margaret Wahl, Shirley O'Brien, Luanne McDonald, Cecilia Cerquione, Eleanor Harrison and Mary Jane Burns.

ENTERTAINMENT: The Misses Mary Maloy and Marie Kelly. DECORATIONS: The Misses Jane Davis, Claire Ally, Lois Lili, Margaret Mary Wilson and Betty Woerner.

SUPER: The Misses Marie Lawson, Barbara Porter, Monica Bonn, Margaret Kenny, Shirley Kellman, Edna Freatman, Irene Cullen and Bernice Wanamaker.

Temple, LaSalle and St. Joseph's will be the home teams in Philadelphia's Convention Hall basketball program this season. Teams from all over the country will appear in the 13 double headers.

MAKE YOUR NEXT TON
WILLIAM PENN
Anthracite — at
No Other Coal At Any
Price Will Give More
Satisfaction Or More
Pat. Off. Heat Comfort.
PEA — \$8.75
BUCK — \$7.85
RICE — \$6.75
ARAB COKE... \$10.05
For Immediate Delivery, Call: Main 306
FIRE-KING
70 EXCHANGE ST.
Mrs. Florence Lord, 41 N. Washington St.

TOWERING
MANSIONS
Designed and Dedicated
to Highlight the Joy of
Living
LINCOLN
HOTEL
Live like a king when
you visit New York. Stay
at Manhattan's Mightiest
Hotel Lincoln, superb in
every detail of location,
luxury and hospitality.
1400
ROOMS
Each With Bath
Shower And
Cabinet Radio
HOME OF THE FAMOUS
BLUE ROOM
Outstanding
Music And
Entertainment
Ownership Management
MARIA KRAMER
President
John L. Hargan, Gen. Mgr.
HOTEL EDISON
Same Management
NEW YORK CITY
44th To 45th STS. AT EIGHTH AVE.

EDWARDS Basement Brings You a
Spectacular Purchase and Sale!
**350 SUITS,
OVERCOATS**
13.95 each
Here's a real buy right at the height of the season. Every garment smart, new, up to the last minute in style. Carefully tailored of quality worsteds in stripes, checks, and mixtures. In all sizes; regulars, shorts longs and stouts.
Men's Worsteds Suits... 13.95
Values to 22.50
Men's All Wool Overcoats... 13.95
16.95 Values
Men's Topcoats With Lining That Zip In... 13.95
18.95 Values
Student Two Pants Suits 13.95
15.95 Values
EDWARDS BASEMENT STORE

ROCHESTER'S LARGEST
POPULAR PRICED STORE
Edwards
Charge Purchases
Made Balance of
December or Thru January
Will Appear On February Bills
OPEN an
EDWARDS
NEW 90 DAY
Charge Account
No Down Payment
No Interest to Pay
Mail or Phone Your
Application
PAY 1/3 FEB. 10th
PAY 1/3 MAR. 10th
PAY 1/3 APR. 10th

Big Clearance Famous 'FOOT REST' and 'WALKOVER SHOES'

Nationally
Advertised
at 6.50
and 7.50
4.95 PAIR
Our Third Floor Shop has been a busy spot since these famous-name shoes took clearance prices! Regular wearers buying 2 and 3 pairs at a clip... and others getting their first pairs at real savings. Still several good values if you wear a size 4 to 10, AAAA to B in the group!
Gabardines — Kid Leathers — Suedes — Suede and Leather Combinations — Kid and Patent Combinations
EDWARDS—Third Floor

If You Did Not Get Enough for Christmas and Even If You Did—
Don't Miss This End of the Year.
SALE of Men's Finer SHIRTS
Values 1.39 to 1.95 **\$1**
MEN—No matter how many fine shirts you received for Christmas, you'll want to gift yourself with several of these! This group at \$1 includes a special purchase and many better shirts from our own regular stocks—it may be months before we can repeat the value!
Broadcloths — Cords
Woven Madras
End-to-End Madras
Slub Weaves — Clip Figures
White — Blue — Tan
Stripes — Checks — Figures
14 to 17 Sizes
EDWARDS—Street Floor

Your Buying Opportunity to Stock Up For Months to Come!
Full Fashioned
First Quality
RINGLESS CHIFFON STOCKINGS
57c PAIR
Long-wearing qualities... Leg-flattering abilities—a lot to expect of any stocking. And when Edwards brings you these two most sought-for features at only 57c, you've good reason to get excited! A new product of American Bemberg Corp. Featuring the New "Bemose Yarn"—proved longer-wearing, more elastic than ordinary Bemberg by actual tests... but one pair will do more convincing than all our statistics—you'll be an Edwards fan from now on!
Choose From All The Popular Mid-Season Shades In Sizes 8 1/2 to 10 1/2
EDWARDS—Street Floor

PAGE FOUR

WIN LOEW'S THEATRE TICKETS—SEE TODAY'S MOVIE QUIZ

ROCHESTER SUN, THURSDAY, DEC. 28, 1939

Valuable Tips For Fudge Makers

"Oh fudge" is a favorite exclamation — and it's one of delight if your sweet tooth resembles the pet molar of 99% of the population!

Don't smirk in your snood (nor whisper in your wimple) about memories of Victorian ladies who caught their beaux with pans of fudge (it's still a good idea). Don't scorn the fine art of fudging (many a good cook got her start running up a batch.) Practice anybody can fudge a little

If you simply cannot, shrug shoulders and leap into a package of fudge mix (get a reputable brand) and just add water. Three "reminders" come in handy:

1. Use a thermometer if you have one; use the cold water test if you have not. Don't overcook.
2. Remove from heat the minute fudge tests done; let it set until cool to the touch and "glazed looking" before starting

to beat.

3. Beat thoroughly and vigorously (until your arm is tired) before pouring out.

FACTS FOR FUDGERS

Square pans yield neater pieces.

To help prevent "sugaring" use karo in fudge — the dark when you do not.

Some candy-cooks like to beat in butter last, after removing from heat; others mix with basic ingredients.

Vary flavorings. Orange extract or mint essence is good with chocolate.

Unsalted fudge keeps better; but mark off the squares before it hardens.

Double strength, freshly-made coffee used as part of the liquid gives good flavor and color; grand with light fudges.

Chopped Brazil nuts adorn the top fudge as well as enlivening its innards.

The smaller the pan the higher the pieces.

"Half 'n' half" is two-tiered fudge, maple and chocolate are good partners.

Double Decker Peanut Butter Fudge

2 cups sugar chocolate, cut in 2 drops, white karo small pieces 1/4 teas. salt 1 teas. butter 1/2 cup milk 2 cups, peanut butter 1 cup, marshmallows 1 teas. vanilla

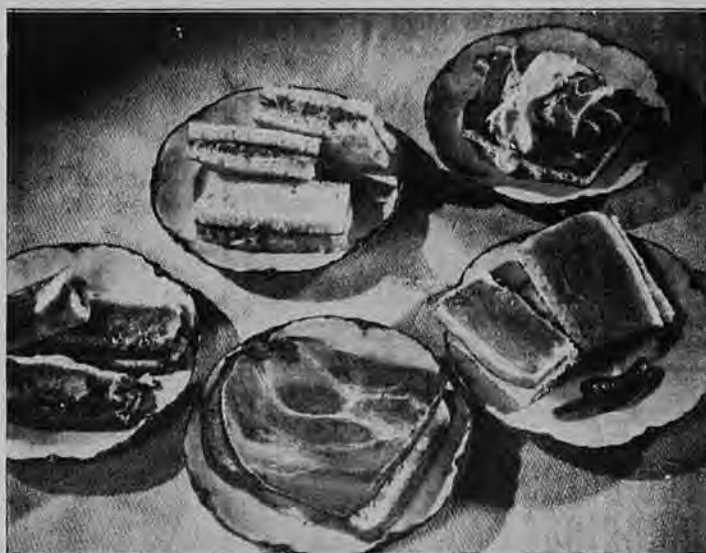
Combine sugar, karo, salt, and milk in saucepan. Place over medium heat and stir constantly until sugar is dissolved and mixture boils. Cover tightly and cook 2 minutes. Uncover and continue cooking, without stirring until a small amount of syrup will form a soft ball in cold water (232 degrees F.). Remove from heat. Place chocolate and butter in second saucepan and carefully pour in 1/2 of the hot syrup. Cool both mixtures to lukewarm (110 degrees F.) without stirring. To plain mixture add peanut butter and 1/2 teas. vanilla. Beat until mixture is thick and has lost its gloss. Pour at once in buttered pan, 8x5 in. Add 1/2 teas. vanilla to chocolate mixture. Beat until mixture is thick and has lost its gloss. Spread over first layer. When cold cut in 1-inch squares. Approximate yield: 40 pieces.



A FULL PAGE COMIC IN
4 COLORS EVERY WEEK IN
NEW YORK SUNDAY MIRROR

A special edition containing all features is on sale during the entire week at all newsdealers—See a copy.

A Variety Of Ham Sandwiches



The ham sandwich has a variety of styles to suit different occasions. In the foreground is panfried ham and to the right is a cooked ham with mustard and butter, served "closed" or open. A minced ham and salad dressing filling is used in the small tea sandwiches. To the left are ground ham filled bread rolls dipped in beaten egg and browned in butter. At the top right is a slice of cooked ham wrapped around canned asparagus tips, served on toast and topped with cheese sauce before heating in the oven to make a luncheon dish of distinction.

University of Chicago's former football followers have changed from the old "Go, Go Chicago" yell to "Scram!"

Tennessee has had so many breather games this fall it may have asthma before it reaches one of those bowl games.

Want Ads

1940 U. S. GOVERNMENT JOBS. Most appointments expected. Commence \$10 to \$175 month. Short hours. Prepare immediately, at home, for next examinations. Experience usually unnecessary. Common education sufficient. Full particulars and list of positions FREE. Write today. Franklin Institute, Dept. A 15, Rochester, N. Y.

DOROTHY MAY
106 EAST MAIN ST. COR. WATER ST.
THIS IS THE END!
We Must Get Out
FINAL CLEAN SWEEP
... Nothing Reserved — Everything Must Be Sold ...
REG. \$3 Women's SHOES
● Patents ● ARCH ●
● Suedes ● DRESS ●
● Gaborlines ● AND ●
● All Heels ● SPORTS ●
88c pr.
While They Last!
811 Pairs
REG. \$1.99 Pr. 44c
250 Pairs Reg. \$1.00
House Slippers 19c
Come Early For Choice

Lauer's Annual Stock Reorganization Sale of Furniture-Rugs-Appliances!

★ Store Open Thursday and Friday Evenings ★

LIVING ROOM

- \$115. 2-pc. channel back suite—broad armed, circular frame sofa and semi-barrel back chair... \$74
- \$159. Jamestown Lounge, Georgian Sofa. The very fine piece is covered in the finest plush; rose red mohair. A master mark signed piece insuring you the finest of materials and construction. \$139
- \$98. 2-pc. blue frieze suite—a model comfortable round arm divan and chair in long wearing mohair. A splendid value for discriminating, thrifty shoppers. The quality is high. \$68
- \$215. Down filled Brocade ex-quisite graceful Georgian styling... solid mahogany frame. A Jamestown lounge show room sample sofa and chair. Priced less than wholesale cost. \$139
- \$84. 2-pc. tapestry suite. The sofa and chair are very comfortable. Both pieces have broad, fully upholstered arms, round spring and frame construction. \$59
- \$139. 2-pc. modern mohair suite. Upholstered in turquoise and coral. This sofa and chair is a splendid example of graceful modern simplicity. One only. \$95
- \$235. 2 pc. blue Karpen suite—covered in finest doekin. \$149
- \$129. Serpentine shaped mohair suite, upholstered in a very unusual wine colored striped mohair. \$89

BEDROOM

- \$139. Modern mahogany 3-pc. suite. Lauer's sale price includes full sized bed, chest, and your choice of dresser or vanity. You save \$40 now on this fine suite. \$119
- \$194. 6 pc. Burled walnut suite. Lauer's reorganization sale price includes bed, chest, dresser, vanity, night stand and chair. \$129
- \$89. Modern bed, chest, vanity. A very unusual value. Matched walnut Bur with contrasting waterfall motif. \$59
- \$359. 6-pc. carved solid mahogany. Lauer's finest Chinese Chippendale group. Includes dresser and vanity with carved handing mirrors, large highboy, full sized bed, nightstand and vanity chair. Famous Baginaw furniture. \$348
- \$139. Prima Vera 4-pc. suite. This blonde mahogany group includes bed, chest, dresser and vanity. Lauer's Reorganization sale price saves you \$10.00 on this better than average furniture. Only 1. \$69
- \$189. Grand Rapids period style solid mahogany 3-pc. suite. \$119
- \$169. Modern maple bed, chest, dresser and vanity. \$98
- \$248. Modern walnut twin beds, dresser, chest, vanity. \$100
- \$109. Wheatstraw mahogany bed, chest, dresser or vanity. \$69

DINING ROOM

- \$139.00 Hepplewhite mahogany dinette suite, 7 pc. including table, buffet, china cabinet and 4 chairs. Lauer's reorganization sale price saves you more than \$50.00. \$85
- \$159.00 9-pc. modern walnut waterfall suite. Plenty of storage space in the buffet and china cabinet. Large table with built in leaf. 5 comfortable side chairs and a large arm chair. \$98
- \$375.00 Baginaw French Burled Acacia. One of Lauer's finest dining room suites. Exquisite hand carved famous Baginaw construction. Price includes table, buffet, china cabinet, arm chair, 6 side chairs. \$295
- \$98. 9-pc. walnut dining suite. A large 6 legged extension table, buffet, china cabinet, 5 side chairs and one arm chair. Finished in beautiful walnut. An outstanding value at Lauer's. \$69
- \$210.00 Jamestown solid mahogany suite, 8 shield back chairs... swelled front buffet... extra large china cabinet with crown mahogany doors... a beautiful high lighted mahogany table. \$149
- \$69.00 solid maple table, dutch cupboard, 4 chairs. \$39
- \$198. Swedish modern Prima Vera 9-pc. dinette. \$115
- \$498. Solid mahogany Grand Rapids, 9-pc. suite. \$365

Reg. \$79 Solid Maple BEDROOM SUITE

\$49

Lauer's sell this fine quality maple suite only to make room for new 1940 merchandise which must be displayed. The \$49.00 price includes bed, chest and your choice of dresser or vanity. An outstanding Reorganization Sale Value.

Reg. \$125

LOVE SEAT \$49

Down Filled

LAUER'S RUG DEPARTMENT

- \$47.50 — 9x12 Green Axminster Broadloom .. \$27.50
- \$59.50 — 6x12 two tone Wilton Blue or Burgundy .. \$39.50
- \$69.50 — 9x12 Brown Twist Broadloom .. \$49.50
- \$6.95 figured twist Broadloom—Beige, Burgundy, Tan .. \$3.95
- \$29.50 — 9x12 Selected Patterns, Axminster .. \$29.50
- Regular \$3.50 tan or burgundy Axminster Broadloom .. sq. yd. \$1.95

Reg. \$4.50
MOIRE BROADLOOM \$2.95
Blue, Wine, Cedar, Brown...

CERTIFIED SAVINGS

- \$16.75 Solid Maple Lounge Chair \$9.75
- \$10.00 Comfortable Occasional Chair \$6
- \$207 1938 7 ft. Norge Refrigerator \$129
- \$69.50 Extra Large Rollers Kitchen Cabinet .. \$34.00
- \$40 Solid Maple Corner Cabinet \$19.75
- \$29.75 Maple China Cabinet \$18.50
- \$49.00 Mahogany Console Table and Mirror .. \$29.50
- \$67.00 Jamestown Lounge, Rose Brocade Chair .. \$39.00
- \$118.00 Simmons Modern Living Room Sofa Bed \$64.00
- \$49.00 Extra Large Mahogany Drop Leaf Table .. \$32.50
- \$32.90 Modern Waterfall Walnut 4'6" Bed .. \$16.50
- \$34.29 Beautiful Solid Mahogany 4'6" Bed .. \$19.75

USED FURNITURE UP TO 50% REDUCTIONS

QUANTITIES ARE LIMITED

Lauer's
50 STATE ST.

INNERSPRING MATTRESSES

Reg. \$14.75

\$9.75

Reg. \$19.75 | Reg. \$29.75
\$13.50 | \$18.00

Extra Large LOUNGE CHAIR \$19

Reg. \$37.50

LAUER'S DRAPERY DEP'T.

- 30x36 30"x36" hand Damask Draperies pr. \$5.98
- 37" Attractively figured Ruffex Draperies pr. 5.00
- 112" Tailored Rayon Curtains, Ecru Color pr. 89c
- 32"x54" Assorted colors 6-Pc. Cottage Sets set \$1.79
- \$3.15 Discontinued Davenport Slip Covers \$3.95
- \$6.50 Slubby valled Washable Chenille Spreads \$3.95
- Absorbent Turkish Towels .. each 22c
- \$1.36 All sizes Red Pepperell Sheets each 89c
- Discontinued Patterns \$2.98
- Chair and Davenport Covers \$3.95

1/2 Price Sale
75 LAMPS 1/2 OFF
Table or Floor

STORE OPEN THURSDAY & FRIDAY EVENING

Sibley, Lindsay & Curr Co. STONE 6500

This Is The Year Of Years To Have

A SIBLEY TURKEY



The Meat of Kings
At a Price That
Anyone Can Pay!

25c lb.

It's a well-known fact, around Rochester, that a Sibley turkey is the last word in plumpness, freshness and flavor. This year's crop of birds has been more plentiful and more tempting than in many a season. At our record low price there isn't a single reason for letting New Year's Day go by with less than a Sibley turkey on your table!

Flav-O-Rich HAMS,
whole or shank half, lb. 25c
Flav-O-Rich COOKED HAM,
whole or shank, lb. 29c

**MINCE
PIES**

25c ea.

Cut to six generous portions.

**FRUIT
COOKIES**

19c doz.

California fruit melt in your mouth!

Check List Of Holiday Needs

- () Swiss Cheese, extra quality, lb. 32c
- () Smoked Boiled Ham, sliced, lb. 49c
- () Imported Polish Boiled Ham, lb. 75c
- () Boscul Coffee, one hour fresh, lb. 26c
- () Pure Cane Granulated Sugar, 10 lb. bag 53c
- () Campbell's Tomato Juice or Tomato Soup, doz. 97c
- () Royal Gelatine and Puddings .. 5 packs 27c
- () Ocean Spray Cranberry Sauce .. 2 tins 25c
- () Heinz Spicy Sweet Pickles 1 1/2 oz. btl., 17c
- () SLC Stuffed Colossal Olives, 1 1/2 oz. btl. 53c
- () Syrupack Sweet Potatoes, Dulany's, for candied sweets .. 12c; 2 for 21c
- () Palmdale Asparagus, No. 2 Tin .. 33c
- () Heart's Delight Pear Nectar, 12 oz. 3 for 21c
- () Melo, water softener, pack .. 15c; 2 for 27c
- () Anderson's Sparkling Beverages, large bottles .. 3 for 50c
- () Crosse and Blackwell Mince Meat 15 oz. jar .. 25c
- () Educators Crax .. lb. pkg. 15c

GROCERY, MAIN FLOOR .. PHONE ORDERS AT 8 A. M.

Want Ads

U. S. GOVERNMENT JOBS. Many
positions expected. Commence May
75 month. Short hours. Prepare
immediately, at home, for next exam-
ns. Experience usually unnecessary.
Common education usually
sufficient. Full particulars and list of
positions. Write today. Franklin
Institute, Dept. A 15, Rochester, N. Y.

MAY

DR. WATER ST.

E END!

et Out

SWEEP

ng Must Be Sold

SHOES

88c

pr.

Pairs Reg. \$1.00

Slippers 19c

Early For Choice

Pr.

ATION

GES!

ROOM

\$85

\$98

\$295

\$69

\$149

\$39

115

365

TRESSES

\$29.75

800

19

P.T.

\$5.98

5.00

89c

\$1.79

\$3.95

\$3.95

22c

89c

\$2.98

\$3.95

OFF

NG

Sibley, Lindsay & Curr Co.

Suggests That No Better Resolution For Your Own and
Your Family's Well-Being Can Be Made Than This One:

"I WILL SLEEP BETTER IN 1940"

Determine from the New Year on to really enjoy "luxury comfort." It's essential from a health standpoint. And you CAN afford it! A Beautyrest Mattress will cost you \$39.50. This price figures down to about a penny a night, based on the 10-year Simmons guarantee. Since Beautyrest lasts 3 TIMES LONGER than ordinary mattresses . . . it will in the long run COST YOU LESS . . . and give you far better rest!

SIMMONS "BEAUTY REST"

\$39.50

Beautyrest has 837 pocketed springs . . . each separated from the other, not tied together! So each coil acts independently . . . to support and rest every muscle of your body, lying still, or moving! Ordinary mattresses with their springs tied together by wire cannot give you this scientific support! Come in and let us show you other exclusive Beautyrest features.

NO DOWN PAYMENT TO MAKE IT YOURS!

Our Convenient Budget Plan lets you enjoy the Beautyrest while you pay for it, in monthly instalments, including our small carrying charge.

30 Days Home Trial!
Try a Beautyrest in your own home for 30 days, at our risk. You may return it, if you wish, at no cost!

MATTRESSES
FIFTH FLOOR

MATTRESSES
FIFTH FLOOR

Decorative Additions to Any Room! Splendid Investments In Daytime
Comfort! And At Night They Can Turn Into Single Or Double Beds!

SIMMONS STUDIO COUCHES



Colonial Maple Type

\$39.95

Simmons' "Pull Easy" construction . . . so simple to operate. Arm rests and feet are finished in soft maple; covers are Early American patterns. Complete with innerspring mattress and coil spring base.



Pull-Easy Couch

\$39.95

There it sits . . . want to make it a bed? Pull the back forward and presto! . . . it's opened into a bed. A fine choice of modern and conventional covers. Innerspring mattress and coil spring base.



Simmons "Countess"

\$34.75

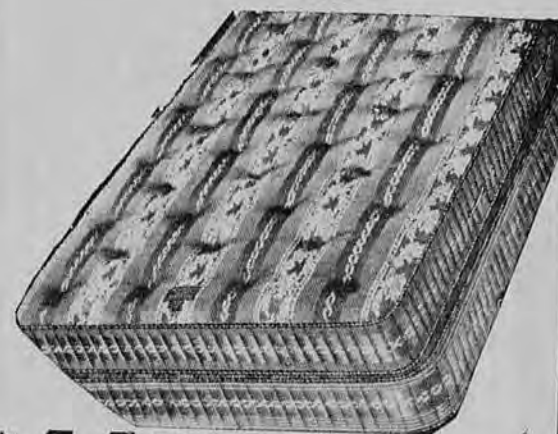
A smart design, featuring an unusual, practical type of pillows, covered in gay, long-wearing fabrics. Quickly converted for sleeping use. Innerspring mattress and coil spring base included at this low price.



The Famous "Bed High"

\$49.95

For people who insist they can't sleep except at average bed height. When opened, a special feature at once raises the bed to regular height. 2 separate innerspring mattresses and coil spring base.



\$44.50

Super Beautyrest

No finer mattress buyable at any price! Thick, yet as springy as a nest of green boughs; layers and layers of softest felt, sturdy sisal padding and gorgeous upholstery provide you with a sleeping help that would be worthy of a king! Matching box spring, \$44.50.



\$24.75

Slumber King

The answer to the comfort-in-sleep problem of those whose budget says \$24.75 is the limit. 242 famous Simmons coils, tied and padded the Simmons way. Pre-built border, of course, for longer wear and firm, neat appearance under your quilt. Box springs to match, also only \$24.75.

Lodge Group To Meet

Annual meeting of the Peanuts, a social unit of Rochester Lodge of Moose, will be held on Saturday night in Moose Temple. A draft of new by-laws will be acted upon and officers elected for the ensuing year. The nominating committee will present the following slate: president, Joseph Paduano; vice-president, William Jones; secretary, Harry Germain; treasurer, George Drake; trustees, Jan Betlem, Adam G. Scheuerlein and John Weldner.

Mrs. Clara Payne, 89 Kingsboro Rd.

SEMET SOLVAY COKE

CALL
GEN. 586 **\$10.05**
For That Better Coke
Always Kept Under Cover

PAYNE & DUNHAM

weis & fisher's

"rochester's showplace of furniture fashion"

New Styles—New Fabrics In
SIMMONS
Pull Easy
STUDIO COUCHES
ONE DOLLAR DELIVERS \$39.95



A Pull Easy at a Budget price... with Simmons inner-spring mattress and coil spring base. Walnut finish arms and feet. Complete cover selection.



OPEN FRIDAY EVENINGS for Family or Group Shopping

weis & fisher's

"rochester's showplace of furniture fashion"
80 CLINTON AVE. SOUTH

Cubs Gather Toys For Distribution To Needy Children

Nearly 250 toys, games, and books were collected by the Cubs of Pack 213 affiliated with the Boy Scouts at No. 8 School, it was announced at a meeting of the group last week. These toys were turned over to Al Sigl, who distributed them to the poor children in the city.

In return for their generosity, Santa Claus gave each Cub present a Christmas gift, and a box of candy. As a token of appreciation for his good work done with the pack, the committee presented Cubmaster Carl Cadwell with a new uniform. Other highlights of last week's meeting included the presentation of nearly 25 awards of rank to the cubs, while each den was presented a flag with the den number on it.

PERSONALS

Mrs. Helen Bauer Smith of supper Christmas Eve in their home. ...
Mrs. John Williams of Bronxville returned last week to her home, having been the guest for a few days of her brother, Marion H. Hawk, and Mrs. Hawk.

Mr. and Mrs. Colin Brown of San Gabriel Drive entertained at

THE STARS WON'T TELL US...



What will be happening in Rochester five years from now? The stars won't tell us—but we've got to know. The need for gas and electric service in Rochester grows by leaps and bounds as the city expands. But power plants and distribution systems can't be built over night.

That is why we always plan five years ahead. We have to be able to predict the future so that we can continue to give you unlimited and dependable gas and electric service.

ROCHESTER GAS & ELECTRIC CORPORATION

BUY BY THE CASE AND SAVE MONEY

SALE

NEW YEAR'S WINES & LIQUORS

FREE!
Immediate Delivery

RYE

Park & Tilford's pt. 95c

Kentucky Bred qt. 1.75

Compare!

Reg. \$2.25 Qt.

GLEN
4152
4151

BONDED Maryland

Straight 4 Yrs. Old

RYE

99c

1.95 Quart

Unusual buy permits us to sell at this LOW PRICE!

Imported Louis Royer

CHAMPAGNE

12 BOTTLES, THE HOUSE OF ROYER is appreciated by all connoisseurs of fine vintages.

Compare Reg. \$3.25

\$2.19 1/5

GIN

Hiram Walker's

100% Grain Neutral

Spirits, 90 Proof

Experience shows us that no gin under \$1.00 can compare with Hiram Walker quality.

Compare: \$1.35 Value

\$1.55 qt.

RYE

Hiram Walker

89c

1.69 Quart

ONEIDA WINES

Port, Sherry, Muscatel, Tokay, White Port, Dry Sherry, Angelica, Marsala.

\$1.69 Gal.

95c 1/2 Gal.

Sandy Mac Donald

SCOTCH

Fine Imported Scotch Blended and Bottled in Scotland

\$2.55

Compare \$3.54 Val.

35 other Brands in over complete fine stocks. See them.

Frascatti Vermouth, 30 oz. **69c**

Open Till Midnight New Years Day

LUCKY STAR WINES

Port, Sherry, Muscatel, Tokay

Compare Reg. \$1.49

\$1.25

Open Till Midnight New Years Day

DRY WINE ... gal. **99c**

Open Till Midnight New Years Day

PARISIAN LIQUOR STORE

1517 LAKE AVENUE

Rochester's Largest Retailers of Meat

RING IN ON THESE Wegman Savings!

Needs For

New Year's Eve

Rich, Leidenkranz Cheese, pkg. ... **23c**

Plain or Pimento Veleeta, 2 pkgs. ... **25c**

Fancy Alpine Swiss Cheese, lb. ... **29c**

Extra Sharp N.Y. Cheese, lb. ... **35c**

Rich, Breakstone Crm. Cheese, lb. ... **33c**

Mild, Creamy Long Horn, lb. ... **23c**

Mohawk Brand Limberger, lb. ... **29c**

Imported French Blue Cheese, lb. ... **39c**

Imported Italian Gorgonzola, lb. ... **43c**

Zealful, Smoked Baked Ham 1/2-lb. ... **25c**

Liver Sausage, lb. ... **25c**

Well Seasoned Thuringer, lb. ... **25c**

Large, Stuffed Olives, pint ... **33c**

Tasty, Mixed Pickles, pint ... **19c**

1/2-Pt. Maraschino Cherries, bottle ... **10c**

Imported Gelatin Crabmeat, can ... **21c**

Royal Gelatin or Jell-O, 2 pkgs. ... **9c**

Have Better Cocktails

And no easy — just add alcoholic ingredients — 7 different types.

HOLLAND HOUSE

COCKTAIL MIX

59c

TENDER, RIB-END

PORK LOIN

11c

MEATY, FRESH-DRESSED ROASTING CHICKENS lb. **23c**

FANCY, STRINGLESS, NEW

GREEN BEANS lb. **12c**

LARGE BUNDLE, CRISP

CELERY HEARTS **10c**

FANCY, EMPEROR, TABLE

CAL. GRAPES 2 lbs. **15c**

NEW YEAR DECORATED

LAYER CAKES ea. **29c**

FRESH, WHIPPED CREAM

BANANA CAKES **21c**

RICH, SPICY, HOLIDAY

FRUIT CAKES lb. **21c**

DARI-RICH, DELICIOUS

CHOC. SYRUP can **17c**

OLD ENGLISH FIG, DATE, PLUM

PUDDINGS 12-OZ. CAN **15c**

READY—PREPARED MARVIN

MINCEMEAT 2 pkgs. **15c**

READY-MADE OCEAN SPRAY

C'BERRY SAUCE can **10c**

FINEST BUTTER MONEY CAN BUY!



LAND O'LAKES

EVERY PACKAGE OF LAND O' LAKES BUTTER CONTAINS U.S. GOVT. CERTIFICATE OF QUALITY!

34c By The Roll, ... lb. 35c

Wegmans HOME OWNED FOOD MARKETS
FREE PARKING FOR CUSTOMERS

LOEW'S

Win Guest Tickets to Loew's Theatre

Simply take the titles of the two features starting at Loew's Friday, Jan. 5th—"Raffles" and "Beware of Spooks"—and see how many words you can form using only the letters appearing in the titles.

First 25 longest and correct lists to reach the Contest Editor, Rochester Sun, 420 Burke Bldg., will receive for their senders a pair of Guest Tickets to Loew's.

RAFFLES

co-starring
DAVID NIVEN • OLIVIA de HAVILLAND

SAMUEL GOLDWYN presents

— PLUS —
JOE E. BROWN
— IN —
"BEWARE OF SPOOKS"

URSDAY, DEC. 28, 1939

ROCHESTER SUN, THURSDAY, DEC. 28, 1939

CONSULT SUN ADVERTISEMENTS FOR SHOPPERTUNITIES

PAGE SEVEN

Rochester's
Largest
Retailers
of Meat

N
E

ngs!

K
N

23c

12c

10c

15c

29c

21c

21c

17c

15c

15c

10c

GE OF
KES
AINS
RTIFI-
LITY!

4c
15c



Who Will Win Rochester Sun's

First Baby of the Year CONTEST

VALUABLE PRIZES!

WATCH FOR
THE WINNER
IN NEXT
THURSDAY'S
SUN

Every firm whose name appears on this page is presenting a valuable prize to the winning newcomer or his parents! It's a nice way to start out life... with a great many things that are needed. Take a look at the many prizes that are being offered. Read the rules. Any couple living within the limits of Rochester is eligible.

The Rules

1. Parents of the first baby must live within the limits of Rochester. It is not necessary to buy anything.
2. Date, hour and minute of baby's birth must be attested to by the attending physician.
3. The baby must be born within the limits of Rochester. All entries must be received at the Rochester Sun, 420 Burke Bldg., St. Paul St., no later than 12 noon January 2nd.

A BEAUTIFUL
8x10 POLYFOTO
PORTRAIT
FREE
To 1940's First Baby

We will issue a certificate good anytime during 1940 to the parents of Rochester's first 1940 baby good for one free portrait.

SPECIAL FOR TWO WEEKS ONLY
3 BIG 8x10 POLYFOTO Portraits \$350
ONE OF THEM BEAUTIFULLY OIL COLORED
BRING THIS AD WITH YOU
AND SAVE A DOLLAR EXTRA
Bring this ad and the total cost to you will be only \$2.50.
Good only until January 15, 1940.

PHOTO STUDIO—MAIN FLOOR

LINCOLN'S

THE
WINNER!
—usually has a good start

WE know that the best start in life for Rochester's first baby is to start with Community Dairy Milk. It, too, is a winner!

We'll Give A
Quart of Milk
A DAY
For 3 Months
To Rochester's
1st BABY

Community's rich,
vitamin-packed milk
costs no more. This
superior product is
sold at standard
prices.

CALL CUL. 1821

Community Dairy Co.
695 CULVER RD.

OUR
GIFT
To The
Winner

Infant's Genuine
BEACON BLANKET
Soft and warm, with cute nursery
designs. Your Choice of colors.

LINCOLN'S

MOTOROLA TABLE MODEL

TO THE
MOTHER
of 1940's
FIRST BABY

Lucky will be the mother with Rochester's First Baby of 1940 for we will give her the "First" in Radio—Motorola! Famous for years in manufacturing auto radios, Motorola, now offers the same standard of high quality in table and console models.

Motorola Radios, \$9.95, to \$99.95. Pay only \$1.00 Down and \$1.00 Weekly.

KEMP EQUIPMENT
COMPANY
331 W. MAIN MAIN 1786

Flowers
Add So Much to
Every Occasion

Whether there is actually a new arrival in the flesh or for any appropriate New Year's greeting send Flowers.

When a new baby is to be greeted, may we suggest:
Baskets Filled with Flowers
Cradles Filled with Flowers
Baby Novelties and Baskets
Old Fashion Bouquet for New Babies
Telegraph Flowers—Anywhere



Beautiful Bouquet
FREE to the mother of the first baby born in '40.

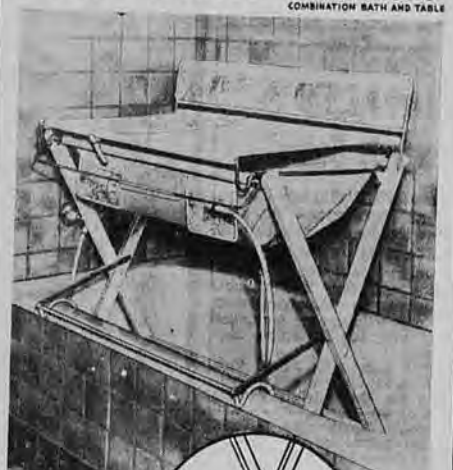
J. B. KELLER SONS
Stone 484 28 Clinton Ave. North

Have You Ever Tried Helen Murphy's
BABY FOODS
They're Sieved!

Made from vitamin-packed vegetables and fruits, and kept that way... because they are prepared in pressure cookers using a minimum of water. They're brought to you fresh from our sanitary laboratory kitchen—never standing around on shelves in stores.

Helen Murphy's Baby Food -- 880 N. Goodman
We Deliver -- Call Culver 171

Free to the
The Newest 1940 Baby
... The Newest Bathinette*



FOR THE
MOTHER TO
USE IN THE
BATHTUB OR
ON THE FLOOR



Bathinettes* Are On Sale In Leading
Infants Depts.

BABY BATHINETTE CORPORATION
TRADE MARK REG. U. S. PATENT OFFICE

HAWRMPPH
z z z z z
CHENILLE
CRIB SPREAD
Given To First
1940 BABY

Young in life 1940's First Baby will learn to appreciate the quality and style of Paul's merchandise. You too will appreciate the vast selection of Curtains, Draperies, Bed Spreads, and Bath Sets offered by Rochester's largest curtain shop.

Paul's CURTAIN SHOP
76 Clinton South
Between Forman's and Weis & Fisher's
PAUL E. LINDGREN, Owner

HEALTH WEALTH AND HAPPINESS

FREE ENGLISH
PERAMBULATOR
TO THE FIRST BABY OF 1940
PRESENTED BY
PILLING
See Pilling Before You Buy
BABY CARRIAGE CO.
512 Joseph Ave.

FREE LOCKET
To The First Baby of 1940



SPECIAL
Repeated by Request
Beautiful Crystal Glass
CIGARETTE
or
JEWEL
BOXES
9c Each



GAMLER'S
CREDIT JEWELERS
and OPTICIANS
104 E. MAIN ST. COR. WATER

SUCCESS and HAPPINESS
to the NEW 1940 BABY

The Best
In Entertainment

... outside of watching the antics of the new youngster, is watching an interesting movie at Loew's Theatre. Balanced entertaining programs, always. Stop in frequently.

6 FREE PASSES
Is our gift to the parents who will greet the New Year so nicely, bringing into the world for Rochester—
1940's 1st BABY

LOEW'S

\$1.00 DINNER
FREE

To Father and Mother of 1st 1940 Baby
BOYLAN'S
RESTAURANT
1851 EAST AVE.
Open All Night

Rose Hilbert Tops League With 258 Single Game Score

Rose Hilbert stole the show in last Friday night's Buonomo Ladies League with an even 600 total and a big middle game of 258. Other high totals were: Mandel 585, S. Rivers 575, Hegnauer 554, Carmen Schwenzer 554, Jeffery 551, Hecht 545, Marge Johnson 542, Dot Hartleben 536, Dot Martin 535, and Meehan 530. Eggleston Grill won two from Buonomo Five, Point Pleasant Hotel won all three from Lowell Restaurant, Towne Tavern took two from Public Market and Rivers Furniture won all three from Perry's Florists. Eisenberg's won three from Chateau, Pure Quill won two from Peacock Fruit, Houek won three from C & M Forwarding, Kelletts won two from Gotham Lines.

Commercial League

Frank Gable banged out a big 673 in the Commercial League last week at Buonomo Hall to lead the league. Garvin had high single game of 249. Cliff Drulard had 642, Sandhope 637, Toomey 620, Garvin 614, Joe Remillard 606, Skoraki 604 and Meyers 603.

MOVING

3 Rooms—\$5.00
4 Rooms—\$7.00
6 Rooms—\$12.00

LARGE PADDED VANS
EXPERIENCED MOVERS

Ask for
Mr. Carter—Main 8926
"WATCH US GROW"

Miss Catherine Barry, 189 Harvard St.



The makers of quality
**SIMON PURE
BEER and ALE**

extend holiday greetings
to their friends and thank
them for their patronage

Throughout
1940
Demand Tops in
QUALITY
Be Sure, Order
Simon Pure
BEER - ALE

BERGER-KLEIFGEN CO., Inc., Distributor

10 Public Market Phone Culver 3300 Rochester, N. Y.

Star Seagram Center



Long Island University Grads, who face the Seagram's at the Armory next Saturday night in the feature half of a twin basketball bill will have to solve the speedy play of Eddie Malanowicz, Seagram center if they expect to emerge victorious.

Is your name listed between the ads in today's Sun? There's a dollar for you at the Sun office if it is. Look now.

Tigers Sign Sloski For Iroquois Game

The lot of the Iroquois lacrosse artists wasn't made a bit easier when the Hamilton Tigers signed Hi Sloski to appear with them when they face the Indians on the armory floor Friday night. Sloski will be well remembered by local followers for his stellar play with the Bramptons last season.

With game time moved back to 8:30, the Indians will be gunning for their eighth straight win of the season. Soddie Groat, who suffered severe lacerations last week in the Geneva Raider contest may watch this contest from the sidelines. His injuries have kept him from practice and doctors are unable to predict just when he will be ready to return to the lacrosse wars.

Interclub League

Inter-Club League bowlers at Buonomo Hall were paced by Dr. Gallaher with 631. Don McCulloch had high single of 242. Winegard had 618, Brennan 616 and Borchard 613.

Locust Club won three from Lions Club, Commerce Club won three from Shrine Monarch Club won two from Real Estates and Ad Club won two from Celery Kings.

JANUARY CLEARANCE

3 Floors of Brand New Furniture Marked Down For Immediate Clearance.

18 MONTHS TO PAY — WILL HOLD FOR FUTURE DELIVERY

LIVING ROOM SUITES

3 Pc. TAPESTRY SUITE . . . Reg. \$ 94, NOW \$ 49
4 Pc. MOHAIR VELVET . . . Reg. \$225, NOW \$110
2 Pc. FRIEZE SUITE Reg. \$119, NOW \$ 65
3 Pc. MOHAIR SUITE Reg. \$189, NOW \$ 95
2 Pc. VELOUR SUITE Reg. \$105, NOW \$ 59
2 Pc. LOOMPOINT Reg. \$189, NOW \$119
2 Pc. VELOUR SUITE (ONE ONLY) Reg. \$ 79, NOW \$ 41
OCCASIONAL CHAIRS . . . Reg. \$12.50, NOW \$5.95

BEDROOM SUITES

5 Pc. WALNUT Reg. \$ 89, NOW \$54
4 Pc. MAHOGANY Reg. \$179, NOW \$95
3 Pc. MAPLE Reg. \$ 79, NOW \$44
6 Pc. WALNUT Reg. \$124, NOW \$82

8 Pc. GRAND RAPIDS SUITE Reg. \$279, - \$165

COIL SPRINGS Reg. \$10.95, NOW \$4.75
4-POSTER BEDS Reg. \$ 8.95, NOW \$5.00
FLAT SPRING Reg. \$ 6.95, NOW \$3.25
MATTRESSES Reg. \$ 7.95, NOW \$3.95

MAJESTIC FURNITURE CO.
204 COURT STREET



GOLDEN BUCKET
Straight Bourbon
WHISKEY
3 Years Old—85 Proof
Very Special
\$1.39 Full Quart
Compare! \$1.95 Value

Bottled to Order
under U. S.
Government Supervision
SAM'S
Special Reserve—straight
4 Years Old
RYE WHISKEY
Distilled by the well
known and famous
Kloster Distilling Co.
Kloster, Pa.
Compare! \$2.00 Value! **\$1.99** Full Quart

One of Scotland's
Finest
KING GEORGE IV
Blended
SCOTCH WHISKEY
100 per cent Scotch
Whiskey Distilled
and Bottled in
Scotland.
90.8 Proof — Compare!
\$2.20 Value! **\$2.49** Fifth

Our Very Best
Seller
SANDY HOLLOW
Straight Rye
WHISKEY
3 Yrs. Old
\$1.59 Full Qt.
90 Proof! Compare! \$1.95 Value!

LIVADAS

Says Happy New Year With
**GREATER
VALUES!**

Our Famous Whiskey
LIVBRO RYE
90 Proof — 51% — 4 Years Old
FULL QUART \$2.10
Compare \$2.65 Value!

The straight whiskey in this product is 4-years old 51% straight whiskey, 49% neutral spirits, distilled from grain. Distilled, blended and bottled by the largest distillers in the world. A very spectacular purchase makes possible this low price . . . another example of Livadas Bros. policy, selling at the lowest possible price, consistent with this high quality.



Special! Amontillado **SHERRY** Nutritional Juan J. P. **\$1.39** Lr.
\$1.95 Value Sherry, Alcohol 29%, Case \$15.85 21-oz. Bot.

Special Imported Pinho & Cabral **PORT** Very Fine Product of Portugal **\$1.39** Lr.
21-oz. Bot.

Our Very Best Seller
LIVBRO GIN
Distilled From Grain 90 Proof
FULL QUART \$1.45
Compare! \$1.98 Value!

A fine quality gin at a spectacularly low price. Smooth and mellow to suit the finest taste. Try this famous LIVBRO brand and you'll adopt the habit if you are a connoisseur. We claim there is no better gin at any price. Try it and you will agree with us!



Imported West Indies
Puerto Rican
CORAZON RUM
\$1.49 Fifth
85 Proof
COMPARE! \$2.25 VALUE!

SPECIAL!
Imported 1928 Vintage
POL CLEMENT
CHAMPAGNE
Product of France
\$2.09 Large 26 Oz. Bottle
CASE 12 BOTTLES \$24.85
A fine champagne from one of the noted warehouses of France. A spectacular price for a vintage champagne.
Compare! \$3.29 Value!

Famous French
Burgundies and Bordeaux
WINES 92c
• LaBelle Sauvernes
• Chateau Sabus-La-Tour (Haut-Saone)
• Portier-Picard (Bourgoigne Blanc)
• Portier-Picard (Bourgoigne Rouge)
• Chateau-Margaux (Grand Vin)
• Chateau-Talbot (Medoc)
Compare! \$1.25 to \$1.50 Value!

YOU'LL WANT THIS CHOICE QUALITY FOR THE HOLIDAYS—AND WHAT A VALUE

BALBOA WINES

BOTTLED AT THE WINERY IN SUNNY CALIFORNIA

Have you ever tried Balboa Wines? If you haven't you have a taste thrill coming . . . and without working a hardship on your pocket book . . . for as Rochester's largest wine dealers, we offer this big bargain in wine EVERY WEEK!

SWEET WINES
MUSCATEL, SHERRY, TOKAY, PORT

3 Full Quarts **\$1.00**

FULL GALLON \$1.25

Alcohol 20% By Volume

DRY
• Burgundy
• Zinfandel
• Cabernet
• Barbera
• Chianti
• Riesling
• Sauterne

99c Gal.

IMPORTED FRENCH or ITALIAN
VERMOUTH 89c
Large 30-oz. Bottle
Compare! With \$1.35 Value!

A LIMITED QUANTITY IMPORTED MELETO
CHIANTI 79c
Old Vintage
The most Famous of Italy's great wines. Dry, Red, in the Raffia wrapped bag.
COMPARE! \$1.29 Value!
CASE OF 12 BOTTLES \$8.65

LIVADAS BROS.

A NAME YOU CAN TRUST

183 MONROE Avenue

OPEN EVERY NIGHT TILL MIDNIGHT

OPEN ALL DAY MONDAY

THURSDAY, DEC. 28, 1939

ROCHESTER SUN, THURSDAY, DEC. 28, 1939

EVERY THURSDAY IS SUN-DAY

PAGE NINE

AS
ear With



\$1.39

\$1.39

IN

roof

5

ice, Smooth and
famous LIVBRO
re a connoisseur.
Try it and you

mous French
ies and Bordeaux

INES

2c

Sauternes
Sauternes-La-Tour
uternes)
ard
ne Blanc)
ard
ne Rouge)
Margaux
Talbot

\$1.25 to \$1.50 Value!

ED FRENCH
TALIAN

MOUTH

9c

0-oz. Bottle
th \$1.35 Value!

QUANTITY
D MELETO

ANTI

79c

\$1.29 Value!

BOTTLES \$8.65

L

Y

1 1/2 PRICE SALE OF FLOOR MODELS



GAS STOVES

All Leading Makes

REGULAR PRICE \$69⁹⁵

SALE
PRICE \$ **34**⁹⁵

First Payment in February

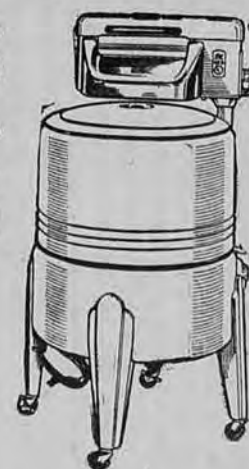
WASHERS AND IRONERS

All Leading Makes

REGULAR PRICE \$99⁵⁰

SALE
PRICE \$ **49**²⁵

First Payment in February



YOU PAY ONLY **2** NICKELS A DAY



TIRES

All Leading Makes

REGULAR PRICE \$15⁹⁵

SALE
PRICE \$ **7**⁹⁵

SIZES
600 x 16

Other Sizes Proportionately Low-Priced



REFRIGERATORS

Your Choice Of

4 LEADING MAKES

REGULAR PRICE \$194.⁵⁰

SALE PRICE
\$ **97**²⁵

FIRST
PAYMENT
IN
FEBRUARY

UP TO 50% OFF **RADIOS**
On All Makes of
CONSOLE MODELS ONLY

FIRST
PAYMENT
IN
FEBRUARY

SENECA STORES
149 MONROE AVENUE

CREDIT
JEWELERS
OPEN EVENINGS TILL 10 O'CLOCK

PAGE TEN

LET SUN VALUES BRIGHTEN YOUR WINTER SHOPPING DAYS

ROCHESTER SUN, THURSDAY, DEC. 28, 1934

DEEP VALLEY \$9.35 TON
HARD COAL
STOVE SIZE \$9.60
PEA SIZE \$7.75

Price Cash. Delivered, Shovel Off

LEHIGH

FUEL SERVICE
202 Stambach's Bldg.—Exchange at Edison

Just Call
MAIN 4525

HOLLOW HILL
ANTHRACITE

\$9.95 TON
Stove Size

PEA \$8.50
Coke \$9.80

New Comic In Sunday Mirror

A new full-page comic, entitled "Superman," has been added to the list of features to be found in the New York Sunday Mirror.

A special predate edition of the Sunday Mirror is on sale in Rochester every week, beginning Monday. This edition contains all the regular features, including 16 pages of comics, the Sunday Mirror Magazine Section, etc.

Awards Made At Scout Meet

For the second time, Bill Statt, patrol leader of the Moose Patrol, was announced the winner of the point system of Scout Troop 82 for the period which ended last Thursday evening. As a reward for his fine showing, Statt was presented a sheath knife.

In second place came Raymond Smyke, who was presented a ping pong set. Frank Kruppenbaker, Ed Starack, James Flannagan, and Anthony Hulls received honorable mention.

G & E League

Ed Kilek had 701 to outshoot the rest of the boys in the Gas & Electric League at Elm Hall last Friday night. Kilek's 254 was good for high single game as well. Pay Cotanch had 640, Myers 638, George Galen 628, Leon Wittman 604 and Cahill 603.

Meter Reading won two games from Office Maintenance, Inventory two from Storehouse, Collectors won two from Order and Office won two from Appliance Service. Electric Stations won two from Steam Department and Electric Distribution won two from General Construction.

Sammy Secreet To Tackle Brimm At Elks Club Monday

With the sour DeCarlo decision still ranking in their hearts, Rochester's fight faithful will be ready for anything next Monday night when Sammy Secreet faces Henry Brimm in the feature spot of a card which will show a four-man team from Pittsburgh. Secreet, who heads the Smoky City battlers, holds a split decision over the Buffalo Negro and vice versa. The boys have fought two close fights, and each has one victory under his belt. If the judge can see better than they did the night they rated DeCarlo over "Tiger" Russell, this should prove a close popular fight. A poor decision will be a heartbreaker for the loser and his backers.

Others who have signed up for the holiday card include Pete Spotti, popular pounder from Pittsburgh, who has already proven his ability to dish it out and take it well; Billy Murray and Walt. Matchmaker Brimm will find opponents for these boys complete the card.

EVERYBODY'S SAYING IT

Apollo Lager Beer

"IS ALWAYS RIGHT. AND RIGHT FOR YOU"

ON DRAUGHT—IN BOTTLES AND CANS

American Brewing Co. of Rochester, N. Y. Inc.

Arpeako League

Ed Sylvas let the Arpeako League at Elm Hall last Friday night with 570. Jack Ries had high single game of 222. Lou Crandall had 558, Ries 552, Otto Jurkow 548 and George Volkmar 543.

Pienies won two games from Tenderloin Ham, De Luxe Beef won three from Steamers, Bacon won two from Nu Franks and Butter won two from Nuggets.

Summer Resort Head Opens Downtown Spot

Announcement has been made of the opening of Louis Rund's downtown restaurant at 48 South Ave. on the premises formerly operated as the College Inn.

Louise Rund, genial host at the Point Pleasant Hotel one of Rochester's most popular summer resorts, will be in charge of the new venture. Rund announces that the same staff which mans the resort inn during the summer will be on hand to serve his downtown customers. He issues a cordial invitation to everyone to "stop in and say hello" and assures his patrons that the same high type of foods and beverages so enjoyed at Point Pleasant will be found at 48 South Ave.

Mind your P's and Q's
[Price and Quality]

and always call for

NATIONAL'S EAGLE
"The King of Blends"

If you want a perfect, mild, gentle whiskey, try National's EAGLE. And compare its price, its body, its aroma and its taste with any blend at any price.

National Distillers Products Corporation, New York—90 Proof, 40% straight whiskey, 60% grain neutral spirits.

MAKE YOUR RESERVATIONS NOW

Happy NEW YEAR

YOU'LL LIKE LISTED HERE THERE'S A SPOT

POST GRILL

Gala All Night Entertainment
Music and Dancing
Floor Show

Turkey Dinner 50c

For Reservation
PHONE MAIN 9012
384 Central Avenue

Happy New Year APEX GRILL

TURKEY, CHICKEN or DUCK DINNER 50c

All Home-Cooked Foods
Choice Beverages

2801 E. Main Cult. 3875

OPEN ALL NIGHT SMITH GRILL

Music, Dancing and Entertainment
Novelties, Noisemakers
Favors For The Ladies

Turkey Dinner \$1.00

Phone Main 7315
For Reservation
8 MILL ST.

BENN'S GRILL

Open All Night

Music, Dancing & Entertainment

Turkey Dinner \$3.00 per couple

PHONE CULV. 5812

For Your Reservation
628 WINTON RD. NORTH

FRANK'S GRILL

Gala New Year's Party

TURKEY SUPPER
With All The Trimmings

\$1.00

51 Taylor Street

Open All Night

ALLARD'S GRILL

Open All Night

MUSIC
DANCING
ENTERTAINMENT
FLOOR SHOW

Full Course Turkey Dinner

For Reservations
Phone Main 8186

WE CATER TO BANQUET PARTIES

252 STATE STREET

Our Regular Saturday Night Parties As Usual

DODGE GRILL

1479 LYELL AVE.

Opened All Night — Floor Show — Sweet Swingsters
Rudy, Bavarian Baritone

FLOOR SHOW — RESERVATION \$1.00 — TURKEY PLATE

Phone GLEN. 7291

PEARL M. DODGE, Prop.

BARNARD'S GRILL

2822 Dewey Ave.

MUSIC, DANCING
and ENTERTAINMENT

Hats, Noisemakers, Novelties

TURKEY DINNER ... 75c

Phone GLEN 2924

For Reservations

OPEN ALL NIGHT
The One And Only Original

CHICKEN ON THE ROUGH

MUSIC - DANCING - ENTERTAINMENT
FAVORS FOR THE LADIES

\$3.50 PER COUPLE

Phone Genesee 2301 for Reservations

"PUNK" ROWE 1160 JAY STREET

ANOTHER GRAND PARTY AT THE BRASS RAIL NEW YEARS EVE

OPEN HOUSE ALL DAY AND ALL NIGHT SUNDAY

ON MONDAY WE WILL SERVE A SPECIAL DINNER

352 EAST MAIN STREET
(One Block From East Avenue)

Happy New Year BILL LAWSON'S GRILL

See the largest Baseball Gallery in the World. Band in Local Groups.

DANCING EVERY NIGHT
ALL LEGAL BEVERAGES

74 South Ave. Main 8098

Cobb's Hill Grill

1104 MONROE AVE.

GALA NIGHT NEW YEAR'S EVE — FLOOR SHOW
CAPPY GUENTHER'S ORCHESTRA — DOTTY O'NEIL, M.C.
STEAK OR TURKEY DINNER \$1.50

Souvenirs For The Ladies — Hats — Noisemakers

PHONE MONROE 9299

For Your Reservation — All Night License.

Artists
Conception
of
NEW YEAR'S EVE
at the
CHATEAU

★ DeLuxe Floor Show
★ Dandy Girls
★ Dizzy Comedians
★ Ducky Music
★ Darby Vocalists
★ Dippy Hats
★ Dazzy Noisemakers

\$3.75
PER PERSON
Includes
FULL COURSE
DINNER

Greet The
New Year In Where
MONROE AVENUE
GREET'S WINTON RD.

Rochester's Only
Metropolitan Nite Club

DANCING, DINING AND DIN 'TIL DAWN!

HOW TO HAVE FUN

NEW YEAR'S EVE!

Just Visit Us!

OPEN ALL NIGHT

SUPER DELUXE FLOOR SHOW FAVORS

Fun! Fun! Fun!

TIMES-SQUARE
RESTAURANT
38 EXCHANGE ST. GEORGE ROCKAS, Prop.

DUTCH MILL

Opened All Night

Hats, Noisemakers, Novelties
Favors for the Ladies

Music Dancing & Entertainment—Floor Show

Full Course Turkey Dinner

\$5.00 per couple

Phone Char. 1174
For Reservation

We Cater to Banquets or Parties
Cor. Stone Rd. and Dewey Ave.

ROCHESTER MAENNERCHER

OTTO HILLER

MUSIC — DANCING — FLOOR SHOW

RESERVATION \$1.00 — TURKEY AND ALL ITS FIXINGS

PHONE 8342

COR. CLIFFORD and REMINGTON

OPEN HOUSE
All Night at
BEN HELFER'S

Music Dancing
Floor Show
Chicken Chicken
And Everything Else

Reservation 75c

Phone MON. 9147
90 HENRIETTA STREET

HOWDY, FOLKS!

Now Open
DOWNTOWN
featuring
The Very Finest
Foods & Beverages
at
POPULAR PRICES

LOUIE RUND'S
TOWN HOTEL
48 SOUTH AVE. Formerly College Inn

*****Noon Day Lunch 40c-50c*****

lowness and you'll stick to it for
You can be sure that Ruppert will never relax in its
tain the quality and flavor—to guard the purity and wholesomeness
of its products. This is, and always will be, the Ruppert story.

P. D.—Kicking out the old...ring in the new.
Ruppert "Old Knickerbocker" Beer vs Ruppert

THE BEER THAT MADE THE OLD DAY

TUNE IN on San Louis Ruppert Sports Review every Tuesday, Thursday and Saturday

You can be sure that Ruppert will never relax in its
tain the quality and flavor—to guard the purity and wholesomeness
of its products. This is, and always will be, the Ruppert story.

P. P. Ring out the old... ring in the new.
Ruppert "Old Krimbocker" Beer or Ruppert

THE BEER THAT MADE THE OLD DAYS

TUNE IN on San Lomas Ruppert Sports Review every Tuesday, Thursday and Saturday

efforts to main-
 tenance of all
 standard.
 with
 the.
 GOOD!
 P.M., Stratton WOR

JACOB RUPERT
ALE

JACOB RUPERT BREWERY, New York City

SPECIAL CASE PRICES LOWEST IN ROCHESTER

Free Delivery MAIN 786	BERGHASH	MAIN 786
---------------------------------	-----------------	-------------

124 CLINTON AVENUE SOUTH
NEXT DOOR TO LOEWS THEATRE — FREE PARKING OPPOSITE STORE

When you're drinking a toast to the New Year say it with a friendly glass of Ruppert "Old Knickerbocker" Beer. Just one hearty swallow of this real old-style brew with its old-time lightness and mellowness and you'll stick to it for keeps.

You can be sure that Ruppert will never relax in its efforts to maintain the quality and flavor—to guard the purity and wholesomeness of all of its products. This is, and always will be, the Ruppert standard.

P. D. Ring out the old . . . ring in the new . . . with Ruppert "Old Knickerbocker" Beer or Ruppert Ale.

THE BEER THAT MADE THE OLD DAYS GOOD!

TUNE IN on Stan Lomas Ruppert Sports Review every Tuesday, Thursday and Saturday—7 P. M. Station WOR

Copyright 1999 by JACOB RUPPERT BREWERY, New York City

SPECIAL CASE PRICES

Free Delivery

MAIN 786

BERG

124 CLINTON AVE.

NEXT DOOR TO LOEWS THEATRE

LOWEST IN ROCHESTER
HASH
AVENUE SOUTH
— FREE PARKING OPPOSITE STORE

MAIN
786

National Distillers Expand Plants

Following a tour of inspection by Seton Porter, its president, the board of directors of National Distillers Products Corp. has authorized plant improvements and extensions at an estimated total cost of approximately \$1,000,000. With the completion of these improvements, Colonel Thomas F. Brown, vice-president, believes his company will have the most modern group of distillery plants to be found anywhere in the world.

Mr. Porter's recent personal survey included the company's three plants at Louisville, three at Cincinnati, two at Frankfort, as well as those at Peoria, Ill., and Broad Ford and Large, Pa.

Photo shows Vera Hrubá, former Czechoslovakian champion, now the girl without a country. She is one of the stars of the Ice Vanities of 1940.

The bayonet derives its name from the town where it was first manufactured: Bayonne, France.

BUY YOUR GLASSES
Here On Easy Payment Plan
No Extra Charge
C. A. KOHLER
Prescription Optician STONE 4178
604 TEMPLE BLDG. - 6TH FLOOR

WATCHES
CLEANED
REGULATED
ADJUSTED
The Watch Doctor
2 North Street
Opposite Sibley's

AUDITORIUM Fri. and Sat.

World Premiere!
Jos. M. Gates Presents
THE MAN WHO KILLED LINCOLN
Dramatized by Elmer Harris from Philip VanDoren Stern's
Best Seller with a cast of Distinguished Players
Richard Waring as John Wilkes Booth
Sam Byrd, Whitford Kane
Staged in three acts and eleven scenes by Felix Brenlano
Nights 2.75, 2.20, 1.65, 1.10. Mat. 1.65, 1.10, 83c, 55c, tax incl.

FOR THAT NEW YEAR'S PARTY

CHICKEN LEGS 35c
PORK-END 13c
CHICKEN BREASTS 45c
HAMS 22c
ALL CUT FROM YOUNG CHICKENS
Stainless Cooked Whole or String Half
Groceries Meats **DOLAN'S** We Deliver
600 JEFFERSON AVE., COR. BARTLET

Buy with CONFIDENCE - Know SATISFACTION

FREEBURN \$9.60
Dependable HARD COAL
Pea \$8.25 Buck \$7.60
Rice \$6.50
All Prices Cash, Delivered, Shoveled Off!
PHONE: MAIN 306
FIRE-KING
70 EXCHANGE ST.
Mrs. Nora M. Holihan, 38 Stratford Park

SMOOTH AS SILK

KESSLER'S Private Blend
BLENDED WHISKEY
PRICED RIGHT
25% Straight Whiskey - 75% Neutral Spirits
distilled from Grain, 40-50 Proof, J. Kessler
Distillers Company, Incorporated, Lawrence-
burg, Indiana.

ABC RUG CLEANERS PARTIES
Every Tues. and Sat. Night
2011 E. MAIN ST.
ADMISSION 25c
E. Main St. Car to Door

CHILI Recreation Hall
Entertainment
BINGO
IS FREE
Mon., Thurs., Fri. 8:15 P. M.
Wed. 1:30 P. M.
509 Chili Ave.

Dance Every Saturday Evening
at
Plymouth Spiritualist Church
to the music of Jimmy Van
BINGO
FREE
8:15 O'Clock Adm. 25c
22 Games
Fresh Ham Dinner Sat. & P. M.
Plymouth Ave. at Troup Sts

Free BINGO STRAND THEATRE
62 ST. PAUL STREET
\$600 GIVEN AWAY
(NO EXTRAS)
FRI. NITE 8-30
Movies & Entertainment
ADMISSION 1
ALL SEATS RESERVED
GET THEM EARLY! 99c

It's DAW'S CLEARANCE SALE

IF your stock of drugs and toiletries ran low during the rush of holiday buying, you're lucky... Here's your chance to replenish at BIG SAVINGS... Daw's annual holiday CLEARANCE SALE... the time we reduce our inventories... brings you some of the biggest drug and accessory bargains of the year. Check this ad... shop a DAW'S store... today through Saturday.

50c Size
BARBASOL
Shaving Cream
23c

25c
APEX
LIVER PILLS
8c

100 FL.
WAX PAPER
6c

25c Tin of 30
MILK OF MAGNESIA TABLETS
7c

1.35
LYDIA PINKHAM'S MEDICINE
77c

25c Size
CITRATE OF MAGNESIA
6c

50c
Woodbury's SHAMPOO
21c

pack of 10
SPARKLET BULBS
69c

15c-2 oz.
CASTOR OIL
6c

WITH THIS COUPON
REG. 25c SIZE
DR. LYON'S TOOTH POWDER
9c
(Limit 1)

WITH THIS COUPON
VANILLA FLAVOR
Large 6 Oz. Bottle
25c Value
8c
(Limit 2)

DRUGS-REMEDIES
FOR winter colds & sore throats
1.00 SQUIBB'S ADEX TABLETS 79c
60c MENTHOLATUM OINTMENT 36c
60c HEET LINIMENT 41c
35c VICK'S VAPO-RUB 27c
1.50 FELLOW'S SYRUP OF HYPOPHOSPHITE 94c
60c AYER'S CHERRY PECTORAL 33c
1.00 val. THERMOMETERS ORAL OR RECTAL 49c
25c SPIRITS OF CAMPHOR 2 OZ. SIZE 14c
75c BAUME BENGAY ANALGESIC 59c

PURE DRUGS
CAREFULLY COMPOUNDED

With This Coupon
PEPPERMINT PATTIES
FULL POUND BOX
18c
DELICIOUS DARK CHOCOLATE
(LIMIT TWO POUNDS)

Nails Brittle?
Hair Stringy?
Eyes Lusterless?
Feel All Let-Down?
Watch Your Vitamins and Minerals
TRY PLEASANT-TO-TAKE
VITAMIN "M"
Vitamins A B C D E and G
Plus Essential Minerals
To look your best, feel your best, and be your best - you must have certain recommended minerals. Too often modern diets with their highly refined foods lack these essentials.
Here's a new way to be sure you are getting these builders of beauty, health, vitality: start using Vitamin M today! These easy-to-take capsules provide the six necessary VITAMINS and the eight essential MINERALS which contribute to clear skin, muscular tone, fine teeth, sparkling eyes, lustrous hair, systematic regularity, youthful vigor, and resistance to nervousness and fatigue. Vitamin alone are not enough. Your doctor will tell you that you must have essential minerals, too. This convenient and economical combination Vitamin M package gives you both vitamins and minerals. Get a package today. 60 Soluble Elastic Capsules - A month's supply.

PRESCRIPTIONS
THE MOST IMPORTANT PART OF
DAW'S BUSINESS

TOILETRIES
60c ANGIUS ROUGE INCARNAT 43c
25c TOILET LANTOLIN Tube 13c
25c DIER-KISS 2 for 25c
41.10 TANGEE LIPSTICK 79c
50c LADY ESTHER FACE POWDER 39c
\$1.10 MERCOLIZED WAX 68c
25c WOODBURY'S ROUGE 17c
\$1.00 ZIP WAX DEPILATORY 66c
60c DANDERINE HAIR TONIC 31c
\$1.50 KOLORBAK HAIR RESTORER 87c
55c WOODBURY'S FACE POWDER 39c

BOWL HEATER

\$1.50 VALUE
Scientifically designed reflector - assures even, efficient distribution of heat. Heavy no-tip base prevents tipping. Equipped with large wire dome safety guard.
94c

SUN LAMP
Bake Your Pains Away!

Bake your pains away with these health-giving infrared rays. Sunshine at the snap of a switch!
REGULAR \$2.00 Value
Complete with Bulb and Cord
\$1.19

HEAT PADS
ELECTRIC
Simple, 3-Heat Switch
Double-Safety Thermostat on Each Heat
Cost Only About 1/2 Per Hour to Operate
Cushion Comfort Construction
Safe, Uniform Heat for Relief of Pain or Chill
\$2.50 VALUE
\$1.39

We Reserve the Right To Limit Quantities

WITH THIS COUPON
STERILIZED
GAUZE BANDAGE
2 ROLLS FOR
11c
(Limit 4)

WITH THIS COUPON
NEW HIGH TEST
OXYDOL
REG. 25c LARGE SIZE
16c
(LIMIT 1)

SPECIAL VALUES
1.00 HALEY'S M. O. Laxative 56c
60c PETERSON'S OINTMENT 33c
1.50 GRAY'S GLYCERINE TONIC 93c
50c LIMESTONE PHOSPHATE 27c
1.25 SAKA LAXATIVE 98c
50c SODIUM SALICYLATE TABS. 5 GRAIN 23c
35c val. COTTON-ABSORBENT FULL POUND 18c
50c EPHEDRINE JELLY 1 OZ. TUBE 27c
35c SHUR-OFF CORN REMEDY 21c
35c val. WHISK BROOMS FULL SIZE AND STURDY 23c

SPECIAL OFFER!
NEW DAWDENT
TOOTH PASTE
Large 50c Size
2 Tubes For
39c

PILLS & TABLETS
\$1.00 WHITE'S C. L. O. TABLETS 79c
25c CASCARIS LAXATIVE 14c
35c GROVE'S BROMO-QUININE 27c
60c DIAPHRIN TABLETS-PAIN'S 34c
25c ASPERGUM FOR HEADACHES 21c
75c ANACIN TABLETS 59c
25c BAYER'S ASPIRIN 19c
75c CARTER'S LIVER PILLS 57c
35c PAIN'S COLD COMPOUND 21c
60c ZILATONE TABLETS 43c
25c DOAN'S REGULATES 21c
\$1.25 HEMROID TABLETS 79c

ELECTRIC Cord Set

REG. 25c VALUE
Full length, well-insulated, strongly insulated. Complete with plugs.
11c

50c Size
TEK Tooth Brush
23c
2 for 43c

55c
1 lb. Box
EPSOM SALTS
11c

Box of 60
Parke, Davis
THROAT DISC
15c

Pound Can
KEN-L-RATION DOG FOOD
6c
3 for 17c

35c
HILL'S NOSE DROPS
16c

Bottle of 250
BREWER'S YEAST TAB.
69c

25c Size
FITCH'S TALC
9c

25c Size
Gold Medal
HAARLEM CAPS.
18c

REG. 25c
IVORY SOAP
MED. SIZE 4c
LARGE SIZE 8c